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Letter from the President

The Harvard Club of Birmingham is a historic institution with a long history of alumni engagement in the Alabama community and at Harvard.

Chartered in 1922 as the 12th alumni club in Harvard's "Southern Division," thousands of alumni have engaged with the club and the greater Birmingham community over nearly 100 years. I myself looked to the club as a way to engage with the community of Birmingham when I moved to Birmingham in 2013. It has been a real pleasure to meet alums, interview students, and participate in events put on by the club over the past few years.

With each new season, it is important to refresh our purpose and engage more clearly and strategically with our community. In 2018 and heading into 2019, we are focusing on serving alumni and the University throughout central and north Alabama. Our vision is to create strong value for our members and for the communities in which we live, work, play, and invest.

We spent 2018 re-engaging with alumni and testing a new focus. Based on input from our community, reflections from leadership, and assessing where we might benefit our community, our aspiration for the club is to focus on fostering three key areas:

- **CURIOSITY**: We will support life-long learning through events, discussions, tours, courses, and other enrichment activities.

- **COMMUNITY**: We will engage with our community through networking events, invited speakers, and relevant collaborations.

- **CONTRIBUTION**: We will add value to our community through leadership opportunities, volunteer activities, and awareness-building of tuition-assisted programs for study at Harvard, and interviewing high school student applicants to Harvard.

All of these activities revolve around an active and engaged membership. As always, please become a member of the Harvard Club of Birmingham!

Will Wright, COL ’03
President (2018 - 2019), The Harvard Club of Birmingham
2018 Highlights

To fulfill our focus areas, we completed a number of activities and hosted a number of events in 2018.

Key activities completed in 2018 included updating the Club’s website, organizing our database, starting up regular monthly board meetings, and sending out periodic newsletters and updates (7 in 2018; 5 to date in 2019) to all alumni who have opted-in to receive notifications (about 840 alumni are currently registered in AlumniMagnet).

We also hosted a number of events, including many new ones involving partnerships with other organizations in the community. In fact, we have significantly increased the number and diversity of events in 2018.

2017 versus 2018 activities and events

<table>
<thead>
<tr>
<th>Activity</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
</table>
| Activities | 1. Club communications  
  2. Website maintenance  
  3. Managing finances  
  4. Interviewing  
  5. Harvard Prize Book  
  2. Website maintenance  
  3. Managing finances  
  4. Interviewing  
  5. Harvard Prize Book  
  6. Alternative Spring Break  
  7. Database maintenance  
  8. Regular board meetings  
  9. Non profit concierge at Birmingham public library  
  10. Planning for Spotlight Salons, Nonprofit capacity group, and Nonprofit accelerator series |
| Events | 1. Harvard-Yale game  
  2. E.O. Wilson lecture and dinner  
  3. Holiday luncheon | 1. Harvard-Yale game  
  2. E.O. Wilson lecture and dinner  
  3. Holiday luncheon  
  4. Deep Dive series |

Key events by month

In January we had a holiday luncheon at GianMarco’s restaurant where alums met with all the Ivy League schools and heard from the honorable Mayor Randall Woodfin. Over 35 alums attended.

In May, we had a blowout E.O. Wilson Distinguished Lecture with James Beard Award-winning Restaurateur and Chef Frank Stitt. The content included networking and reconnecting with old
friends as well as excellent discussion around the food scene in Birmingham and beyond. Over 70 alums and others attended.

In September, we kicked off the Nonprofit Concierge. Beginning on 27 September 2018 and almost every other Thursday since, we have been volunteering as the Nonprofit Concierge at the Birmingham Public Library.

In this role we respond to questions about nonprofits and served five clients through the end of the year. We also prepared course materials to teach five, free Accelerator Classes on nonprofit topics. The Library began promoting these services to the public in the last weeks of December. The Nonprofit Concierge activity presents an opportunity for any alumni with expertise in nonprofits to volunteer at the Library. The Harvard Club of Birmingham receives prominent visibility through these activities, conducted in collaboration with the Library.

In November, we completed another round of Student Interviews. Under the direction of Will Wright, interviews for early admission were conducted with over 20 interviews completed and 3 acceptances. We also started the Deep Dive Series. On November 1, 2018 we began
organizing site visits to selected nonprofit organizations to learn about their activities, tour their operations, and discuss mission and needs with the executive director or representative.

