

# Communications Best Practices for Crimson Society Cohort Class Secretaries

The College Alumni Programs team of the HAA is extremely grateful for the important role that each of you plays in your class community. This document outlines communications best practices for Crimson Society cohort Class Committee Secretaries (those Classes that have already celebrated their 50th Reunion). While this might be most helpful for those in the Secretary role, other Class Committee members or volunteers may also find this information to be useful.

## **Annual Communications**

Every Class Secretary communicates with their class at different frequencies throughout the year and via various modes of communication (i.e. email, print mail, phone, class websites, social media, etc.). The HAA recommends that you reach out to your classmates on a regular basis in order to share news such as upcoming Class events, [Crimson Society events](#), other [alumni programs](#), and classmate updates, including the passing of your classmates.

Some Class Secretaries send these communications monthly while others do so once or twice per year. You can decide what works best for you and your Class! The HAA provides assistance in sending class-wide emails. You can find more information about the HAA Email Service on the College Alumni Programs [Officers Lounge](#) volunteer resource website.

## **Necrology Reports from the HAA**

Each month, Class Secretaries receive an email from the HAA with a list of all College alumni who have passed away that month (or, those who have had their records updated in the past month to note that they had passed away at a prior point in time if Harvard just learned about it). This list also includes any living spouse contact information, if applicable. You are welcome to send a note to the widow/widower of the deceased classmate to offer condolences on behalf of the class. You can also use the information from the necrology report to notify the rest of your classmates via a method of your choosing.

In addition to the monthly necrology report, you can also request a list of all deceased classmates at any time by emailing your HAA staff liaison.

## **Notification of Deceased Classmates**

We request that when you learn about the death of a classmate, please share the news with your HAA staff liaison and include the link to their obituary. This helps Harvard and the HAA to better serve you and your class. You may also want to forward this information to the *Harvard Magazine*, where they will publish these notices.

## **The Quill and Key Newsletter**

The *Quill and Key* email newsletter is sent by the HAA to all Class Secretaries and Treasurers on a quarterly basis and includes content curated specifically for all AHCCS&T members. The newsletter aims to provide Secretaries and Treasurers with resources to engage their classmates, to highlight specific class best practices and initiatives in the class spotlight section, and to report on HAA and University-wide updates. If you have any suggestions for future editions of *The Quill and Key* or would like to offer a

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submission to the class spotlight section, please reach out to your HAA staff liaison for more information!

## **Stay Updated**

In addition to finding out news about your classmates from your classmates directly, you might also learn from these sources:

- *Harvard Magazine*, including the Class Notes section at the back of the printed magazine
- HAA (or other Harvard) social media accounts
- *Harvard Gazette* and *Harvard Crimson* stories or profiles
- Information shared by your HAA staff liaison, HCF staff liaison, or other staff
- As mentioned above, Class Secretaries receive a monthly email from HAA staff with a list of all College alumni who have passed away that month (whether or not someone from your class has passed away), sorted by class year.