

HARVARD
ALUMNI ASSOCIATION



To: HAA Board of Directors
From: Philip Lovejoy
Subject: Update on HAA Programs
Date: October 18, 2019
CC: HAA Committee Members

We look forward to welcoming you back to Cambridge next week. As you will see in the attached overview, our activities are in full swing. Fall is a busy season, surpassed only by the month of May!

As new leadership across the University settle into their second year, I am happy to report that the work of the HAA is well positioned. We successfully introduced Larry Bacow to the HAA board and to alumni in ten cities around the world last year and have several more on the docket for this year. Brian Lee has now had a full year as the vice president of alumni affairs and development, and has instituted his new leadership structure, and is advancing our work admirably. Brian has a deep commitment to alumni affairs, and it shows in his participation in and engagement with our work. He will be present at several points during our meetings, including speaking at the Friday morning plenary.

The newest addition in leadership within AA&D is Armin Afsahi. Armin is associate vice president and dean for development of the Faculty of Arts and Sciences. He came to us from the University of Denver, and prior to that was at UC San Diego. Armin is widely recognized as one of the great leaders in higher education advancement and is also a strong advocate for the work of alumni affairs. We look forward to increasing our collaborations with the Faculty of Arts and Sciences' development office, and the Harvard College Fund in particular, as we enhance our college alumni engagement activities. Armin will also be in attendance throughout the meetings and I encourage you to introduce yourselves and get to know him.

I am excited about our year ahead, both in the HAA and the wider AA&D enterprise. And I look forward to working with you all as we continue to build and connect this extraordinary community of Harvard alumni.

As always, I thank you from the bottom of my heart for all that you do for the HAA and Harvard.

VOLUNTEER

Volunteers are the lifeblood of the HAA. Listed below are the programs that happen only because of the hard work of our volunteers, and the various activities we produced that focus on supporting and cultivating our volunteer network.

The **2019-2020 HAA Board of Directors** welcomes Alice Hill AB'81, AM'88, PhD'91 as the 2019-2020 HAA President. The Board will continue to build on the wonderful work from last year and celebrate the many ways our University-wide community is promoting positive change on campus and around the world. This year, we welcomed 18 new Committee Members and 30 new Directors who will join the group of 135 Directors in all (including Elected, Graduate School, College, Club and SIG, and Past President Directors). Additionally, we have 29 alumni leading Initiatives and Committees. In total this year, we have 306 alumni volunteers on the HAA Board representing all the graduate and professional schools, the College, and Clubs and Shared Interest Groups, hailing from Boston to Spain to Hong Kong, and spanning a broad age range from students to post 50th reunion College alumni.

The 2020 Class Committee is underway. First, Second and six Program Marshals have been elected by their peers. These marshals are joined by six appointed Gift Marshals. The fourteen Marshals worked together to appoint the class Secretary, Treasurer, Media team and House Representatives, and together these newest HAA volunteers will work to bolster connections among and between classmates, with Harvard and with the larger alumni community – work that will continue into alumni life.

More than 150 alumni volunteers returned to Harvard Yard on Labor Day, September 2, to welcome first year students during **First-Year Convocation**. In keeping with recent tradition, the invitation to marshal was extended to Happy Committee members and College alumni Schools & Scholarships volunteers with three or more years of consecutive service, allowing many who played a direct role in bringing the Class of 2023 to campus the opportunity to welcome them on behalf of the alumni community. Alumni met with students at their dorms, presented them with their class pins, and processed with them into the ceremony on this eleventh occasion of what has come to feel like a cherished and ancient Harvard tradition. HAA President Alice Hill welcomed the students on behalf of the alumni community, and all assembled heard remarks from President Bacow, Deans Khurana and O'Dair, and student speaker Fotini Anastopoulos '20, as well as musical selections from the Harvard Band, Choirs and Kuumba Singers.

The 119th Annual Meeting of the **Association of Harvard College Class Secretaries and Treasurers (AHCCS&T)** took place on May 2. Following the annual business meeting and association photo, the annual meeting lunch featured Faculty Director of the Harvard Legal Aid Bureau and Clinical Professor of Law, Esme Caramello AB '94, JD '99. The day's agenda also featured a Student Life Session, three concurrent content sessions, and a tour of the Richard A. and Susan F. Smith Campus Center. The meeting concluded with the HAA Board of Directors dinner and the presentation of the Harvard-Cambridge Scholar Award.

College Class Reunion Chairs attended the first event of the 2019-2020 **Reunion Co-Chair Leadership series** in September, and continued with a program and budget workshop in early October. Co-chairs from each of the reunion classes are invited to each event. This is the fourth year the Reunions team has hosted the series, which was designed to help reunion leaders get to know the HAA team, share best practices, learn from past reunion leaders, and map out work for the 2019-2020 year.

The **Crimson Connect Social Ambassador Program** has grown to include over 1,700 social ambassadors - alumni across all Schools at Harvard, as well as parents of Harvard College students, and the newest alumni, the Class of 2019. Top shared posts over the last few months include research in the South Pole, First Year Move-in Day, Skydeck (HBS alumni) podcasts, and a piece on optimism by the Chan School. An interesting learning from the top shared pieces is that they are more often content that ambassadors find in our "Share News" section of the platform, not stories we have emailed to them. In the near future, we will be looking for ways to target content based on School as well as opportunities to share multimedia pieces such as podcasts or videos.

As the final piece of the **HAA Board Alumni Communities Initiative**, we'll be filming a **webinar** at Hauser Studio featuring the Harvard Club of Central Florida, ClassACT HR73, Harvard Alumni Entrepreneurs, and the Class of 1988 Facebook Group. This webinar will be divided into five short videos focusing on how to use digital assets to create a sense of community for alumni. The video will be filmed during the fall HAA Board meeting, after which we will work to determine the best methods to share the videos as a resource for our volunteer community.

Since our last report, the HAA has formally recognized the following **new Clubs and Shared Interest Groups**: the Harvard Club of Egypt, Harvard Alumni Peking and Chinese Opera Group, and Harvard Alumni for Fashion, Luxury, and Retail.

Sixteen clubs and shared interest groups sponsored a combined 30 **Summer Community Service Fellowships** in 2019. Awarded to students pursuing public service projects over the summer break, the fellowships provided \$3500 to \$5000 per student, awarding a total of \$125,000 in funding for student public service projects. Jointly administered by the HAA and the Center for Public Interest Careers, the Summer Community Service Fellowship program is a crucial initiative in supporting the development of a new generation of graduates working for the public interest and provides one of the largest sources of funding for summer public service at Harvard College.

The **Clubs and Shared Interest Groups (SIGs) awards** are presented annually at the HAA Board and HAA Clubs and SIGs Alumni Leadership Conference shared dinner in Cambridge in February. Nominations may be submitted through October 24 at <http://officerslounge.clubs.harvard.edu/article.html?aid=112> for:

- The Outstanding Alumni Community Award which recognizes a Harvard Club or Shared Interest Group for exceptional efforts resulting in outstanding, improved or innovated programs; and
- The Outstanding Volunteer Leadership Award which recognizes a Harvard Club or Shared Interest Group volunteer who has gone above and beyond to make an exceptional contribution to their Club and/or SIG.

A number of **new digital tool features** have recently been introduced to better enable Clubs, SIGs and classes that utilize the HAA-provided suite of digital tools to engage their communities, including:

- Smart Groups: A new feature that gives volunteers the ability to segment email lists based on multiple pieces of information including profile data, membership and event attendance.
- Survey/Election Ballot: This new form allows the sites to host online confidential voting and conduct user surveys. The forms are designed to be embedded on web pages and can be restricted to members or other groups within the community.
- QR Code: QR (Quick Response) codes can now be generated for all events created on AlumniMagnet websites. These codes store information in a machine-readable label and can be used for event check in via smartphone.

- **Embedded Slide Show:** Volunteers now have the ability to embed photo slideshows on any page within their website. The slide show is responsive and optimized to be viewed on tablets and phones similar to Facebook or Instagram.

PARTICIPATE

Participating in alumni programming is critical to building engagement. Below is a sampling of programs that the HAA staff have produced or supported since February.

The **Harvard Alumni Travel** team has operated 43 trips since the May 2019 Board Meeting. Trips of note include two hiking programs – a Kilimanjaro trek in June and a first time trip to Scotland’s Orkney and Shetland Islands in August; and an invitation-only director’s trip for the Harvard Art Museum to Italy last May. One of the hottest trips of the summer was “Remembering World War I” led by former Harvard President Drew Faust alongside Charles Rosenberg, Elizabeth Cohen and Herrick Chapman. On this invitation-only program to France, travelers braved triple-digit temperatures each day as they visited the historic cemeteries, memorials, and battlegrounds of WWI. Family programs also remain strong with our Family China travelers visiting the Harvard Shanghai Center and meeting with Director Yi Wang and his team.

In May, our off-the-beaten path trip “Journey through the South Caucasus” featured an event with local Harvard alumni in Armenia participating in a joint discussion with travelers. While last month, an intrepid group of alumni met with the Harvard Club of Madagascar during their journey through “the Eighth Continent.” Coinciding with the October Board Meeting, members from The Harvard Club of Pittsburgh will join travelers on our Pittsburgh Art Weekend program.

We are seeing a trend of travelers booking trips over a year in advance, led by the **Total Solar Eclipse in Antarctica 2021** where travelers will journey on the *L’Austral* to witness the total solar eclipse on the Wedell Sea next November and December.

In staff news, we welcomed two new babies: Johanna Claire was born to Suzanna Rivituso and her husband Adam (their second daughter); and Aidan Dunn was born to Steve Holmgren and his wife Claudia (their first). We are currently in the early stages of planning 2021 trips this fall!

Throughout the month of May, the HAA welcomed thousands of students, alumni and guests at events and programs in Cambridge during **Senior Week, Commencement Week, and College Reunions.**

Each year we welcome graduating seniors to the **HAA Senior Desk** in the HAA offices to pick up their tickets for Class Day, Commencement, and other Commencement Week Activities. As in past years, we once again partnered with the Harvard College Office of Institutional Research to drive 100% participation in the College’s annual Senior Survey by making survey completion a prerequisite for ticket pick up.

A culmination of the 2019 Class Committee’s work throughout the year, **2019’s Senior Week** included fourteen events – each attracting strong attendance from the Class of ’19. Senior Week was followed by a robust **Commencement Week for the graduating seniors**, including traditions like the Phi Beta Kappa Literary Exercises, Baccalaureate Service, Senior Class Family Reception, ROTC Commissioning Ceremony, Class Day Picnic and Exercises, Faculty Deans’ Receptions, and the Harvard Band, Radcliffe Choral Society and Glee Club Concert.

We welcomed graduating seniors, family members, and guests to the Yard for the **Class Day Picnic and Exercises** on May 29, which included student speakers, the presentation of the Ames Awards, remarks from incoming HAA President Alice Hill AB '81, PhD '91, and featured speaker Al Gore AB '69.

Harvard's 368th Commencement was held on May 30, 2019. The HAA was joined by the steadfast Happy Committee and over 350 Marshals and Aids in welcoming more than 30,000 students, parents, alumni and guests in Harvard Yard throughout the day. Following the Morning Exercises, the HAA held the general alumni spread (feeding 1,500 alumni, parents, students and guests) and the Chief Marshal Spread hosted by Chief Marshal Tracy K. Smith AB '94. After the alumni processions led the alumni ranks into Tercentenary Theatre, HAA President Margaret Wang AB'09 presided over the Afternoon Program where she congratulated our three Medal awardees, and welcomed President Bacow and Commencement speaker Angela Merkel in front of an overwhelmingly enthusiastic and vast crowd of students, parents and alumni.

Twenty-one non-reunion College classes' hosted gatherings in class headquarter rooms in the Yard on Commencement Day, and several classes gathered for meals and celebration on Commencement evening and on Radcliffe Day the following day. More than 1,100 of the eldest alumni gathered in the Yard for the annual **Tree Spread**, where these post-50th Reunion College alumni made a great showing and were led in procession into the Annual Meeting by the eldest among them, Evelyn Richmond AB '41 and Arsen Charles AB '42.

For the third year in a row, hundreds of College alumni joined the 25th Reunion Class's traditional Symphony Hall outing for "**Harvard Night at the Pops**," on June 1. Members of the Class of 1994 performed with the Boston Pops Orchestra for an unforgettable night. The new Alumni Night at the Pops is becoming a favorite annual tradition.

We had nearly 9,000 alumni and their guests who joined us for **College Reunions in May**. The 20th and 65th reunions broke the all-time attendance records, and all classes had a strong showing of spirit and participation. The HAA Reunions team continued their close partnerships with the AA&D Events team and other internal partners throughout the organization.

