

The Association of Harvard College Class Secretaries and Treasurers



AHCCS&T 2018 Annual Meeting Minutes April 13, 2018

Madeline Lissner '09, Association President, called the meeting to order.

We approved the 2017 meeting minutes.

We observed a moment of silence for the following recently deceased members of the association:

- Clifton Helman '41, Secretary
- William Maher '47, Treasurer
- Rod Nordell '46, Secretary
- Shepard Brown '50, Treasurer
- Barbara Healy Killian '53, Treasurer

We welcomed five new members to the association:

- Larry Nathanson '50, Treasurer
- Ken Ledeen '67, Secretary
- Fay Lamson Hannon '67, Secretary
- Daniel Montoya '18, Treasurer
- Nina Srivastava '18, Secretary

A special welcome was extended to the officers from the Class of 2018.

The Association's longest-serving member, Dan Fenn '44, was recognized for his 72 years of service as the secretary of the Harvard College Class of 1944.

Jay Hooper '84 delivered the Treasurer's Report. He reiterated the last several years' reporting, which documented that the Association had ran deficits for several years as annual meeting costs have risen considerably with inflation while dues and fees remained constant. Compounding the issue was the fact that more classes were failing to pay their dues in years when they did not send representatives to the

annual meeting. As a result, the Executive Committee and the HAA came together and agreed that the HAA, which had long been subsidizing the meeting, would assume the full cost of the meeting beginning with the 2017 meeting. This arrangement has allowed the Executive Committee to set dues to zero for the second year in a row. While the Executive Committee retains the option of raising dues again, they do not foresee doing so currently as the Association has no current financial obligations.

Jay reported that the Partnered Class Treasury Administration Program has transitioned out of its pilot phase at the close of 2017 and is fully operational. The program handbook has been made available online and via email and was included in the meeting materials. Any class that is not yet participating is welcome to join, and there are instructions in the handbook for doing so. AHCCST and HAA offered an information session on the program on December 12, 2017 and will plan to do so again. The session covered considerations for classes in deciding whether to join the program and frequently asked questions.

Tom Quirk '74 reported on the Multi-Class Events content session offered on January 23, 2018. Key takeaways included the benefits of regularity/recurring events, "piggyback" strategies for Harvard events like Commencement and faculty events, considerations when coordinating with multiple classes, and the supports available to classes in the partnered treasury program, including credit card processing and direct payments, which help to streamline event efforts.

Jay reported on the Creating Effective Class Emails content session offered on February 20, 2018. Key takeaways included that research shows that more alumni prefer news shared by classmates to news shared by Harvard, strategies for eliciting classmate submissions, list segmentation tips, and the importance of using a broadcast email tool.

Madeline reported on Engaging Classmates Outside the Cambridge Area content session offered on March 15, 2018. Key takeaways included "piggyback" strategies for Harvard content and events through Harvard clubs, Shared Interest Groups, and travelling sports teams/ and performing groups, leveraging momentum from reunions, multi-class event strategies, and HAA resources for contacting classmates.

Madeline gave an update regarding the alumni speakers bureau idea proposed at the last annual meeting. The Executive Committee distributed a survey to the membership to gauge interest, which generated few responses. In light of that, the Executive Committee decided not to pursue the idea, but

has referred the information gathered to the HAA, which is considering if and how it might be implemented in the future.

Madeline called for new business. Warren Little '55 proposed that the AHCCST undertake a program to pair new officers with longer serving ones to provide orientation and mentorship. A motion was put forward that the Executive Committee should explore the possibility. The motion was seconded and approved.

There being no further business, the meeting was adjourned.