In 2018 we conducted such tours at Build UP, The Red Barn, and the Community Food Bank of Central Alabama. Alumni are invited to attend first, and then, on a space available basis, we open the invitation to others in the community.

Deep Dive events are proving to be an effective way for Harvard alumni to learn about the activities of many nonprofit organizations serving socioeconomic needs, and also to raise community awareness of the resources that the Club can offer to contribute to community well-being. The following lists the Deep Dives planned for 2019, and more may be scheduled.

**Deep Dives Planned for 2019**
- The Literacy Council of Central Alabama
The Harvard Club of Birmingham

- United Way
- Innovation Depot
- REV Birmingham
- Southern Research STEM Lab
- Greater Birmingham Ministries
- WBHM Radio
- Equal Justice Initiative
- Rural Studio
- Urban Studio

Please visit the club website for event announcements.

**The Harvard Yale Game:** A crowd of 35 approvingly watched Harvard beat Yale 45-27 at the Sky Castle in Birmingham on Saturday, the 17th of November.
Finally in December, we hosted our annual Holiday Luncheon. Organized by Rowena Frazer, this event was held at the executive dining room of the BBVA Compass headquarters on December 14th and drew 40 alumni and their guests. The event featured alumna Dr. Courtney Peterson, AM ’07, PhD ’11, as the speaker.
The Harvard Club of Birmingham

Key activities and events in progress

**Nonprofit Capacity Group:** In 2018 we began planning a series of meetings to help build capacity among nonprofit executives. The Unitarian Universalist Church of Birmingham, courtesy of alumna Rev. Julie Conrady, MDV ’06, is partnering with us to host these meetings, which began in January 2019.
This event is designed to engage Harvard alumni with nonprofit expertise to volunteer as mentors to nonprofit executive directors and serve as board directors. Raymond Osbun, AB ’75, has generously volunteered to help facilitate these meetings.

**Spotlight Salons:** In 2018 we began planning a series of talks by Harvard alumni, faculty, and invited speakers, and open to alumni and their guests. The first such event was scheduled for January 2019. Dr. Frederick Elsas, AB ’64, volunteered to seek Harvard faculty speakers through the HAA. We are undertaking this series in collaboration with Bob McKenna and the Clubhouse on Highland.

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**Key metrics of success for the club**

With renewed energy and a commitment to increase value to members, we launched an effort to quantify our impact. We are doing so against multiple metrics. As you can see, part of our effort for this year will be to establish a more robust data tracking effort.

**Key metrics for the club**

<table>
<thead>
<tr>
<th>Metric</th>
<th>2018 results</th>
<th>2019 goal</th>
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<tbody>
<tr>
<td>Membership in the club</td>
<td>33</td>
<td>80</td>
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<tr>
<td>Events</td>
<td>9</td>
<td>33</td>
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<tr>
<td>Alumni Interviewers</td>
<td>21</td>
<td>40</td>
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Focus on membership

Membership is the lifeblood of the club. Starting in 2018, we commenced a focused membership drive that tripled Club membership by the close of 2018. We will continue to strive to increase membership as a clear metric of support and engagement from our alumni.

Financials

We ended the year with $3,856.91 in the bank which is down slightly compared to 2017 ending balance of $4,237.03. This is generally reflective of our stable financial standing and our efforts to ensure that all events essentially breakeven. Expenses relate almost entirely to operating the...
club and we have next to no overhead exposure beyond some basic items (e.g., running EventBrite). As we continue to focus our efforts on gaining new membership and convert to full 501c3 status, we will be raising more funds to support our overall goals and we will produce more robust financial reports in parallel.

**Officers**

Lastly, our officers for 2018 are:

- **President**: Will Wright, COL '03, william.wright@gmail.com
- **Vice President; Chair, Membership and Events**: John R. Whitman, GSE '79, johnrwhitman@mac.com
- **Treasurer**: Anne Knox Averitt, HLS '11, aaveritt@bradley.com
- **HAA Regional Director and Board Member at Large, The E.O. Wilson Distinguished Lecture Series**: Rowena Saldarriaga Frazer, COL '76, rowena.frazer@bbvacompass.com

We seek new energy from our club members in 2019 to become officers.