- The HAA hosted two iterations of "A Conversation with President Bacow" for the spring College Reunion Classes. For the Classes of 1969 and 1964, Congressman Robert "Bobby" Scott AB '69 interviewed President Bacow about the current state of the University, the Admissions lawsuit, the future of Allston, and role of higher education in America. Over 400 alumni and friends attended this event. For the Classes of 1984 and 1994, former Harvard Overseer Deanna Lee AB '84 asked President Bacow about why he chose to accept the role as President of Harvard and moderated questions from the audience. Over 600 alumni and friends from the Classes of 1984, 1994, 1999, 2004, 2009, and 2014 attended this event as part of the spring Reunion Weekend festivities.
- Harvard Medical School faculty members Dr. William Pirl MD '94, MPH '08, RF '14 and Dr. Jamie Jacobs presented "Fighting Cancer with the Mind: A Faculty Forum" as part of spring Reunion Weekend festivities. Pirl, Associate Professor of Psychiatry, and Jacobs, Assistant Professor of Psychiatry, walked through their current undergraduate seminar that asks the central question: do psychological factors influence cancer survival? Over 600 alumni and friends from the Classes of 1984, 1994, 1999, 2004, 2009, and 2014 attended this event.

- The HAA assists with marketing for **SIG Mini-Reunions** that take place during the Spring Reunions. This year, more than 20 SIGs participated in these successful events.

For the last time before moving all reunions back to the spring in 2020, the College Alumni Programs (CAP) reunions team worked in partnership with Class Reunion Committees to plan successful **Fall Reunions**, welcoming back nearly 1,000 alumni and guests in September from the College classes of 1974 and 1979. The HAA hosted “A Conversation with President Bacow” and over 500 alumni and friends attended the talk, moderated by Tamara Elliott Rogers AB ’74. They discussed higher education, the progress of Allston, and public service for Harvard students. Also, the 40th reunion broke the all-time attendance record.

Since last spring, the **College Class Reports** team has sent the inaugural First Generation Harvard Alumni Red Book and two Class Reports for fall reunions (40th and 45th) to press, rounding out the 2019–20 year with the publication of seventeen books, the 5th to 75th Anniversary Reports, a chapbook of poetry for the Class of 1969, and the University-wide Red Book of first-generation stories of Harvard alumni. Below are the Red Books by the numbers:

- **More than 9,000 Stories Shared.** Precisely 8,943 alumni and 132 family members and shared their stories for publication in the Red Books this past year.
- **Over 7,500 Pages Printed.** The HAA published 7,724 book pages, which is a hundred pages longer than the prior year.
- The College Class Reports team is now preparing for another year of extraordinary participation and is embarking on a couple new initiatives:
 - Development of a new Red Book technology platform, hosted on the AH.edu Alumni Community, piloting the Class of 2015 5th Anniversary Report.
 - A commemorative 50th-anniversary book of reflections for the Department of African and African American Studies.

This spring and summer, we continued our **alumni event series introducing President Bacow** to alumni around the world. We were fortunate to have President Bacow join alumni in four cities since our last Board meeting: Phoenix, Houston, Chicago, and Geneva. We had nearly 700 alumni in attendance at these events during which they had a chance to hear President Bacow’s thoughts on a range of topics including the role of Harvard in fighting the opioid crisis, the progress of the Allston campus, issues concerning DACA and international students on campus, the value of higher education, and freedom of speech on campus.

As part of LGBTQ Pride Month and in honor of the 50th anniversary of the Stonewall Riots, the HAA, the Harvard Club of New York City, and the Harvard Gender and Sexuality Caucus hosted “**Stonewall 50 and Veritas: LGTBQ+ at Harvard, Past, Present, and Future**” on June 24. Held at the Harvard Club of New York City, more than 125 alumni participated in a moderated conversation with Ciarra Jones MTS ’19, Professor Michael Bronski, and Professor Durba Mitra RF ’19 on the Stonewall Riots and its impact on LGBTQ rights at Harvard, in the US, and abroad.

A small group of alumni and their families participated in a morning of volunteering at **Gaining Ground** in Concord, MA. Participants helped to weed the fields and then washed vegetables to be sent to communities in need. Gaining Ground is a farm that grows fresh produce which is distributed to food

banks and shelters in Boston and the Metro west area, and they rely on volunteer help to grow and harvest their crops. This event was sponsored by the HAA.

The chance to explore and learn at the Harvard Forest made “**Connect, Collaborate, and Conserve: Hike and Talk at the Harvard Forest**” sell out quickly. Led by Harvard Forest Director David Foster, 40 alumni and guests were given a history of the Harvard Forest, lessons on conservation, and then treated to a hike in the Forest with current students to see the Forest’s efforts up close.

Audio recordings from many alumni education events are posted on the HAA’s [SoundCloud](#) page. Recent files have attracted over 5,300 listeners. Additionally, the ongoing webinar series created in collaboration with the Board’s Career and Networking Initiative and Matthew Temple AB ’86 have yielded over 27,000 additional views between eight videos on the HAA’s [YouTube](#) page.

HarvardKey claims continue to rise, with 151,091 claimed so far. Alumni under 35 have the highest number of claims at 45,000, likely thanks to the fact that all graduating classes since 2016 graduated with a HarvardKey. Claims have also increased across other age cohorts as well, but decline as alumni get older – starting with 34,000 for those 35-44, 25,000 for those 45-54 and so on. The GSAS, the College, and HLS, have the highest number of claims, in that order. As of this spring, 87,000 alumni have logged into the online **Alumni Directory**.

The HAA once again coordinated with the Harvard College Fund Parent Engagement Programs team and various graduate school admissions offices to build awareness for and expand parent engagement via **Student Send-off events hosted by Clubs and SIGs**. More than fifty clubs hosted events to welcome admitted students to the alumni community.

Since the Spring Board meeting, 20 **Speakers Bureau** events have taken place. (See Appendix I, page 12, for a list of upcoming Speakers Bureau and Clubs and SIGs hosted faculty events.)

The **Harvard Prize Book** program ended FY19 with more than 160 Clubs, SIGs, and Contacts sponsoring more than 2050 awards worldwide. Prize Books are presented annually to outstanding students in the penultimate year of their high school careers who demonstrate excellence in scholarship and achievement in other non-academic areas, thereby introducing talented young people to the opportunities available at Harvard.

The HAA, Center for Public Interest Careers, and the Harvard Club of Boston partnered to host a **Nonprofit Board Recruitment Fair** on May 9th. The fair consisted of 57 nonprofit organizations from the Boston metro area (28 of those represented by Harvard alumni) and drew nearly 300 alumni attendees.

Harvard Alumni World MasterCard (Harvard Alumni Card) Harvard Alumni Card currently has approximately 9,400 cardholders as of the end of August 2019. The team at HUECU is hard at work on a new online platform experience that will launch in November 2019 with full upgrades for all customers.

The **Committee to Nominate Overseers and Elected Directors** held their first meeting September 12-13, 2019 to begin the process of selecting the candidate slates for the 2020 Overseer and Elected Director elections.

- The spring 2019 elections marked the first time that eligible alumni voters had the opportunity to cast their ballots online. Harvard degree holders cast 38,182 ballots in the election and the total vote count rose 37% from 2018. The international vote count rose 159% from 2018, with 87% of those votes cast online. In turn, 53% of U.S. votes were cast online, and 69% of all 2019 online voters opted out of future paper ballots.
- Email engagement was strong throughout the 2019 campaign and the cadence of communications with two pre-emails from Harvard and four ballot emails sent via the election vendor were effective. The pre-ballot emails drove nearly 11,000 people to the elections.harvard.edu site to learn about the candidates. Click-to-open rate (which best illustrates the effectiveness of each email) for the pre-ballot emails were 20% for the Class of 2018 (which received a separate message as first-time voters) and 15.2% for the general population. The ballot emails, which contained links to the online voting site, also saw high engagement. Open rates for the ballot emails ranged from 50% - 23%, with an average of 39%. The ballot emails saw an average CTOR of 6.7% across all four messages, ultimately driving tens of thousands to the ballot site. Unsubscribe rates were extremely low, especially for the ballot emails. This data suggests strong interest in online voting and sustained interest among non-voters throughout the campaign.
- Results from the 2019 election were announced the week of Commencement. (See Appendix II, page 14, for a list of 2019 elected Harvard Overseers and HAA Elected Directors.)

COMMUNICATE

Through communication strategies we reach the broadest range of alumni. Communications also play a critical role in marketing our programs, and amplifying the impact of the events beyond the events themselves.

In early June, we deployed a Commencement-themed issue of the quarterly **College Alumni Newsletter (CAN)**, followed by the fall issue in September highlighting the newly renewed Lowell House. One of several ongoing collaborations with our FAS development colleagues, the CAN offers an insider look at College life and alumni connections through alumni profiles, snapshots of campus life, and opportunities to connect in Cambridge and around the world. The CAN is segmented by geography and has enjoyed relatively high open rates across segments.

The Harvard Alumni Gazette (HAG), our monthly newsletter with news from across Harvard, continues to experience record engagement. Our open rates have averaged 29% in last fiscal year. Through a series of iterative A/B testing, click to open rates for the Harvard Alumni Gazette have risen from 9.9% in fiscal year 2018 to 13.7% in fiscal year 2019 to 15% over the past six months. Over the next few months, we plan to push click and open rates even higher as we roll out a new personalization strategy. This strategy will be complemented by a redesign of the newsletter to modernize the look and feel and allow for increased flexibility within the template. We look forward to reporting back on these efforts.

Data and experimentation continue to drive our strategic approach for the **eEVENTS newsletter**, as we track how our segments engage on a city, state, or geographical region. As we look to drive further engagement, we are working to further build out and develop the regional focus of our eEVENTS newsletter, and plan to pursue a long-term redevelopment and redesign of the newsletter to accomplish this. Included in this planned redesign is an updated template with enhanced mobile compatibility, more robust featuring of SIG and Club events, and greater flexibility to curate truly regional content for alumni. Additional planned enhancements include a new name, streamlined look and feel, and

accompanying web updates to facilitate easier navigation on alumni.harvard.edu if possible. Open rates continue to average at or above 30% for each send.

With the goal of connecting the Class of 2019 with HAA resources and encouraging them to engage with the Alumni Directory, the **Grad Appeal email marketing campaign** ran from April to September. Seniors and University-wide graduates received a series of nine segmented messages as part of an “email journey”—their path dependent on their level of engagement with the previous message. The campaign was highly successful, averaging a 64% open rate across all segments, and a 16.8% Click Rate. One of the best performing communications in the campaign, a welcome message from Philip on Commencement Day had an 83% open rate.

This past spring, 140,000 alumni started receiving the **Harvard Gazette Daily** email, after a pilot with a smaller cohort received very positive results. Alumni who received notice this spring that they would start receiving the daily email also responded very positively. Open rate averages 31% with only a small percentage of the cohort opting out (less than 5% of the entire cohort) and more than 125,000 alumni opening at least one email. Bringing the Harvard Gazette email to more alumni has also given us important information about how alumni engage with content. Some of the most popular stories include:

[Dietary link found to drug-resistant breast cancer](#)

[5 named Harvard College Professors](#)

[Breaking artistic boundaries](#)

[One thing to change: Embrace mindfulness](#)

Social Media Update. Still reigning at the top of the Ivies, the HAA Instagram account has reached 59,439 followers, which is 39,984 followers more than our closest competition Stanford. During this timeframe, we have had 86,842 likes on our content, which grew 32.3% between April and September. The HAA Facebook Page’s following has increased to 12,462, a 27% increase since April. We have been seeing increased engagement on the page as we continue to experiment with the different types of content and determine what alumni are most interested in seeing on the page. Our Twitter account has also maintained the number one spot in the Ivies, reaching 38,676 followers, which is 15,410 followers more than our closest competition, MIT Alumni. This accounts for a 4.3% increase since April and results in over 2,000 retweets and 14,000 clicks. Looking ahead to the coming months, we will start our major campaigns for Welcome to Your City, Harvard-Yale, and Global Networking Night.

The **Spring Reunion social campaign** focused on creating a virtual engagement experience for alumni through Twitter, Facebook, and Instagram, both leading up to reunions and during reunion week. We saw engagement across Instagram increase by 30% for likes (12,722 in 2019 vs. 9,575 for 2018), and 40% for video views (4,665 for 2018 vs. 6,525 for 2019)—this also included our most liked photo of fiscal year 2019, the 1949 Class photo! We also saw strong hashtag use on par with last year across Twitter—nearly 2,000 uses of the hashtag (not including HAA uses, only alumni and guests). Facebook saw similar engagement to last year with a significant increase in video views from 3,619 to 9,547 in 2019. To drive engagement, we sourced throwback photos from yearbooks, pulled quotable moments from Class Day and Commencement speakers, and reached out to alumni directly on Twitter and Instagram asking for photos, reflections, and gradvice to the Class of 2019. In addition, we socialized the Reunion hashtag on our social platforms and through the email campaign text-messaging program. The Instagram story feature has been a great tool, allowing us to capture a weeklong overview of Reunions through our own content taken on site but also through sharing Reunion attendee content onto the story throughout.

The HAA executed a **Shared Interest Group marketing** push to enlist alumni to opt-in to receiving communications from the Shared Interest Groups of their choice. This push resulted in 3,051 individual alumni opting in to receive SIG communications; the average number of SIGs selected was four. This campaign served as a compliment to the SIG marketing integrated into Global Networking Night and Welcome to Your City marketing and provided not only new audiences for our Shared Interest Groups, but also valuable data to inform our ongoing efforts to connect SIGs to interested alumni audiences.

