

SA Initiative Poll Results

2010-2011





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Executive Summary

Survey Sections	What you said...	How we listened...
Events	<ul style="list-style-type: none"> ▪ The majority of TGIFs should be co-sponsored, held on a monthly basis, outside, on-campus ▪ The majority of socializing should take place among the sections and greater Class of 2011 ▪ Ticketed events should be priced cheaper even if the quality of the venue will be downgraded 	<ul style="list-style-type: none"> ▪ To date, ten TGIFs have been planned for the 2011-2012, all of which are co-sponsored with clubs with new ▪ The HBS Cup, Alumni Reunion Event and Welcome Back Event are geared towards socialization within Classes ▪ Renegotiated contracts with Formals venues
Products	<ul style="list-style-type: none"> ▪ The most valuable SA product offering is the HBS Survival Guide, which should be kept in its hard-cover format 	<ul style="list-style-type: none"> ▪ Continuing HBS Survival Guide ▪ Working to increase relevant product offerings (e.g., roses at Valentine's Day, t-shirts for St.Patty's Day)
Communication	<ul style="list-style-type: none"> ▪ Weekly emails with multiple pieces of information is the preferred method and frequency of receiving communication from the SA ▪ The most helpful communication tool would be an SA Outlook Semester Calendar 	<ul style="list-style-type: none"> ▪ SA Weekly Pulse – one stop shop for your information about what's going on in the SA ▪ Working with IT to determine feasibility of an Outlook Semester Calendar; currently have a PDF version
Volunteerism	<ul style="list-style-type: none"> ▪ Most respondents would attend a service event on at least an alternate monthly basis, with the most convenient time on a two-case day 	<ul style="list-style-type: none"> ▪ Created RC Day of Service ▪ Providing weekly opportunities for individuals to volunteer
Professional Excellence	<ul style="list-style-type: none"> ▪ Most respondents would want to attend a Business Etiquette Dinner and the chance to hear an Alumni share his / her story 	<ul style="list-style-type: none"> ▪ Planning business etiquette dinner ▪ Setting up initiative for both Alums and Students to share their stories in a meaningful and inspiring manner

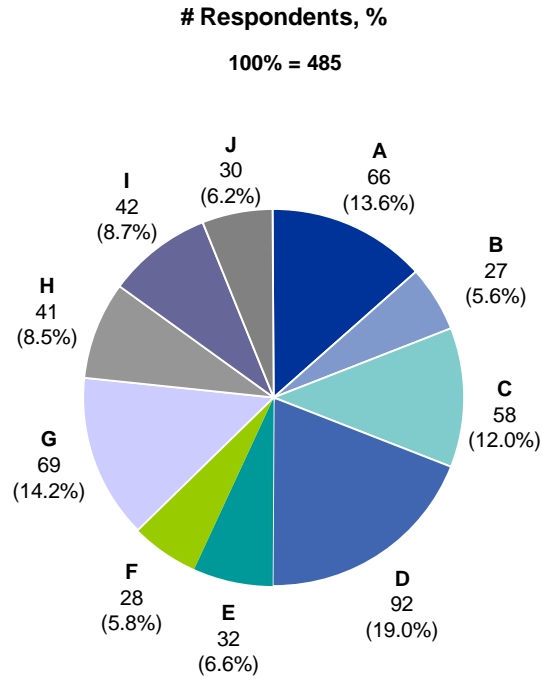
Detailed Findings

- **Demographics**
- Events
- Products
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The SA prioritization poll gathered responses from the Class of 2011 across all sections, with a total participation rate of 52%

