

Reunion Class Surveys

Overview and Best Practices

Class Surveys Overview

Many classes conduct a class survey in their reunion year and share the results during a virtual event or during in-person programming in June. The survey can be a good way to get the pulse of the class. If you plan to present your survey results at an event, we recommend keeping it light and fun.

Much like with publicizing class events, you'll want to ensure that you have plenty of time to build your survey, market it to the class, obtain the results, analyze the results, create the presentation, and plan the event to present it to the class. Be sure to let your HAA staff liaison know if you would like to do a class survey as early as possible.

Since class surveys can take some time for your classmates to fill out, and since you want high participation, it's important to be mindful of when the class survey is marketed vis-a-vis other major communications (such as the Class Report deadline and the registration for June in-person programming). In addition to email marketing, social media marketing and peer-to-peer outreach will be helpful here.

More information about this work can be found on the separate Outreach and Engagement Best Practices and HAA Broadcast Email Service documents.

Class Surveys Best Practices

- To maximize class control of survey questions and compiling results, class leaders are encouraged to host their survey on an independent platform with which they are comfortable. Classes have successfully used Google Forms and SurveyMonkey to host their surveys.
- Every class is different and no one knows the tone of a class better than its own leaders. Whether your class is looking to hear about the interesting, timely, poignant, heart-warming, or funny interpretation of the results, it's up to you to find and highlight those moments from within the data.
- Please keep in mind that the class survey and presentation should be inclusive and representative of your class. The HAA can help you in identifying resources or suggesting inclusive language for your survey.
- It is common for a class to delegate the management of a survey to at least two classmates: A person (or groups) who crafts the survey, collects, and analyzes the data, and a second person (or group) who reviews the data, finds the points of interest, and presents to the class. Ultimately, committees can decide what works best for them.

Your HAA staff liaison can help by providing you with samples of previous class surveys and sending class communications.

Disclaimer Language

Please include the following language as the header to any class demographic surveys:

"This survey has been developed by members of your class for your class's use alone. The views

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and questions expressed in this survey are that of your classmates and do not represent those of Harvard University. Your participation in this survey is voluntary and anonymous.”

Approach for Presentation of Results

A class survey results presentation can work well in both a virtual setting and an in-person one, giving classes flexibility depending on the plans for other events and what might work best for each specific class.

For a virtual presentation, a Zoom webinar or a meeting are both appropriate formats. Alternatively, classes may opt to use the presentation of the survey results as one of the events for their May/June in-person programming.

Presentation of the results through an event is optional, and classes are also welcome to share summary information by email or on their class website.

More information about this work can be found on the separate Virtual Events Overview and Best Practices and In-Person Events Overview and Best Practices documents.