The HAA's **2018-2019 Welcoming President Bacow** tour and event marketing recently concluded after visiting nine cities worldwide in the first year with over 3,000 alumni in attendance. The full campaign saw a 44.6% average open rate and a 12.8% click to open rate that continues to surpass average event email benchmarks across our Ivy+ peers.

Following the success of the Welcoming President Bacow event campaign in his first year, the HAA will continue to introduce President Bacow to audiences worldwide with the newly branded "A Conversation with President Lawrence S. Bacow" event series.

A Conversation with Lawrence S. Bacow marketing campaign builds on the successful campaigns for the Welcoming Lawrence S. Bacow events last year, including incorporating alumni senders and encouraging first-time event attendees and young alumni to register. This summer, we kicked off the marketing campaign for our new Conversation with Lawrence S. Bacow event series. The first event in Geneva, Switzerland saw strong engagement, hitting an expanded capacity after two sends seeing a 48% open rate. This will be followed by an event in Amsterdam on November 9. Nearly at capacity, the Amsterdam event campaign saw a 45% average Open Rate and 12.6% Click to Open Rate. We are looking forward to rolling out a standardize copy deck and marketing plan that incorporates these learnings for future events in this series.

STAFFING UPDATE

In July, **Betsy Pearlman** joined the HAA as assistant to HAA Executive Director Philip Lovejoy. Betsy is no stranger to Alumni Affairs and Development as she has spent the last 4 years ably and cheerfully working at the 4th floor reception desk.

Angela Wright joined the University-wide Alumni Engagement and Events team as a staff assistant on October 7th. A graduate of the University of Michigan and formerly a college affordability advisor at uASPIRE, Angela will also support Deputy Executive Director Sarah Karmon.

The Engagement Marketing team is excited to share that **Megan Domaracki**, formerly the coordinator in Engagement Marketing, moved into a new role as an assistant director on the EM team in early October. We are currently hiring her replacement. Megan will continue to report to Emily Dufresne in her new role, while the new coordinator, when hired, will begin reporting to Kellie Celia.

HAA Clubs and SIGs welcomed two new staff assistants over the spring and summer. **Lindsey Dunn** brings experience managing high volume inquiries, troubleshooting, and providing a high level of customer service from her roles at Datadog, a monitoring service for servers, databases, other web based tools, and demandDrive, a tech sales development firm. Lindsey is the frontline point person for Clubs & SIGs AlumniMagnet support and trainings, working closely with Clubs and SIGs to manage their data and online presence in addition to providing administrative support to Erin Mackey Kistler and Chandra Mohammed. Lindsey hails from New York State and is a graduate of Providence College.

Rachael Walker came to us from the Massachusetts Governor's office, where she served as a Program Coordinator in the Office of Access & Opportunity & Community Affairs, working with various groups including the Governor's Black Advisory Commission and Latino Advisory Commission. At the HAA, Rachael supports Joslyn Evans and Lindsey Kelley, working with the Shared Interest Group program as well as a number of clubs and programs. Rachael is a graduate of Wagner College where she received both her Bachelor of Arts in Psychology and her Master of Business Administration.

The HAA's College Alumni Engagement team is excited to announce that **Maddie Snedeker** has accepted the position of assistant director of Annual Giving at the Harvard Law School. In her new role, Maddie will have prospect pools largely based in New York and Washington, DC. Given Maddie's roots in the DC area, she is especially excited to visit and get to know HLS alumni in that region! Maddie has been an asset to the team and will be missed by colleagues in the HAA and throughout AA&D. Thankfully she will still be in 02138, just on the other side of the Cambridge Common. We thank Maddie for her contributions to the HAA and to AA&D. Her last day in the HAA was Friday, October 4.

APPENDIX I

Speakers Bureau/Clubs and Shared Interest Groups-Hosted Faculty Events

The following events have taken place since the spring 2019 Board meeting:

May 7: Professor Tim McCarthy addressed the Harvard Club of Louisiana on “Precarious Progress: Race, Voting Rights and the Future of American Democracy”

May 8: The Harvard Club of Rhode Island welcomed Professor Nancy Rosenblum for their annual dinner

May 9: The Harvard Club of Sacramento hosted Professor Martha Schwartz who spoke on “The Softer Side of Sustainability”

May 18: The Harvard Club in Maine welcomed Professor Donna Hicks for their annual dinner

May 19: The Harvard Club of San Diego hosted Professor Harry Lewis who spoke on “Reinventing the Classroom, Rethinking Education”

May 20: Professor Harry Lewis then traveled to Seattle to speak to the Harvard Alumni for Education chapter

May 20: Harvard Alumni Architectural and Urban Society hosted Professor Rahul Mehrotra on a panel in New York City

May 21: Professor Tim McCarthy met with members of the Harvard Club of Merrimack Valley for their annual meeting speaking on, “Trump’s Tweets - A Close Reading. Is there Method or Meaning to the Madness?”

May 24: Professor Jason Ur spoke to the Harvard Club of Princeton on “Modern Spy Satellites and Ancient Assyria: How New Technologies are reconstructing the Landscape of the Ancient World”

May 29: Dr. Carol Saivetz met with the Harvard Club of Ottawa to speak about “The State of the U.S. - Russia Relations”

June 3: Alexandra Vacroux, Executive Director of the Davis Center, spoke to the Rocky Mountain Harvard University Club about “Russia Today: Motives, Message, and Meddling”

June 6: Dr. Jerry Mechling spoke to the Harvard-Radcliffe Club of Westchester on “The New Digital Future: New Capabilities. New Leaders. New Priorities”

June 13: The Harvard Club of Western Pennsylvania welcomed Professor Susan Crawford who made remarks on “Data and Democracy”

June 13: The Harvard Club in Concord heard from Professor Daniel Shapiro for their annual dinner

June 15: James Bryant Conant University Professor & Director of the Edmond J. Safra Center for Ethics Danielle Allen headlined the Harvard Brazil Alumni Summit: "One Harvard, One Brazil" Sponsored by the Harvard University Club of Brazil along with the HBS Club of Brazil, HBS Alumni Angels of Brazil, Harvard Law School Alumni Association of Brazil and the David Rockefeller Center for Latin American Studies, the event drew more than 250 alumni.

June 18: The Harvard Club of the North Shore welcomed Professor Ali Asani for their annual dinner

June 23: The Harvard Club of Southern California listened to Professor Alex Lu who spoke on "What Can we learn from the Global Honeybees Disappearance?"

July 25: Dr. Anthony Jack met with members of the Harvard Club of Georgia to discuss his book, *The Privileged Poor: How Elite Colleges are Failing Poor Students*

August: William (Ned) Friedman, Arnold Professor of Organismic and Evolutionary Biology & Director of the Arnold Arboretum visited the Harvard Clubs of Hong Kong, Shanghai and Tokyo.

August 8: Harvard alumni in Mauritius participated in a networking reception with Professor Arthur Lowes Dickinson professor of business administration at Harvard Business School Srikant Datar and participants enrolled in the Senior Executive Program – Africa (SEPA).

October 5: The Harvard Club of the Research Triangle met with John Silvanus Wilson who discussed "The Case for Inclusion and Diversity at Harvard and beyond"

October 10: Andrew Berry met with members of the Harvard Club of Iowa in Cedar Rapids to speak about "Who we are: What analyses of ancient DNA can tell us about human evolution"

APPENDIX II

Seven alumni have been elected as new members of Harvard University's Board of Overseers and six as directors of the Harvard Alumni Association (HAA). The University announced the election results Thursday at the HAA's annual meeting following the University's 368th Commencement.

The seven new Overseers are:

Alice Hm Chen, Berkeley, Calif.

M.P.H. '01

Chief Medical Officer and Deputy Director, San Francisco Health Network

Janet Echelman, Brookline, Mass.

A.B. '87, *magna cum laude*

Visual Artist, Studio Echelman

Vivian Hunt DBE, London, England

A.B. '89 *cum laude*, M.B.A. '95

Managing Partner, U.K. and Ireland, McKinsey & Company, Inc.

Tyler Jacks, Cambridge, Mass.

A.B. '83 *magna cum laude*

Director, Koch Institute for Integrative Cancer Research, Massachusetts Institute of Technology

John B. King Jr., Washington, D.C.

A.B. '96 ('95) *magna cum laude*

President and Chief Executive Officer, The Education Trust

Reshma Saujani, New York, N.Y.

M.P.P. '99

Founder and Chief Executive Officer, Girls Who Code

Ryan Wise, Des Moines, Iowa

Ed.L.D. '13

Director, Iowa Department of Education

Five of the new Overseers were elected for six-year terms. Janet Echelman will complete the remaining four years of the term of Mariano-Florentino Cuéllar A.B. '93, who has been elected to the Harvard Corporation. Ryan Wise will complete the remaining year of the term of James Hildreth A.B. '79, who resigned from the board in view of other professional obligations.

The new Overseers were elected from a slate of nine candidates who were nominated by an HAA committee as prescribed by the election rules. This year marked the first time that eligible voters had the opportunity to cast their ballots online. Harvard degree holders cast 36,735 ballots in the election, an increase of about 37% from 2018, when the total was 26,765.

The primary function of the Board of Overseers is to encourage the University to maintain the highest attainable standards as a place of learning. Drawing on the diverse experience and expertise of its members, the board exerts broad influence over the University's strategic direction, provides essential

counsel to the University's leadership on priorities and plans, has the power of consent to certain actions (such as election of members of the Harvard Corporation), and directs the visitation process by which a broad array of Harvard Schools and departments are periodically reviewed.

The six newly elected HAA directors are:

Bryan C. Barnhill II, Detroit, Mich.

AB '08

City Manager of the City Solutions Group, Ford Smart Mobility

Ethel Billie Branch, Flagstaff, Arizona

A.B. '01 *cum laude*, J.D. '08, M.P.P. '08

Former Attorney General, The Navajo Nation

Salomé Cignal de Ugarte, Brussels, Belgium

LL.M. '94

Managing Partner, Hogan Lovells

Adrienne E. Dominguez, Dallas, Texas

A.B. '90 *cum laude*

Partner, Intellectual Property, Thompson & Knight LLP

Christina Lewis, New York, N.Y.

A.B. '02 *cum laude*

Founder and Chief Executive Officer, All Star Code

Zandile H. Moyo, Los Angeles, Calif.

A.B. '00 *cum laude*

Business Development and Social Impact Manager, Califia Farms.

The new directors were each elected for three-year terms. They were chosen from a slate of nine candidates, who were nominated by an HAA committee as prescribed by the election rules. This year, Harvard degree holders cast 38,182 ballots in the election.

The HAA board of directors is an advisory body that guides the fostering of alumni community-building and creating University citizens of alumni and alumni volunteers. The main work of the board of directors focuses on developing volunteer leadership, increasing and deepening alumni engagement through an array of programs that support alumni communities worldwide.

HARVARD
ALUMNI ASSOCIATION



MEMORANDUM

To: HAA Board of Directors
From: Philip Lovejoy
Subject: Update on HAA Programs
Date: January 31, 2020
CC: HAA Committee Members

What an interesting few months it has been since you last convened on campus for the fall board meeting. Our students are actively advocating for a variety of causes on campus, from unionization to ethnic studies to divestment. And, of course, our alumni are also on all sides of the issues! As I continue to travel the world meeting with our volunteers and alumni, one thing holds true – our alumni care about and are dedicated to Harvard and are continually encouraging the institution to be the best it can be.

And it is through your work as volunteers leading this great enterprise that we are sure that alumni are connected to and knowledgeable about Harvard. Your communities play a critical role in making that possible, and we thank you for all you do.

You will see in the attached document the scale and scope of the work that is only made possible through your contributions of time, energy, and expertise. There were a couple of highlights for me. First, the International Leadership Workshop held last November in Amsterdam, bringing together and expanding upon what used to be three separate meetings – Europe, Asia and Latin America – into one annual meeting. Another highlight was the publication of the First Generation Alumni Red Book-- the HAA in partnership with the First Gen SIG --collected essays from first generation alumni about their experiences on campus. The essays are powerful and the book was very well received by the students, including a supportive editorial in The Crimson! And as always, sharing a meal with our volunteers wherever I travel continues to inspire me, provide me with insights into the hard work you all do, and welcomes me to places I have never been. I encourage you, if you have time when you travel, to reach out to your fellow alumni leaders.

I look forward to seeing you next week. As always, thank you for all you do for Harvard and your fellow alumni.

VOLUNTEER

Volunteers are the lifeblood of the HAA. Listed below are the programs that happen only because of the hard work of our volunteers, and the various activities we produced that focus on supporting and cultivating our volunteer network.

As part of the **Alumni Communities Initiative (2018-2019)** deliverable, in the fall we filmed a webinar video series at Hauser Studio (in Widener Library) featuring the Harvard Club of Central Florida, ClassACT HR73, Harvard Alumni Entrepreneurs, and the Class of 1988 Facebook Group focusing on how alumni volunteers use digital channels to build and sustain alumni communities. Thanks again to the volunteers from these groups who participated in the video! The videos are currently being edited by the Hauser Studio and will launch this winter. The final product will be shared widely with board members and our volunteer community at large as a resource for their own work.

