

**SA Final Review  
2009-2010 School Year**

**Patrick Chun and Scott Daubin  
HBS SA Co-Presidents**



**May 25, 2010**

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# Thank You Class of 2011!

As the EC class returns to campus to celebrate graduation and you take off for summer travels and internships, Scott and I wanted to distribute the SA Annual Summary for the 2009-2010 school year. Find attached a printable copy, as well as the text in-body below.

Attached you will find a list of our major activities and accomplishments throughout the year, as well as our projected financial summary. In a tough economic environment with limited sponsorship opportunities, we are all heavily indebted to the creativity of the Executive Committee and the Senate to offer such a high level of service while being prudent with the limited resources available.

Thanks again for all your support, feedback, and advice. It's been a great year for the SA, with a lot of "first ever" and "best ever": Berlitz Language Classes, Alumni Dinners, Beyond your Section, Ski Trip, Best of EC Year Speaker Series, Revelry, Hhonors Cards... the list goes on.

Congratulations on wrapping up your first year!

Sincerely,

*Patrick Chun and Scott Daubin*  
HBS SA Co-Presidents, 2009-2010





# Significant Accomplishments

## SA Office and Products

- **The SA delivered the traditional value-added products conveniently to students, including:**
  - Clothing such as fleeces and custom-tailored clothing
  - Section memorabilia, including class and panorama photos
  - Graduation-related products, including diploma frames, graduation announcements, and yearbooks
  - Business Cards
  - Heavily discounted luggage
- **The SA innovated several successful new product offerings, including:**
  - The creation of the Berlitz Language Classes, offered both Fall and Spring, with participation from hundreds of partners and students
  - New fun test products, including Valentine's Day Chocolate Roses
- **The SA used our scale and the HBS student buying power to negotiate new deals, including:**
  - HHonors Gold status for all graduating HBS ECs
- **The SA improved and distributed the HBS Survival Guide for Admitted Students**
- **The SA printed and distributed personalized metal HBS nametags for the RC Class**
- **The SA made difficult staffing decisions to streamline costs and balance the Office budget in tough economic times**



# Significant Accomplishments

## SA Social and Events

- **The SA delivered traditional, large-scale SA events, including:**
  - Holidazzle @ The Westin Copley: sold-out event with record attendance from both RC and EC Class
  - Newport @ OceanCliff: sold-out event with record attendance
  - HBS Got Talent Show: sold-out event
  - TGIFs – co-branded for the first time with clubs on campus
  - Club events like the 80's Party & Make-Me-A-Match
- **The SA innovated with new, marquee events including:**
  - Ski Trip @ Steamboat – sold out, oversubscribed
  - Revelry @ MFA – sold out, oversubscribed
  - Graduation Cocktail Party @ Harvard Club - upcoming this week
- **The SA funded a variety of Orientation events, including Casino Night**
- **The SA created the Best of EC Year Speaker Series, attracting hundreds of ECs to hear from some of the school's most prestigious professors**
- **The SA organized a fall semester Community Service Day as a pilot program for a large scale community service possibly in store for next year**
- **The SA offered non-alcoholic tickets at all major SA events**
- **The SA published a detailed ticket price financial summary before major marquee events to increase transparency of event funding**



# Significant Accomplishments

## SA Senate and Advocacy

- **The various Senate committees implemented a variety of initiatives and delivered dozens of campus improvements, large and small, including:**
  - The SA Community Leadership Award, co-sponsored by the COOP
  - The 2010 Class Day Ceremony upcoming this week
  - The election of section and class-wide representatives
  - The Guaranteed Benefits Statement provided by every club
  - Improved printers for faster and double-sided printing
  - Extended Baker library hours during final exam periods
  - Earlier opening of Aldrich to provide space for learning teams
  - Distribution of the Winter Travel Checklist and Insurance Options for J-term
  - Resetting of the Aldrich clocks to ensure classes start and end on time
- **The Senate took bold action in face of the difficult sponsorship climate to cut costs out of the annual SA budget**
- **The Senate held SA Co-President Open Hours to increase SA communication and visibility, especially to the RC class**



# Significant Accomplishments

## SA Senate and Advocacy

- **The Senate made several improvements to Senate organization and function, including:**
  - Rebalancing of Committees and creation of new Oversight Committee
  - Creation of two new Executive Committee roles, CMO and COO Events
    - Our CMO oversaw several new initiative to improve SA communication, including the creation of three sub-brands to make messages more clear and the introduction of monthly Senate Newsletters
  - Creation of Lead Senator to oversee Senate communication and training
  - Retention of external legal counsel for risk mitigation
  - Implementation of Basecamp for record keeping and file sharing
- **The Senate delivered brand new Senate-driven initiatives, including:**
  - Beyond Your Section weekly dinners for RCs
  - Alumni Dinners with local Boston HBS alums
  - More interactive meet-and-greet events with admitted students



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# 09-10 Financial Year SA Budget in Review

## DISCUSSION:

We are proud to announce a near balance budget for 2009-2010, in-line with where we hoped to be at the end of the year.

In one of the hardest economic environments in HBS history, the SA budget ran at an operating deficit of about 1% (excluding a one-time accounting charge rolled over from last year's budget). In a year where corporate sponsorship dollars were sharply reduced, we were able to deliver a memorable class experience without aggressive quality of service reductions. The team spent endless hours, and made hard decisions, to execute on strategic cost cutting, and worked hard to manage the budget to effectively serve the various constituencies on campus.

Per the SA mandate, our small deficit will be covered using SA reserves earmarked from previous years, when sponsorship monies were easier accessed. This smoothing of sponsorship coverage ensures that the SA can deliver a high level of service every year.

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## 2009-2010 FINANCIAL SUMMARY (expected, May 2009-2010):

Top-Line Turnover:	\$1,032,350
SA Expenses:	<u>\$1,042,872 – excluding accounting changes*</u>
Use of Reserves:	(\$10,522) – excluding accounting changes*

*\* Our fiscal year audited financials will include \$50,000 of financial expenses, carried over from last year's 08-09 school year. Including these financial expenses, our reported financial summary comes out to (\$60,522).*



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# Student Association FINAL THOUGHTS

**We are proud and happy that the Student Association accomplished nearly all the initiatives we charted last year, while coming up with new ones on the way. The hard-work and success can only be attributed to all of you, including the Executive Committee, Senators, Section Leaders, and other campus leaders who sacrificed time and energy to make the year a great one. We look forward to the new innovations next year, and are confident that the SA will continue its success under Brett and Justine's strong leadership.**

**We have been asked a single question repeatedly over the last few weeks: if you had to do it all over again, would you still run for SA co-president? Our answer: absolutely. The past year has required a huge investment of time, energy, and sacrifices, like many of you made for sections, clubs, and conferences. But that was a small price to pay to have the opportunity to meet so many of you and to contribute what we could to the experience you had here at HBS. For all of you, we hope it really was the best ... year ever. Thanks again for all of your support!**

**Best, Patrick and Scott**