The inaugural **HAA Clubs & SIGs International Leadership Workshop** took place November 8-10, 2019, in Amsterdam. This first of its kind conference brought together more than 150 volunteer leaders from 55 Clubs/Alumni Contacts and 8 Shared Interest Groups to share insights and exchange experience related to engaging and strengthening Harvard's International alumni communities. In addition to volunteer-led sessions, attendees were addressed by HAA President Alice Hill, Vice Provost for International Affairs Mark Elliott, Professor Thomas J. DeLong from Harvard Business School, and HAA Executive Director Philip Lovejoy and enjoyed an event with President Bacow and local alumni. [This story](#) from the Harvard Gazette highlights President Bacow's trip and the Workshop.

Winter meeting attendees will see some new faces in Cambridge this winter as the HAA brings together Club and Shared Interest Group leaders from around the world for the **Alumni Leadership Conference (ALC)** on Friday February 7, 2020. More than 250 volunteer leaders representing domestic Clubs, international Clubs/Alumni Contacts, and Shared Interest Groups will join us for the ALC, as well as an expanded day of pre-conference programming including the International Meeting, AlumniMagnet training, Shared Interest Group Office Hours, and New Leaders Seminar - on Thursday, February 6. The conference and pre-conference programs are designed to strengthen volunteer leaders in service to their Club and SIG communities. The meetings include panels, discussions, presentations, workshops and networking opportunities to provide tools and facilitate relationships amongst volunteer leaders and between these volunteers, the HAA, and relevant University units. Alumni Leadership Conference attendees and Board members will come together for dinner on Friday, February 7.

The **HAA Club and Shared Interest Group Awards** will be presented when the Board comes together with Alumni Leadership Conference attendees for dinner on Friday, February 7.

Awarded annually, The Outstanding Alumni Community Award recognizes a Harvard Club or Shared Interest Group for exceptional efforts resulting in outstanding, improved or innovative programs in areas including membership, technology, succession planning, community service, outreach, schools and scholarship efforts, and programming. This year's Outstanding Alumni Community Award recipients are:

- Harvard Club of Hong Kong
- Harvard Alumni for Global Women's Empowerment

The Outstanding Volunteer Leadership Award recognizes a Harvard Club or Shared Interest Group volunteer who has gone above and beyond the call of duty to make an exceptional contribution to their Club or SIG. This year's recipients of the Outstanding Volunteer Leadership Award are:

- Lewis "Lew" Auerbach AB '63, AM '64 for his contributions to the Harvard Club of Ottawa
- M. Carolyn Hughes AB '54 for her contributions to the Harvard Club of Long Island
- Madeleine Mejia EdM '00 for her contributions to the Harvard Club of Southern California and the Harvard Latino Alumni Alliance.

The Executive Committee voted to recognize two new Shared Interest Groups at the fall meeting:

- **Harvard Alumni for Aerospace** seek to provide Harvard alumni with educational and networking opportunities at the intersection of the aerospace and business and foster a global aerospace community of Harvard alumni.
- **Harvard Alumni for Oceania** seeks to build a global community of Harvard alumni with connections to Oceania and the Pacific Ocean, providing a forum for alumni and students to engage around their interest in Oceania generally and in relationship to Harvard.

The 2019-2020 HAA Board of Directors continues to evolve with the purpose of supporting the many alumni volunteers who return to Cambridge for the Board Meetings and the thousands who are working within their individual communities. The Board volunteers bring knowledge and expertise to share and to help shape the HAA while also taking new knowledge and expertise back into their communities. The initiatives this year are focused on:

- Organizational problem solving is using step-back consulting skills to tackle important issues that have broad applicability to HAA groups and alumni volunteers
- Learning from new alumni communities is working towards learning and sharing innovative and modern best practices developed by new groups
- Storytelling and public narrative is focused on inspiring and building capacity for members to develop their own public narrative to create more inclusive and connected communities
- The continuation of onBOARD is fostering a community for our newest members and ensure that they are properly oriented to the Board, allowing them to use their time productively

Alumni Contacts facilitate connections amongst Harvard alumni and between alumni and the University in areas without an established Club. Typically, these are areas with lower alumni populations. Since the fall board meeting, the HAA has established new Alumni Contacts in East Central Illinois and Montenegro.

Crimson Connect has approximately 1,800 social ambassadors including alumni from across all schools at Harvard, as well as parents of Harvard College students. While some of the top-shared pieces come from content emailed to alums, there is also a lot of content being shared directly from the site to alumni social channels.

The **HAA Nominating Committee** selected a slate of eight candidates for Harvard Overseer and nine candidates for HAA Elected Director. The Nominating Committee is made up of 15 members including 3 current or recent Overseers, 10 alumni of varied background and experience chosen by the HAA Executive Committee who serve for a three-year term, and 2 non-voting staff members. The Committee reviews profiles and research for more than 300 potential Overseer candidates and more than 200 potential Elected Director candidates each year. Their work is comprehensive, considerate and purposeful. Each member devotes considerable time and energy in meeting preparation, travel, and

meeting follow up. Alumni are encouraged to nominate their fellow alumni, and may do so through this form: https://alumni.harvard.edu/sites/default/files/page/Nomination_Form_Blank.pdf.

Ballots will be sent electronically and via the postal service to eligible voters by April 1 and must be received by Tuesday, May 19, 2020 at 5pm to be counted. All holders of Harvard degrees, except Corporation members and officers of instruction and government at Harvard, are entitled to vote for Overseer candidates. The election for HAA directors is open to all Harvard degree holders. (See Appendix I for the complete slates).

PARTICIPATE

Participating in alumni programming is critical to building engagement. Below is a sampling of programs that the HAA staff have produced or supported since February.

Welcome to Your City is an event series organized this year by the College Alumni Engagement team in conjunction with Class Activities Chairs, and the Clubs and Shared Interest Groups team in conjunction with Club and SIG volunteers. These events provide opportunities for recent alumni (Classes of 2005-2019) to meet and connect with one another, while welcoming the youngest class of alumni to their new cities. For 2019, the audience changed from College alumni to University-wide alumni (except for New York and Boston, which remained restricted to College alumni) and had an invitation pool of 52,170. Nearly, 3,200 people (2,716 alumni and 478 guests) participated in events in 69 cities around the world.

The College Alumni Programs (CAP) Reunions team worked in partnership with Class Reunion Committees to plan another successful **Harvard and Radcliffe College Fall Reunion** season, welcoming back over 900 alumni and guests this past fall of the College classes of 1974 and 1979. The weekend kicked off with a special Harvard Archives tour and reception of the Pusey Archives. As a part of the College reunions, the HAA sponsored “A Conversation with President Bacow” on September 20. During this fireside chat-style talk, President Bacow and moderator Tamara Elliot Rogers AB ’74, former Harvard Vice President of Alumni Affairs and Development, discussed the current state of the University and issues of interest to alumni including the environment, the future of liberal arts education, sexual assault, and a number of other issues.

The **Alumni Coffee Chats** program was held for the second year during and following the fall board meeting. Members of the Board and other local College alumni volunteers were invited to meet with undergraduate students in one-on-one or small group meetings to allow students to meet members of their alumni community. 217 alumni and 97 students signed up this year. We look forward to continuing the program in the future.

The Harvard Alumni Association partnered with the Harvard College Office of Diversity Education and Support for the **National First-Generation Day of Celebration** on November 8, 2019.

First-generation Harvard students and other members of the community were invited to the event with alumni from the [First Generation Harvard Alumni](#) Shared Interest Group. Three first-gen alumni read from their pieces published in *First Generation Harvard Alumni: Reflections*, a collection of 140 personal stories from first-generation Harvard alumni, modeled after the

quinquennial Class Reports (also known as the [Red Books](#)), and students received their own copy of the book.

Read more about the book and event in [Harvard Magazine](#), which includes excerpts; the *Harvard Gazette's* "[First Generation Harvard Alumni Red Book 'helps bind a community'](#)"; and the *Crimson's* "[The First-Gen Experience, Firsthand.](#)"

On November 9, the HAA and the Harvard Club of the Netherlands co-hosted "**A Conversation with Lawrence S. Bacow: Amsterdam.**" Over 200 alumni and friends of the Harvard community including both local alumni and attendees of the International Leadership Workshop attended. President Bacow was joined by former Overseer Deanna Lee AB '84 for a fireside chat, which included a discussion of the state of the arts at Harvard, Harvard's role in the world and in our society, and the increasing costs of higher education.

On November 9 and 10, **Networking 101** events, held by House neighborhoods and planned in partnership between the Harvard Alumni Association and House Tutors with additional resources provided by the Office of Career Services, allow for students to learn and practice networking tips and tricks with alumni from their House in a casual setting. This is not a hiring or recruiting event, but simply an opportunity for students to become more comfortable with networking in large groups, while meeting new members of their House and Harvard community. An event was held for alumni from Cabot, Currier, Dudley, and Pforzheimer Houses on November 9, and an event was held for alumni from Eliot, Kirkland, and Winthrop Houses on November 10.

InstaHarvard: New York was again hosted by the Harvard Club of New York City on November 18. Over 150 recent graduates from the graduate and professional schools gathered for a night of networking and meaningful conversations. This marks the Club's fifth time hosting InstaHarvard.

Organized by the Building Community Committee of the HAA Board, Harvard College undergraduates were invited to the **HAA Undergraduate Info Session** on November 20 to learn more about the Harvard Alumni Association, including how to use the HAA Alumni Directory and the Career Network to connect with alumni.

On December 1, the HAA and the Harvard Club of Boston hosted the 39th **Saturday of Symposia**. Over 240 alumni and guests attended a half-day program, which included talks by Laura Alfaro, Harvard Business School; Robb Moss, FAS; Lindsay Jaacks, Harvard Chan School of Public Health; and Roberto Gonzales, Harvard Graduate School of Education. After morning sessions concluded, attendees convened in Harvard Hall for lunch followed by a panel discussion led by Frank Doyle, Dean of the Harvard Paulson School of Engineering and Applied Sciences (SEAS). SEAS faculty Beth Altringer, Evelyn Hu, and Samir Mitragotri all joined Dean Doyle for a discussion on the impact of technological advancements, the connective nature of SEAS across the university, and the application of ethics around bioengineering and artificial intelligence.

The College minted 114 new alumni as midyear graduates completed their studies. The HAA welcomed these new alums with the **Midyear Graduate Recognition Ceremony**, which drew 250 students, guests, faculty and staff on December 6. The program included speakers Rakesh Khurana, Danoff Dean of Harvard College, Marvin Bower Professor of Leadership Development, Professor of Sociology and Faculty Dean of Cabot House; Cornell Brooks, Harvard Kennedy School Professor of the Practice of Public Leadership and Social Justice; Philip Lovejoy, Associate Vice President and Executive Director of the Harvard Alumni Association; and Zeynep Ertugay, a graduating concentrator in Social Studies, to

welcome the graduates into the alumni community. News about the event is available at <https://news.harvard.edu/gazette/story/2019/12/harvards-midyear-graduates-recognition-ceremony-honors-students/>.

On January 6, the HAA, the Harvard Club of Seattle, Harvard Alumni Entrepreneurs, and Harvard Alumni for Education co-hosted “**A Conversation with Lawrence S. Bacow: Seattle.**” Over 210 alumni, current students, and recently admitted students gathered together for an evening of conversation and connection. Following remarks from President Bacow, the audience heard from Anthony Jack PhD ’16 from the Harvard Graduate School of Education and Lisa Berkman from the Harvard T.H. Chan School of Public Health. Professor Jack gave a talk based on his book [The Privileged Poor: How Elite Colleges Are Failing Disadvantaged Students](#) and Professor Berkman spoke to her research on inequality in workplace policies and practices.

On Wednesday, January 15, alumni in 122 cities came together for **Global Networking Night**. Hosted by 112 Clubs, 21 Shared Interest Groups and 9 Alumni Contacts worldwide, the event brought together 8,125 registrants. This is the first year SIGs were enlisted to co-host events, which they did in a quarter of the locations offered. Additionally, 27 SIGs took advantage of marketing on the GNN registration form. For a full list of participating cities, please see Appendix II.

Since the fall board meeting, 14 Clubs and SIGS have hosted faculty events through the **Speakers Bureau** or otherwise. See Appendix III for a full listing of FY20 events.

Sponsored by local Clubs and Shared Interest Groups, **Harvard Prize Books** are awarded to outstanding students in the next-to-graduating high school class (high school juniors in the US) who display excellence in scholarship and high character, combined with achievement in other fields. The Harvard Prize Book program ended 2019 with 2150 awards and 120 Clubs, SIGs, and Alumni Contacts participating.

In preparation for spring Reunions, the **Class Report Office** has sent four books to press early for spring Reunions 2020. The Class of 1995 25th Anniversary Report, the Class of 1970 50th Report, the Class of 1975 45th Report, and the Class of 1980 40th Report will be mailed to alumni starting at the end of January through late February. The remaining books will mail between March and April.

The Class Reports Office is also collaborating with the Department of African and African American Studies to produce a Red Book in commemoration of the department’s 50th anniversary of its founding. The project is open to all alumni who participated in the department’s founding and/or concentrated in African and African American Studies. Deadline to participate is April 30. Contact HAA_RedBooks@harvard.edu to participate.

Once again, The HAA partnered with a number of College offices, as well as several Harvard Clubs, to facilitate enriching opportunities with the **Winter Term & Winter session Student-Alumni Engagement**. Highlights are below.

Club Programming

The Harvard Clubs of Boston, Austin, and Ottawa invite undergraduate students to their January events. The Harvard Club of Seattle Winter Mentorship Program returned for its fifth year. At these two-hour group mentorship events, students were invited to explore career possibilities with three-five alumni leaders per field, including health, technology, public service, and startups.

January Arts and Media Seminars (JAMS!), Cambridge | January 21–24

Exciting workshops sponsored by the Office for the Arts included Portraitist for a day: A workshop with artist Steve Coit AB '71, Bach and the Art of Imagination: A performance workshop with Joseph Lin AB '00, Holding Up a Mirror to Society: Playwriting discussion-workshop with Antoinette Nwandu AB '02, and two Ceramics Program workshops: Hand-made Mugs and Clay by Hand.

Feed Your Senior Thesis Creativity, Cambridge | January 22

Seniors back on campus early to work on a thesis enjoyed a much-deserved study break dinner at the Harvard Alumni Association. Alumni thesis writers were on hand to share their experiences and best practices to help the seniors navigate the final months of writing a thesis.

Harvard Winnovation Program, Cambridge | January 23-24

The HAA partnered with the Phillips Brooks House Center for Public Service and Engaged Scholarship and other offices for the inaugural Winnovation program. The program leveraged the expertise of campus leaders and civically engaged alums to advise outstanding Harvard College students with innovative and promising civic ideas. Workshop sessions included: networking and partnership building, conducting a needs assessment, crafting a narrative, advice on fundraising, professional pathway support, pitching concepts to key stakeholders, and reflecting on lessons learned.

On Saturday, February 1, hundreds of Harvard alumni and students came together at the ninth annual **Public Interested Conference**. Planned in collaboration with the Phillips Brooks House Center for Public Service and Engaged Scholarship, the Institute of Politics, the Office of Career Services, the Office of Sustainability, the Phillips Brooks House Association, and the Harvard Global Health Institute, alumni shared their experiences working in public service fields, discussed their career and educational paths, and networked with students, inspiring them to pursue public interest careers.

Harvard Alumni Travels has operated 14 trips since the October 2019 spanning across all seven continents. Three of the 14 trips were to Egypt, which was reintroduced to the HAA travel portfolio in December 2018 after a seven-year hiatus. In October, the Travel Program demonstrated its remarkable ability to adapt by turning a Lebanon trip into an Arabian Peninsula adventure within days of scheduled departure in the wake of mass protests in Lebanon. This episode also highlights the Travel Program's relationship with Global Support Services and its attention to the safety and security of alumni travelers. Our partnership with the Center for Hellenic Studies expanded with a "January Journey" to Greece designed for students and alumni traveling together. Based on the format of the popular Spring Break trips, this program focused on the origins of printed texts.

The "Spring Break" model, in which students travel with alumni, continues to impress alumni travelers. One of the participants of the March 2019 trip to Greece, John Glazer '87, was inspired to create a scholarship fund to allow Harvard College students to experience educational travel. Instituted in January, this fund will allow Harvard Alumni Travels to guarantee student participation in various "Spring Break" programs, regardless of the number of full-paying alumni.

Finally, the 2021 trip roster is largely set. The 2021 trip catalog is in the early design phase and we are aggressively targeting a late March drop date.

Planning is underway for **Harvard's 369th Commencement** to be held on Thursday, May 28, 2020. The HAA welcomes back more than 300 alumni volunteers each year to assist the Happy Observance of Commencement Committee in welcoming graduates, family, friends and alumni on Commencement day. All alumni are invited to attend the alumni luncheon and Annual Meeting of the Harvard Alumni Association (a.k.a. the Afternoon Program) on Commencement Day. The Afternoon Program will be hosted by HAA President Alice Hill AB '81, AM '88, PhD '91, and includes remarks by Harvard University President Lawrence S. Bacow and the Commencement speaker *to be announced*; an introduction of the chief marshal; the announcement of Harvard Overseer and HAA Director election results; and the presentation of the Harvard Medals.

The **Harvard Alumni World MasterCard** (Harvard Alumni Card) currently has 9,217 cardholders as of January 2020. The team at HUECU recently launched a new online platform experience with full upgrades for all customers—and plans to resume regular marketing of the card this winter.

COMMUNICATE

Through communication strategies we reach the broadest range of alumni. Communications also play a critical role in marketing our programs, and amplifying the impact of the events beyond the events themselves.

We are embarking on a robust redesign and engagement plan for the **Harvard Alumni Gazette (HAG)** this year. To start, through A/B testing and careful analysis of open and click content, we have already increased average open rates for Fiscal Year 2020 to 31% from 29% last fiscal year. Likewise, we have also already increased average Click-to-Open rates to 16% from 13.7% last fiscal year. Starting in January 2020, we will be testing a new, cleaner, more modern and image-forward design created to appeal to more mobile-first audiences and to make the newsletter easier to scan and read. Once we move forward with a final design, we will begin exploring different options for segmentation based on demographic factors like age. All of these efforts are focused on driving higher click engagement with the widest ranging audience.

We recently began a long-term redevelopment and redesign of the **HAA eEVENTS newsletter!** Inspired by many years of data and experimentation, this planned redesign will include an updated template with enhanced mobile compatibility, more robust featuring of local Club and SIG events and content, and greater flexibility to give the monthly e-newsletter a truly local/regional feel. Additional planned enhancements include a new name, streamlined look, and possibly accompanying web updates to facilitate easier navigation on alumni.harvard.edu. We're aiming to start testing the redesigned newsletter in select regions in early April. Meanwhile, in its existing format, the newsletter continues to get strong engagement—with open rates continuing to remain steady at 30%. We are also seeing click to open rates start to rise with our December edition seeing 12% CTOR. With all the upcoming changes, we anticipate seeing significant gains in open rate and CTOR engagement within the next 6 months.

The **Conversation with Lawrence S. Bacow marketing** is continuing to go well. In January, we wrapped up the campaign for Seattle, which saw a 40% open rate across the campaign, and 9.0% Click-to-Open rate across the campaign. The event reached capacity before we deployed all the planned messages in the campaign. We're looking forward to kicking off the marketing for A Conversation with Lawrence S. Bacow in St. Louis in early February.

In January, we wrapped up another successful **Global Networking Night (GNN)** marketing campaign. The HAA sent seven messages to more than 150,000 alumni, inviting them to attend the event. The campaign saw a 35.5% Open Rate and 12.4% Click-to-Open rate. This year, we sent early registration invitations to the Class of 2019, young alumni, and our highly engaged audience. We also segmented the invitations for people who have attended GNN before, and those who had not attended a GNN event in the past. More than 8,000 people registered to attend a GNN event in their city. We're looking forward to further analyzing the results of the campaign in the coming months. While we are still compiling social media stats from the event, we can report that more than 60 of the 120 locations shared at least one photo with the HAA via Twitter, Instagram, or Facebook for a total of over 200 photos shared from across the globe. We also saw more than 3,000 views on our Instagram story, and more than 40,000 impressions for our wrap up photo posts across Twitter, Instagram and Facebook. Engagements (aka clicks, likes, replies, shares/retweets), on the wrap-up posts were also high. Twitter posts had more than 600 engagements while Facebook and Instagram saw a combined 1,200+ engagements. We should have more details to report at our next update.

Social Media Update: Still reigning at the top of the Ivies, the HAA Instagram account has reached 64,014 followers, approximately 4,500 more followers than our last update and roughly 44,000 more than our closest competition, Stanford. Last January at this time, we had approximately 40,000 followers—since then our following has grown by about 60%. Since May of last year, we've had 132,279 engagements with our content (likes and comments on our posts). The HAA Facebook Page's following has increased to 14,415, a 75% increase since this time last year when we had approximately 8,300 followers. Despite changes to Facebook's algorithm that negatively impact content engagement, our average monthly post engagement (likes, comments, and shares on posted content) is 8,500, with the past month's engagement reaching 10,300, showing an increase in regular engagement with our content, most of which is organic. Our Twitter account has also maintained the number one spot in the Ivies at 39,400 followers—so close to eclipsing 40,000! Since our last report, our tweets have generated nearly 1.5 million impressions. Throughout all of our accounts this year, we plan to continue to creatively look for new ways to engage our current followers while we reach out and bring in new audiences.

This year, the EM team is launching a pilot **Audience Engagement Email Campaign**. The first campaign focuses on a cohort of about 8,000 alumni we have identified as highly engaged with our email and/or social communications. This group has started to receive what we call "engagement" messages, quarterly emails from Philip that include round-ups of University content; outreach from the HAA on their birthdays (see Happy Birthday Emails section); special invitations to become social ambassadors; and more. Our goal for the pilot is to see if we deliver new types of messages (outside of event emails and newsletters) to alumni who regularly engage with our communications, whether we will see higher communications engagement overall. We're also interested to track engagement rates for alumni in this highly engaged group in an effort to think about how we can more directly steward alumni more broadly who are engaging with our communications, but may not yet be participating or volunteering in high numbers.

We are also exploring a different communications approach for alumni who have not opened emails from the HAA in the past 6 months. Our goal with this group is simply to get them to begin opening email messages again. We are taking three approaches to meet this goal: first, we are reducing their overall email volume to combat Harvard email fatigue; second we are putting this group on a re-engagement journey by sending them messages with new types of content that might be of interest to

them; and third we are testing new subject lines, sender profiles, and days/times for this group for existing newsletters and event messages.

Starting in February, we will start piloting **Happy Birthday Emails** to alumni who are volunteers, the Class of 2019 and those who fall into a few other categories—approximately 20,000 alumni will be included in this pilot. Alumni in the pilot will receive an email from the HAA on their respective birthday that will include a celebratory message and a special alumni birthday discount to the Harvard COOP, who is partnering with us on this campaign. The goal of this pilot is to explore whether alumni respond positively to this type of messaging, to track engagement, and to provide another touch point for alumni to see the HAA show up in their inbox apart from an event or newsletter campaign.

STAFFING UPDATE

New Additions

Abby Hutton joined the HAA as Coordinator of College Alumni Engagement (CAE) on November 11. As a member of the CAE team, Abby will help foster alumni and student connection to Harvard College and each other by supporting an expanding program of alumni and student engagement endeavors including the Association of Harvard College Class Secretaries and Treasurers (AHCCS&T), House and Campus alumni programming, Welcome to Your City events, First-Year Convocation, Senior Week, Class Day and Commencement activities, and lifecycle engagement activities for alumni ranging from recent graduates to the eldest alumni. Abby joined us from the AA&D Events team, where she was a Staff Assistant supporting the team and previously was the Coordinator of Student Activities and Leadership Development at Siena College, her alma mater.

Tom Martin rejoined the College Alumni Programs team as a time-limited Customer Service and Data Representative this spring. Tom has a diverse background in customer service having worked in movies theaters, food service, and fitness over the past half-decade. He has a degree in political science from the University of South Carolina and is currently an assistant football coach at Framingham High School.

Charles Spring joined the College Alumni Programs team as a time-limited Customer Service and Data Representative on January 13. Originally from Florida, Charles has extensive experience in customer service, including managing multiple flagship stores in Tampa Bay. After graduating from University of South Florida with a Creative Writing degree, he made the bold decision to move to Boston, working predominately in the Harvard Square community.

Jenny Leahy joined the Clubs and SIGS team on January 27, as a Staff Assistant supporting Sara Aske and Shae Callahan in their work with clubs across Africa, Asia-Pacific, Europe, Latin America, the Middle East and the Eastern US, as well as a variety of Clubs and SIGs programs. Jenny comes to the HAA from Clear Channel Outdoor, where she was a sales assistant.

Hannah Keil is joining the HAA on February 10. In her role as a Staff Assistant she will be supporting the Volunteer Leadership team and Kristen DeAmicis in the College Alumni Programs Office assisting with logistics and details of HAA Board meetings and Commencement, meeting scheduling, and College

reunions. Hannah comes to the HAA from C-4 Analytics where she was a digital marketing account coordinator.

Departures

Jeff Douyan, Staff Assistant for Volunteer Leadership and the College Alumni Programs Office, accepted a new position as the Director of Worship, Arts, and Media at Pentecostal Tabernacle in Cambridge where he will bring his passion for music and service together.

In December, the HAA said farewell to **Kate Freed**, Assistant Director in the Volunteer Leadership department, after 18 years of service in the HAA. During her time at Harvard, Kate welcomed, supported, and befriended thousands of alumni volunteers who have come through the HAA Board of Directors. Kate launched the onBOARD program; worked tirelessly with the Happy Committee and stewarded tens of thousands of alumni marshals who walked into Harvard Hall every year; and for a decade staffed the HAA Awards Committee and the Nominating Committee researching potential candidates and nominees and working closely with the Office of the Governing Boards, committee volunteers, candidates for Overseer and Elected Director, HAA Awardees and Harvard Medalists. For the near future, Kate is focusing her attention on her family and two young boys, before embarking on her next professional adventure.

Engagement Marketing's Associate Director, **Emily Dufresne**, has accepted a position at Berklee School of Music as Marketing Director for their City Music Initiative, and Assistant Director, **Amanda King**, has recently accepted a position at the Northeastern Alumni Association as Senior Associate Director of Digital and Social Engagement. Both roles are currently in the interview process to rehire.

In January, **Sienna Leis** left her post as the Director of Reunions at the HAA to dedicate her time to focus on work related to climate resilience and crisis management subsequent to climate-related disasters. This spring, Sienna will be completing her Master of Public Administration at the Harvard Kennedy School, and has accepted the position of Chief Operating Officer at the Chicago-based Experiential Design firm, COVA. Sienna will partner with the founding team to expand their automation-focused work to benefit educational institutions and non-profit organizations both domestically and abroad. Harvard will continue to be home for Sienna as a dedicated volunteer leader for her class. She is spearheading her 20th reunion for the Class of 2000 this spring and is excited to leverage best practices in reunion planning for her class.

APPENDIX I

Harvard Overseer and Elected Director Elections Announcement, January 2020

This spring, Harvard degree holders will have the opportunity to vote for new members of the Harvard Board of Overseers and new Elected Directors of the [Harvard Alumni Association](#) (HAA).

The elections will begin on April 1, 2020. As in 2019, eligible voters will have the option of voting either by traditional paper ballot or online. Completed ballots must be received by 5:00 p.m. (EDT) on Tuesday, May 19. All holders of Harvard degrees, except officers of instruction and government at Harvard and members of the Harvard Corporation, are entitled to vote for Overseer candidates. All Harvard degree holders may vote for HAA Elected Directors.

The candidates listed below—eight candidates for five anticipated vacancies on the Board of Overseers, and nine candidates for six HAA Elected Director positions—have emerged from the fall 2019 deliberations of the HAA Nominating Committee. The committee’s voting members include 3 current or recent Overseers as well as 10 Harvard alumni of varied backgrounds and experience who are appointed by the HAA Executive Committee. Through its deliberations extending over the course of the fall, the HAA Nominating Committee reviewed approximately 300 individuals proposed for possible inclusion on the Overseers ballot and approximately 200 individuals proposed for possible inclusion on the ballot for HAA Elected Directors.

Candidates for Overseer may also be nominated by petition—that is, by obtaining a required number of signatures from eligible voters. The deadline for all petitions is February 1, 2020. Eligible voters may go to elections.harvard.edu/elections-process for more information.

The Board of Overseers is one of Harvard’s two governing boards, the other being the President and Fellows, also known as the Corporation. Drawing on the diverse experience and expertise of its members, the Board of Overseers exerts broad influence over the University’s strategic directions, provides essential counsel to the University’s leadership on priorities and plans, and has the power of consent to certain actions such as the election of Corporation members. The Board also directs the visitation process, the principal means for external review of the quality and direction of Harvard’s Schools and departments. The current membership of the board is listed [here](#).

The HAA Nominating Committee has proposed the following Overseer candidates for the 2020 election:

Raphael William Bostic AB ’87 magna cum laude

PhD ’95, Stanford University
President and CEO, Federal Reserve Bank of Atlanta
Decatur, GA

Katherine Collins MTS ’11

BA ’90, Wellesley College
Head of Sustainable Investing, Portfolio Manager of the Putnam Sustainable Future Fund and the Putnam Sustainable Leaders Fund, Putnam Investments
Boston, MA

David H. Eun AB '89 magna cum laude, JD '93

Chief Innovation Officer, Samsung Electronics, and President, Samsung NEXT
New York, NY

Susan Morris Novick AB '85 magna cum laude

Senior Vice President, Merrill Lynch; Freelance Journalist, *The New York Times*
Old Westbury, NY

Diego A. Rodriguez MBA '01

BA/BS '93, Stanford University
Executive Vice President, Chief Product and Design Officer, Intuit Inc.
Palo Alto, CA

Tracy K. Smith AB '94 cum laude

MFA '97, Columbia University
Chair of the Lewis Center for the Arts, Berlind Professor of the Humanities, Princeton University; 22nd
Poet Laureate of the United States
Princeton, NJ

Miki Uchida Tsusaka AB '84 magna cum laude, MBA '88

Managing Director and Senior Partner, Boston Consulting Group
Tokyo, Japan

Ryan Wise EdLD '13

BA '98, Creighton University; MPA '08, University of Nebraska Omaha
Director, Iowa Department of Education; Dean-Designate, Drake University School of Education
Des Moines, IA

Note: Both Diego Rodriguez (since 2018) and Ryan Wise (since 2019) are current members of the Board of Overseers, completing unexpired terms of Overseers who concluded their service early.

The HAA Board of Directors is an advisory board that actively works to support Harvard alumni volunteers working on behalf of the HAA. The main work of the Board of Directors focuses on developing volunteer leadership and increasing and deepening alumni engagement through an array of programs that support alumni communities worldwide. In recent years, the Board priorities have been strengthening outreach to recent graduates; connection to graduate school students and alumni; public and community service; and alumni access to intellectual content.

The HAA Nominating Committee has proposed the following HAA Elected Director candidates for the 2020 election:

Santiago Creuheras ALM '00, ALM '01, CSS '01

BS '97, Universidad de las Américas-Puebla; MSt '14, University of Cambridge
Senior Consultant on Sustainable Infrastructure and Energy, Inter-American Development Bank
Mexico City, Mexico

Kelsey Trey Leonard AB '10

MSc '11, University of Oxford; JD '15, Duquesne University; PhD '19, McMaster University
Banting Postdoctoral Fellow, McMaster University
Hamilton, Ontario, Canada

Michael D. Lewis AB '93

Strategic Technology Advisor, iCorps Technologies
Cambridge, MA

Mallika J. Marshall AB '92 cum laude

MD '96, UCSF School of Medicine
Medical Reporter, CBS Boston; Physician, Massachusetts General Hospital
Weston, MA

David R. Scherer AB '93 cum laude

MBA '14, University of Chicago
Chief Executive Officer and Principal, Origin Investments; Co-Founder, One Million Degrees
Chicago, IL

Sajida H. Shroff EdM '95

BA '90, BEd '93, University of British Columbia; MBA '04, Emory University
Chief Execution Officer, Altamont Group
Dubai, United Arab Emirates

Benjamin D. Wei AB '08

Chief Executive Officer, Nova Invite
New York, NY

Joyce Y. Zhang AB '09

MPA '15, Princeton University; MBA '15, Stanford University
Chief Executive Officer, Alariss Global
San Francisco, CA

Vanessa Zoltan MDiv '15

BA '04, Washington University in St. Louis; MS '09, University of Pennsylvania
Co-Founder and Chief Executive Officer, Not Sorry Productions
Medford, MA

APPENDIX II

Global Networking Night 2020 Participating Sites

Accra, Ghana	Incline Village, NV
Albany, NY	Indianapolis, IN
Albuquerque, NM	Istanbul, Turkey
Amsterdam, The Netherlands	Jakarta, Indonesia
Asheville, NC	Johannesburg, South Africa
Athens, Greece	Kahului, HI
Atlanta, GA	Kingston, Jamaica
Austin, TX	Lagos, Nigeria
Basel, Switzerland	Lahore, Pakistan
Beacon, NY	Las Vegas, NV
Beijing, China	Leipzig, Germany
Beirut, Lebanon	Lima, Peru
Bengaluru, India	Little Rock, AR
Berlin, Germany	London, UK
Bogota, Colombia	Los Angeles, CA (East Side)
Boston, MA	Los Angeles, CA (West Side)
Boulder, CO	Luxembourg, Luxembourg
Brooklyn, NY	Madison, WI
Brussels, Belgium	Madrid, Spain
Buenos Aires, Argentina	Manchester, NH
Burlington, VT	Manila, Philippines
Cairo, Egypt	Mashpee, MA
Cape Town	Mexico City, Mexico
Chicago, IL	Miami, Florida
Cincinnati, OH	Milwaukee, WI
Cleveland, OH	Minneapolis, MN
Colombo, Sri Lanka	Montreal, Canada
Colorado Springs, CO	Mumbai, India
Columbus, OH	Munich, Germany
Dallas, TX	Nairobi, Kenya
Dar-es-Salaam, Tanzania	Nashville, TN
Del Mar, CA	New Delhi, India
Denver, CO	New Haven, CT
Detroit, MI	New Orleans, LA
Durham, NC	New York, NY
Fort Lauderdale, FL	Nicosia, Cyprus
Frankfurt, Germany	Northampton, MA
Geneva, Switzerland	Orlando, FL
Greenwich, CT	Oslo, Norway
Guangdong, China	Palo Alto, CA
Halifax, Canada	Panama City, Republic of Panama
Helsinki, Finland	Paris, France
Hong Kong	Peoria, Illinois
Honolulu, HI	Pétion-Ville, Haiti

Philadelphia, PA
Phoenix, AZ
Pittsburgh, PA
Port Louis, Mauritius
Portland, OR
Prague, Czech Republic
Princeton, NJ
Providence, RI
Quito, Ecuador
Rochester, NY
Saint Louis, MO
Salem, MA
Salt Lake City, UT
San Antonio, TX
San Francisco, CA
San Jose, Costa Rica
San Salvador, El Salvador

Santo Domingo, Dominican Republic
Savannah, GA
Seattle, WA
Shanghai, China
Singapore
South Orange, NJ
Stockholm, Sweden
Sudbury, MA
Tbilisi, Georgia
Toronto, ON
Tunis, Tunisia
Vienna, Austria
Washington, DC
West Palm Beach, FL
Wilmington, DE
Yangon, Myanmar
Yerevan, Armenia

APPENDIX III

Speakers Bureau & Club & SIG-Hosted Faculty Events

Past:

- October 5: John Silvanus Wilson, Senior Advisor and Strategist to the President at Harvard, spoke to the Harvard Club of the Research Triangle for their annual lunch
- October 15: The Harvard University Association of Alumni in Singapore and the HBS Club of Singapore hosted a joined conversation with Dean Nohria and Dean Doyle in Singapore.
- October 19: Professor Glenn Cohen was part of a panel on healthcare policy with the Harvard-Radcliffe Club of the Hudson Valley
- November 11: The Harvard Club of Mexico hosted Provost Alan Garber for breakfast with alumni during his visit to Mexico City.
- November 14: The Harvard Club of Fairfield County welcomed Professor Michael McElroy who spoke to alumni over an intimate dinner
- December 8: Professor McElroy then spoke to the Harvard Club of Western Massachusetts on “Energy and Climate: Vision for the Future”
- January 8: Harvard Club of Thailand supported the event with Dean Whiting in Bangkok.
- January 15: Harvard Club of Japan supported the event with Dean Whiting in Tokyo.
- January 14: The Harvard Club of Naples heard from Professor Tim McCarthy for their annual gala
- January 21: Harvard Alumni for Education in Seattle welcomed Professor Michael McElroy to speak about the future of energy and climate
- January: The Harvard Club of Vietnam hosted Dean Elmendorf for an alumni dinner during his visit to the country.
- January 21: The Harvard alumni community in Tanzania and the Africa Academy of Public Health hosted an event to coincide with Vice Provost Mark Elliott’s visit to Dar es Salaam.
- January 24: The HAA supported the Harvard Center for African Studies in celebrating with alumni and Vice Provost Mark Elliott the 40th Anniversary of the South African Fellowship with an event in Johannesburg.
- January 26: The Harvard University Alumni of South Africa hosted an intimate breakfast for Vice Provost Mark Elliott in South Africa.

Upcoming:

- February 15: The Harvard Club of Phoenix will hear from Margaret Rennix, Preceptor of Expository Writing, as part of their Summer Community Service Fellows Program
- February 22: Professor Daniel Nocera will address the Harvard Club of Miami for their annual faculty speaker program
- March 5: Alumnae-i Network for Harvard Women will welcome Professor Linda Schlossberg in New York
- March 6: Professor Bill Kirby will speak to the Harvard Club of Naples on “The New Silk Road: The Future of US-China Relations”
- March 12: The Harvard Club of Cincinnati will hear from Professor Michael Klarman on “The Making of the U.S. Constitution”
- March 19: Dr. Joshua Kosowsky of Emergency Medicine will address the Harvard Club of Broward County on the topic, “When Doctors Don’t Listen”
- March 19: The Harvard Club of Santa Barbara will hear from Professor Ned Friedman on “The Evolutionary History of Plants”
- March 29: Brian Trelstad of HBS will address the Harvard-Radcliffe Club of Maryland on social entrepreneurship

- March 29: The Harvard Club of Southern California will hear from Professor Tim McCarthy on “Trump’s Tweets, a Close Reading: Is There a Method or Meaning to the Madness?”
- March: Harvard Club of Vietnam will be hosting an event with Dean David Golan in Hanoi.
- April 2: The Harvard Club of Delaware will welcome Professor Fiery Cushman
- April 2: The Harvard-Radcliffe Club of Kansas City will hear from Professor Richard Wrangham to discuss his book, *The Goodness Paradox*
- April 2: Professor Richard Cooper will speak to the Harvard Club of Virginia on “Prospects for the World Economy: A Glimpse of 2040”
- April 3: Dr. Carol Saivetz will address the Harvard Club of Sarasota for their annual alumni luncheon
- April 4: The Harvard Club of Long Island will hear from Professor Elisa New as part of their University Relations Luncheon
- April 9: Professor Martha Schwartz will speak to the Harvard Club of Seattle about climate change and sustainability
- April 10: Professor Caroline Light will address the Harvard Club of Louisville for their annual alumni dinner on immigration and naturalization perspectives
- April 16: The Harvard Club of Louisiana will hear remarks from Professor Tim McCarthy
- April 23: The Harvard Club of Ottawa will hear from Professor Joe Blatt on “Growing Up in a Media World: How to Leverage the Power of Educational Media”
- April 28: Professor Michael Klarman will speak to the Harvard Club of Princeton for their annual dinner
- April 30: Professor Jamie Jacobs will address the Harvard Club of San Antonio on “Fighting Cancer with the Mind”
- May 6: The Harvard Club of Northeast Ohio will hear from Professor Benjamin Friedman for their annual dinner
- May 7: Professor Daniel Nocera will give remarks to the Harvard Club of New Jersey on “Fuels and Food from Sunlight”
- May 18: The Harvard Club of Dallas will welcome Professor Martha Schwartz to speak at their annual dinner
- May 30: Professor Michael McElroy will speak to the Harvard Club in Maine for their annual dinner
- June 10: Professor Michael Klarman will speak to the Harvard Club in Concord on “The Making of the U.S. Constitution”
- June 11: The Harvard-Radcliffe Club of Worcester will listen to remarks from Professor Michael McElroy at their annual meeting
- June 17: The Harvard Alumni Association of Utah will hear from Professor Sasha Achen Killewald on “Wealth Mobility and Racial Inequality”

HARVARD
ALUMNI ASSOCIATION



MEMORANDUM

To: HAA Board of Directors
From: Philip Lovejoy
Subject: Update on HAA Programs
Date: April 24, 2020
CC: HAA Committee Members

I opened my winter memo with “what an interesting few months it has been” since our last board meeting. Little did I know that even more interesting, and challenging months were ahead. I look forward to seeing you all virtually next week.

Attached you will find a chronicle of the extraordinary pivot that both volunteers and staff have been able to accomplish in the past weeks, moving engagement online, and sadly, having to cancel countless events and programs. We are finding that engagement with our emails and social media is up substantially and that alumni are finding novel and entertaining ways to connect.

I need to give a shout out to my team. They have done a tremendous job of moving our work remotely, juggling personal and professional lives, and at the same time, adapting our work to our new world. And the result has been increased connection and engagement. It is not without its challenges – and I know you all are experiencing similar life changes. But there are many important learnings and opportunities arising. It is important that we capture that, and use the new knowledge as we adapt our work into the future.

Thank you for all you do for Harvard, and for the HAA. We are eternally grateful.

VOLUNTEER

Volunteers are the lifeblood of the HAA. Listed below are the programs that happen only because of the hard work of our volunteers, and the various activities we produced that focus on supporting and cultivating our volunteer network.

This year the **2019-2020 HAA Board of Directors** continues to evolve with the purpose of supporting the many alumni volunteers who return to Cambridge for the Board Meetings and the thousands who are working within their individual communities. The Board volunteers bring knowledge and expertise to share and to help shape the HAA while also taking new knowledge and skills back into their communities. This year the focus throughout the board work has been on broader volunteer engagement and alumni outreach as well as innovative thinking and experimentation. Admittedly, these are enduring topics, but we never could have imagined just how timely they would be in today's world.

The board leadership teams -- volunteers and staff -- quickly pivoted their plans for our in-person programs to the myriad of remote meeting environments that we are all becoming experts in. In doing this, we have learned a lot. Most importantly, perhaps, is that virtual connection can be equally as strong and important as face-to-face connection. As we all get up to speed on how to employ, leverage and effectively use this medium in all aspects of our lives, we have learned that the board meetings, and their value add for both volunteers and the University, are no exception.

As our work for this year is wrapping up, the Executive Committee and the alumni volunteers leading our director cohorts, initiatives and committees, are giving careful thought and consideration as to how the work completed and outcomes of their groups will be shared and implemented with volunteers and the relevance it has in light of our changing environment.

In late March, the Harvard Board of Overseers and Corporation decided to shift the start of the elections for **Harvard Overseer and HAA Elected Directors** with the hope and expectation that the disruption being experienced worldwide will have begun to abate, allowing for the elections to proceed in a manner that is fair to all candidates and allowing all eligible voters to participate. We are now planning for the elections to begin in early/mid-July, with completion in late August, allowing for all new members to participate in the first full meetings of their terms.

Each year, the HAA Nominating Committee works hard to develop the slates for these elections (see Appendix I, page 9). We hope you will vote and encourage your alumni community to vote as well.

More than 230 Club and Shared Interest Group leaders and HAA Alumni Contacts attended the **Alumni Leadership Conference** in Cambridge February 6-7, 2020. Attendees included representation from 95 Clubs, 30 SIGs, and 3 HAA Alumni Contacts, and included 103 first time attendees. The conference is a key educational opportunity for Club and Shared Interest Group leaders designed to strengthen volunteer leaders in service to their alumni communities and facilitate learning and collaboration amongst these volunteers, the HAA, and relevant University units. This year's conference featured expanded pre-conference sessions for international leaders and new leaders, and, for the first time, Shared Interest Group leaders and AlumniMagnet administrators, respectively. Over the course of the conference, attendees took part in seven volunteer-led sessions in addition to a plenary session including a University update from HAA Executive Director Philip Lovejoy, a faculty keynote on turning adversity into advantage, the cohort luncheon, and an overview of Clubs and SIGs based on data from

the 2019 Clubs & SIGs Annual Report. Featured speakers included HAA President Alice Hill and Vice Provost of International Advancement Mark Elliott, who addressed the international meeting, and HBS MBA Class of 1954 Associate Professor of Business Administration Laura Huang, who delivered the keynote faculty address. The annual Clubs & SIGs Awards were presented at the shared Board-ALC meeting, and the winners were listed in the Winter Board Updates.

On February 20, 2020, a small group of **Club and SIG volunteers in Northern California gathered to hear remarks from Provost Alan Garber**. Provost Garber gave some updates on the various happenings at the University at that time including the Allston expansion and public service work.

HAA Contacts facilitate connections amongst Harvard alumni and between alumni and the University in areas without an established Club. Typically, these are areas with lower alumni populations. Since the winter board meeting, the HAA has established **HAA Contacts in Rwanda and Montenegro**.

The Summer Community Service Fellowship program is a crucial initiative in supporting the development of a new generation of graduates working for the public interest. The program, administered jointly by the HAA and the Center for Public Interest Careers (CPIC), provides one of the largest sources of funding for summer public service at Harvard College. 16 Clubs and 3 Shared Interest groups are participating this year, awarding a total 30 fellowship awards, each in the range of \$3,500-\$5,000 per student, despite anticipated adjustments to the public service projects as a result of the pandemic. We look forward to learning how the awarded students impact their communities in these unprecedented times. In further support of summer opportunities conducive to the present circumstances, Clubs & SIGs have stepped up efforts to solicit student job postings to the FAS Office of Career Services Crimson Connect platform, with a particular focus on remote-friendly jobs, as Harvard's David Rockefeller Center for Latin Studies is working with Latin American Harvard Clubs to procure online opportunities for the 2020 Summer Internship Program they offer in Argentina, Brazil, Chile, and Mexico.

The 120th annual meeting of **the Association of Harvard Class Secretaries and Treasurers** hosted its first virtual meeting on Zoom on Friday, April 17, 2020. The new format was not the only thing novel about the meeting; there were also a record number of members in attendance. Over 140 participants spanning eight decades of College alumni/ae took part.

PARTICIPATE

Participating in alumni programming is critical to building engagement. Below is a sampling of programs that the HAA staff have produced or supported since February.

This year, the **Nonprofit Board Recruitment Fairs** at the Harvard Club of Boston and the Harvard Club of New York City were scheduled for April 2 (Boston) and April 13th (NYC). However, due to COVID-19, these events were cancelled. In lieu of hosting these events, we shared several digital resources with the hundreds of alumni who registered at both locations. One of those resources was a brochure of all the local nonprofits that were planning on participating in the fair. These brochures included a description of the organizations along with their contact information. Alumni were encouraged to reach out to organizations they are interested in getting involved with. Other resources included documentation

from boardsource.org on what it means to be a successful board member, along with an HAA produced webinar from 2017 that speaks to how boards go about recruiting new members.

The HAA has been working closely with local printers to complete the production of all spring reunion **Harvard and Radcliffe College Class Reports “Red Books”**, from the 5th to 70th Anniversary Reports. 8 of the 14 books have been printed and mailed to alumni, with the remaining 6 books scheduled to be printed and mailed between now and early May. Printers have assured the HAA that they remain open with a de-densified staff and are committed to publishing and mailing books in as timely of a manner as possible under current conditions.

While the Class of 2020 is completing their studies remotely, much of their **Senior Class Activities** continue to take place while distanced. Activities include moving their “real world” education events series online, weekly class newsletters, reflection and social activities via videoconference, virtual house gatherings, and more. The HAA, in partnership with other College-based partners, is increasing its efforts to engage graduating students online with the expectation that a celebration for this years’ graduates will take part once it is safe to be together again on campus.

In light of the changes in the world and the Harvard campuses, **Commencement** will look a bit different as a virtual conferring of degrees and will take place on Thursday, May 28, 2020, allowing all eligible students to graduate this year. This program will be live streamed and accessible via harvard.edu. All alumni are welcome and encouraged to join the graduates in remote participation. In addition to the University-wide degree-granting ceremony, the College and each Graduate School will also hold special programming for their graduates.

Although the **Annual Meeting of the Harvard Alumni Association** is cancelled for this year, the University is committed to scheduling a separate 2020 Commencement celebration for this years’ graduates and alumni to take part in once it is safe to be together again on campus. More information will be shared broadly once it is available.

The HAA will be unable to host **College and Radcliffe Reunions** as planned for this spring. Opportunities to convene classes in some capacity at a later date are being explored, but there are too many unknowns at this time; combining reunions in 2021 is not a possibility. In the interim, class leaders are working in partnership with staff to host virtual gatherings and asynchronous activities over the next few months.

The launch of the **Crimson Society** has been postponed, and we look forward to formally launching the Society’s activities in tandem with our 2021 Reunions.

HarvardKey claims continue to rise, with 150,000 claimed so far. Alumni under 35 have the highest number of claims at approximately 42,000, likely thanks to the fact that all graduating classes since 2016 graduated with a HarvardKey. We see claims decrease with age, starting with 35,000 for those 35-44, 26,000 for those 45-54 and so on. FAS, the College and HLS, have the highest number of claims, in that order. As of this spring, 90,000 alumni have logged into the online **Alumni Directory**. The top three schools for logins are FAS, College, and HBS, in that order. Like with HarvardKey claims, alumni under 35 have the most individual Directory logins, at 29,074 with those 35-44 at 20,500, 45-54 at 15,000, and so on.

The **Harvard Alumni Travels** program has been closely monitoring and discussing the evolving COVID-19 situation with alumni travelers, Harvard Risk Management, trusted tour operators, and their suppliers of services. Each day brings a new update that impacts messaging and how the team will respond and reach. In the interest of safety, we have been systematically cancelling trips from mid-March through December 2020 and reshaping some 2021 offerings. We are optimistic the situation will improve, and with this hope, continue to plan for the future. The Travel program has also adjusted its marketing messaging for Travel Monthly to be a virtual travel experience that highlights great university resources.

COMMUNICATE

Through communication strategies we reach the broadest range of alumni. Communications also play a critical role in marketing our programs and amplifying the impact of the events beyond the events themselves.

Still reigning at the top of the Ivies, the **Instagram** account has reached more than 66,500 followers, which is approximately 45,900 followers more than our closest competition, Columbia. In this time frame, we have had 34,646 likes, comments, and shares on our content which puts us at 52.1% engagement—likes, comments, & shares over followers—and beats the public figure average of 17%. We've also seen more than 65,000 views on our Instagram stories—with our stories also consistently seeing an 87% completion rate, on average.

The HAA **Facebook** Page's following has increased to nearly 15,000, and we have been seeing increased engagement on the page as we continue to experiment with the different types of content. Compared to our Ivy+ peers, Harvard's Facebook page has strong reach and engagement—for instance on average 17% of followers reached for Harvard vs. an 8% for the Ivy+ benchmark.

Our **Twitter** account has also maintained the number one spot in the Ivies, reaching 40,300 followers, which is 16,100 followers more than our closest competition, MIT, as well as over 1,400 retweets and 5,200 clicks on content since January.

Coming into May, we are working in collaboration with admissions to promote a **Virtual Visitas** for the incoming class of 2024 in lieu of the traditional accepted students' weekend. We are also working on engaging our alumni via social with our #HarvardatHome campaign asking them to share images of themselves at home in their Harvard gear.

We adjusted our normal **Grad Appeal Campaign for the Class of 2020** to account for the unique circumstances we've found ourselves in—in weekly emails from Philip (to College Seniors and the U-wide graduating classes) and John Prince (to College Seniors), students are hearing about class community, Clubs, SIGs, and more. We'll continue to regularly email the Class through coming year with targeted messaging, including regular updates, birthday messages, and more. In addition, we will be launching a campaign to celebrate the Class of 2020 from mid-to-late May using the hashtags #WeAreHarvard and #Harvard2020 as we welcome our soon-to-be alums into the community. A big part of this effort will be outreach to our alumni community via social and email encouraging them to submit their congratulations, word of encouragement, and well wishes to the class of 2020. We'll be reaching out to you closer to mid-May encouraging you to join us in this effort!

Last fall, we launched a pilot targeting communications to two different audiences. The first part of our **Audience Engagement Campaign** (still ongoing) focuses on a cohort of about 8,000 alumni we've identified as highly engaged with our email and/or social communications, but who don't currently volunteer with the HAA. This group has been receiving frequent "engagement" messages every month or so from Philip that include roundups of University content and more. Our goal for the pilot was to see how alumni who open and click on our emails at higher rates react if we deliver new types of messages (outside of event emails and newsletters). We're also interested in thinking about how we can more directly steward alumni who are engaging with our communications but may not yet be participating or volunteering in high numbers. So far, this group has an average open rate of 77% on these messages (the highest being 83%) and an average click-to-open rate of 19%. In short, this group is hungry for content from the HAA and Harvard and has very much responded to this special outreach from Philip.

We are also exploring a different communications approach for alumni who have not opened emails from the HAA in the past 6 months. Through a series of initiatives (see the Winter Board Update), the goal with this group is simply to get them to begin opening email messages again. Through this process, we discovered that hearing from personal senders was more likely to increase open rates for this group as were messages that were unique— for instance using subject lines like "Haven't heard from you in awhile." Ultimately, through our efforts, we were able to add nearly 21,000 unengaged alumni back into the email pool. Our next effort will be to look at how we can prevent alumni from falling into this category in the first place.

In an effort to identify **COVID-19 communications** needs, a new internal AAD task force has formed to assess and respond to those needs throughout the HAA, UDO, and FAS. There have been a series of new communication streams developed by this group to volunteers, parents, and different alumni communities, including messaging about changes to events, updates around Commencement and Reunions, and important information regarding Harvard's response to the pandemic. Messages sent to HAA communities with updates around Coronavirus have seen 63% open rates on average.

Due to the current pandemic, we will begin sending **Philip's email to volunteers** more frequently – now bi-weekly instead of monthly. These messages will highlight important University news, but will also include non-COVID-19 related material like new ways the Harvard museums, centers, and libraries are engaging the Harvard community virtually, information about upcoming virtual seminars, webinars, and panels, and other information about online learning and engagement at this time. Philip's email to volunteers has seen open rates rise from around 50% to 55% in March and 60% in April. Interestingly, the most clicked link in Philip's last message was for a Lowell House cookbook!

In early March, as University, CDC, and WHO guidance discouraged in-person gatherings, we pivoted the April edition of the **HAA eEVENTS newsletter** to include online-only programs. In addition to featuring HAA Career Webinars, it highlighted virtual Club and SIG events, as well as online programs, webinars, and resources from across the University. The reimagined "virtual" newsletter saw good engagement, with the open rate holding strong at 30%. Meanwhile, we completed the design-phase of the newsletter redesign project and hope to start piloting the new template in the coming months.

The **Harvard Alumni Gazette (HAG)** continues its upward trajectory. Open rates now average 34%, up from 29% last fiscal year and 31% from the last reporting. The highest open rate was for February's edition, which was 52%. Average click-to-open rates also continue to rise – now at 17%, up from 13.7% last fiscal year and 16% since the last report. The highest click-to-open rate was for January's edition which saw a 24% CTOR.

We started testing a new redesigned version of the HAG in January, February, and April – the new version is cleaner, more modern, and easier to read. From this testing, we learned that alumni engage with both templates at similar rates, so we are in the process of exploring other ways to iterate on the current template to drive even higher engagement. Despite the current situation, alumni are still eager to hear from and read news about Harvard, so engagement with the Harvard Alumni Gazette is still ticking upward. As we look to the late spring and early summer editions, we will be experimenting with further segmentation to different audiences.

In February, we started sending **happy birthday emails** to approximately 20,000 alumni as part of a pilot program. Alumni in the pilot received an email from the HAA on their respective birthday that included a celebratory message and a special birthday discount to the Harvard COOP, which was partnering with us on this campaign. Between 30-60 alumni received a message each day through mid-March (when we briefly paused the program as news of coronavirus broke) and open rates averaged 70% with click-to-open rates averaging 21%. In late April, we will re-start the program with updated messaging that better reflects this moment in time. Considering the engagement so far, we will likely roll this out to a larger cohort later this year.

STAFFING UPDATE

College Alumni Programs Restructuring

Over the course of the past few years, the College Alumni Programs team has explored and piloted several changes to how we undertake our work. The goal of these efforts has and continues to be on enabling us to focus our time and energy on engaging our volunteers and supporting our alumni community.

Volunteer engagement is at the heart of what we do, and I am excited to share that the team structure will be shifting to better support and steward our volunteers. In this new structure, our Reunions and College Alumni Engagement teams will combine, and members of the team will carry class portfolios based on alumni life cycles* under the College Alumni Programs moniker. By working with classes within a common cohort, we will be better able to support engagement across classes and between reunions, ramp up upcoming reunion classes, and build stronger, sustained relationships between volunteers and staff members.

Under Liz Ballard's leadership as Director, this team will include Lily Gillespie, Abby Hutton, Adam Kane, Liz Orenstein, John Prince, and an Assistant Director to be hired. This is truly an all-star team.

- Undergraduates through the 10th Reunion (John Prince)
- Year 11 through the 30th Reunion (Lily Gillespie)
- Year 31 through the 50th Reunion (Adam Kane)
- Post-50th Reunion (Assistant Director to be hired)

New Additions

Since the last board meeting, the Engagement Marketing team has replaced several positions. **Mary Yaeger** joined the team from Mass Eye and Ear as the new Associate Director in early April (formerly Emily Dufresne's role). **Sabrina Debrosse** joined the team as the Assistant Director in charge of social media at the end of March (formerly Amanda King's role). Sabrina previously worked on the Communications Creative Strategy Team in AA&D. After temping with Engagement Marketing since January, **Fabia Josselin** came on as the new Coordinator in March (formerly held by Megan Domaracki who was promoted last fall).

APPENDIX I

Later this year, Harvard degree holders will have the opportunity to vote for new members of the Harvard Board of Overseers and elected directors of the Harvard Alumni Association (HAA). All holders of Harvard degrees, except officers of instruction and government at Harvard and members of the Harvard Corporation, are entitled to vote for Overseer candidates. All Harvard degree holders may vote for HAA elected directors.

The candidates listed below will be considered by voters for five anticipated vacancies on the Board of Overseers, and for six openings among the HAA elected directors.

Eight of the candidates for Overseer, and all nine of the candidates for HAA elected director, have emerged from this fall's deliberations of the HAA nominating committee. The committee's voting members include three current or recent Overseers as well as 10 Harvard alumni of varied backgrounds and experience who are appointed by the HAA executive committee. Through its deliberations extending over the fall, the nominating committee reviewed approximately 300 individuals proposed for inclusion on the Overseers ballot and approximately 200 individuals proposed for inclusion on the ballot for HAA elected directors.

Candidates for Overseer may also be nominated by petition. This year, five candidates, listed below, qualified for the ballot through this process by obtaining a required number of signatures from eligible voters.

The Board of Overseers is one of Harvard's two governing boards, the other being the President and Fellows, also known as the Corporation. Drawing on the diverse experience and expertise of its members, the Board of Overseers exerts broad influence over the University's strategic directions, provides essential counsel to the University's leadership on priorities and plans, and has the power of consent to certain actions such as the election of Corporation members. The Board also directs the visitation process, the principal means for external review of the quality and direction of Harvard's Schools and departments. The current membership of the board is listed [here](#).

The HAA Nominating Committee has proposed the following Overseer candidates for the 2020 election:

Raphael William Bostic AB '87 magna cum laude

PhD '95, Stanford University
President and CEO, Federal Reserve Bank of Atlanta
Decatur, GA

Katherine Collins MTS '11

BA '90, Wellesley College
Head of Sustainable Investing, Portfolio Manager of the Putnam Sustainable Future Fund and the Putnam Sustainable Leaders Fund, Putnam Investments
Boston, MA

David H. Eun AB '89 magna cum laude, JD '93

Chief Innovation Officer, Samsung Electronics, and President, Samsung NEXT
New York, NY

Susan Morris Novick AB '85 magna cum laude

Senior Vice President, Merrill Lynch; Freelance Journalist, *The New York Times*
Old Westbury, NY

Diego A. Rodriguez MBA '01

BA/BS '93, Stanford University
Executive Vice President, Chief Product and Design Officer, Intuit Inc.
Palo Alto, CA

Tracy K. Smith AB '94 cum laude

MFA '97, Columbia University
Chair of the Lewis Center for the Arts, Berlind Professor of the Humanities, Princeton University; 22nd
Poet Laureate of the United States
Princeton, NJ

Miki Uchida Tsusaka AB '84 magna cum laude, MBA '88

Managing Director and Senior Partner, Boston Consulting Group
Tokyo, Japan

Ryan Wise EdLD '13

BA '98, Creighton University; MPA '08, University of Nebraska Omaha
Director, Iowa Department of Education; Dean-Designate, Drake University School of Education
Des Moines, IA

Note: Both Diego Rodriguez (since 2018) and Ryan Wise (since 2019) are current members of the Board of Overseers, completing unexpired terms of Overseers who concluded their service early.

The following candidates for Overseer were nominated by petition:

Margaret (Midge) Purce AB '17

Professional Soccer Player, Sky Blue FC and U.S. Women's National Soccer Team
Portland, OR

Jayson Toweh S.M. '19

BS '17, University of Michigan
Program Analyst, Environmental Protection Agency
Atlanta, GA

Lisa Bi Huang MPA '19

BA/BS '13, Tsinghua University; MBA '18, University of Pennsylvania
Chief Financial Officer and Vice President of Growth, OZÉ
San Francisco, CA

John Beatty AB '11 cum laude

MBA '16, Massachusetts Institute of Technology
Senior Product Manager, Amazon.com, Inc.
Seattle, WA

Thea Sebastian AB '08, J. '16

MPP '11, University of Oxford; MEd '13, Hunter College
Policy Counsel, Civil Rights Corps
Washington, DC

The HAA Board of Directors is an advisory board that actively works to support Harvard alumni volunteers working on behalf of the HAA. The main work of the Board of Directors focuses on developing volunteer leadership and increasing and deepening alumni engagement through an array of programs that support alumni communities worldwide. In recent years, the Board priorities have been strengthening outreach to recent graduates; connection to graduate school students and alumni; public and community service; and alumni access to intellectual content.

The HAA Nominating Committee has proposed the following HAA Elected Director candidates for the 2020 election:

Santiago Creuheras ALM '00, ALM '01, CSS '01

BS '97, Universidad de las Américas-Puebla; MSt '14, University of Cambridge
Senior Consultant on Sustainable Infrastructure and Energy, Inter-American Development Bank
Mexico City, Mexico

Kelsey Trey Leonard AB '10

MSc '11, University of Oxford; JD '15, Duquesne University; PhD '19, McMaster University
Banting Postdoctoral Fellow, McMaster University
Hamilton, Ontario, Canada

Michael D. Lewis AB '93

Strategic Technology Advisor, iCorps Technologies
Cambridge, MA

Mallika J. Marshall AB '92 cum laude

MD '96, UCSF School of Medicine
Medical Reporter, CBS Boston; Physician, Massachusetts General Hospital
Weston, MA

David R. Scherer AB '93 cum laude

MBA '14, University of Chicago
Chief Executive Officer and Principal, Origin Investments; Co-Founder, One Million Degrees
Chicago, IL

Sajida H. Shroff EdM '95

BA '90, BEd '93, University of British Columbia; MBA '04, Emory University
Chief Execution Officer, Altamont Group
Dubai, United Arab Emirates

Benjamin D. Wei AB '08

Chief Executive Officer, Nova Invite
New York, NY

Joyce Y. Zhang AB '09

MPA '15, Princeton University; MBA '15, Stanford University
Chief Executive Officer, Alariss Global
San Francisco, CA

Vanessa Zoltan MDiv '15

BA '04, Washington University in St. Louis; MS '09, University of Pennsylvania
Co-Founder and Chief Executive Officer, Not Sorry Productions
Medford, MA