Respondents by RC Section



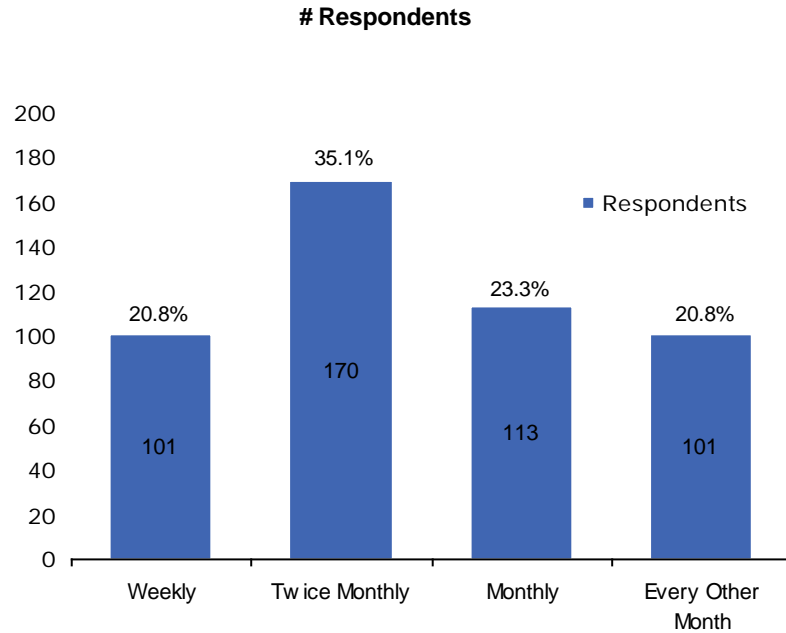
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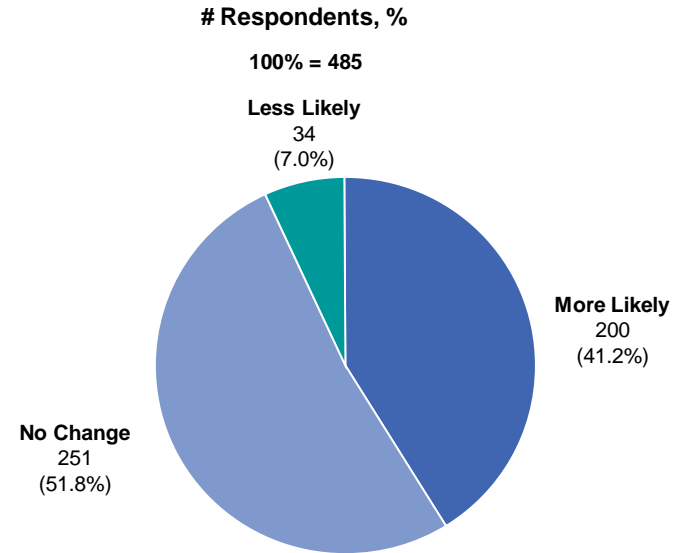


80% of respondents noted they would attend TGIFs at least on a monthly basis, with co-sponsorships increasing the likelihood of attendance

Frequency of TGIFs



Likelihood to Attend TGIF with Co-Sponsorship



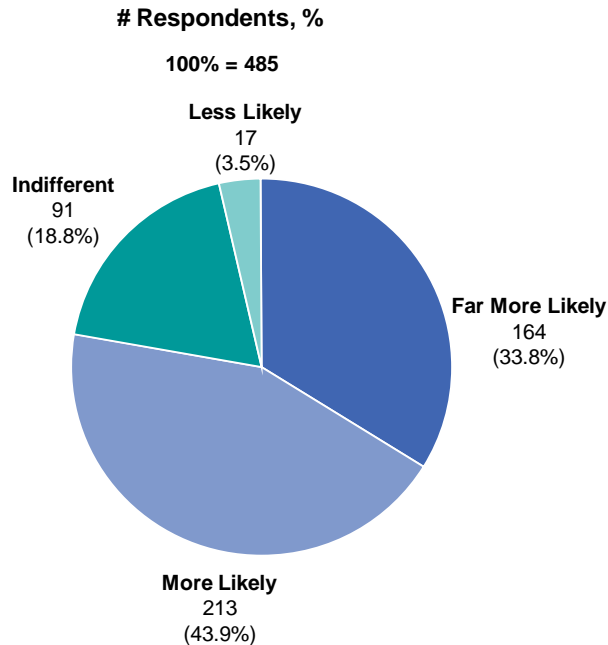
- Although there wasn't a gross discrepancy across respondents, 35% of respondents demonstrated that having two TGIFs per month is the most optimal frequency
- Having more co-sponsored TGIFs will serve as a mechanism to increase attendance to 41.2%, while acting as a deterrent to 7.0% of respondents. Roughly half of the respondent (51.8%) indicated that there would be no change in their likelihood to attend

Source: 2011 SA Prioritization Poll, Questions: *How often would you attend a TGIF?: / Would you be more or less likely to attend a TGIF if it was co-sponsored by an MBA club?*

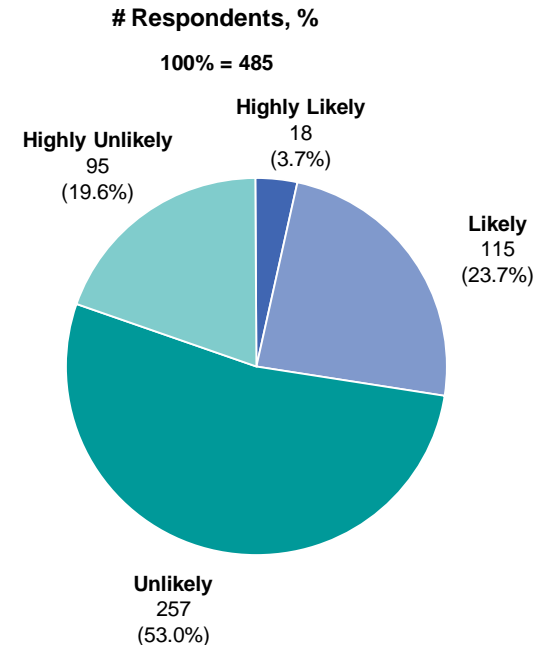


78% of respondents noted they were more likely to attend an outdoors TGIF, while 73% noted they were unlikely to attend if off-campus

Likelihood to Attend TGIF Outside



Likelihood to Attend TGIF Off-Campus

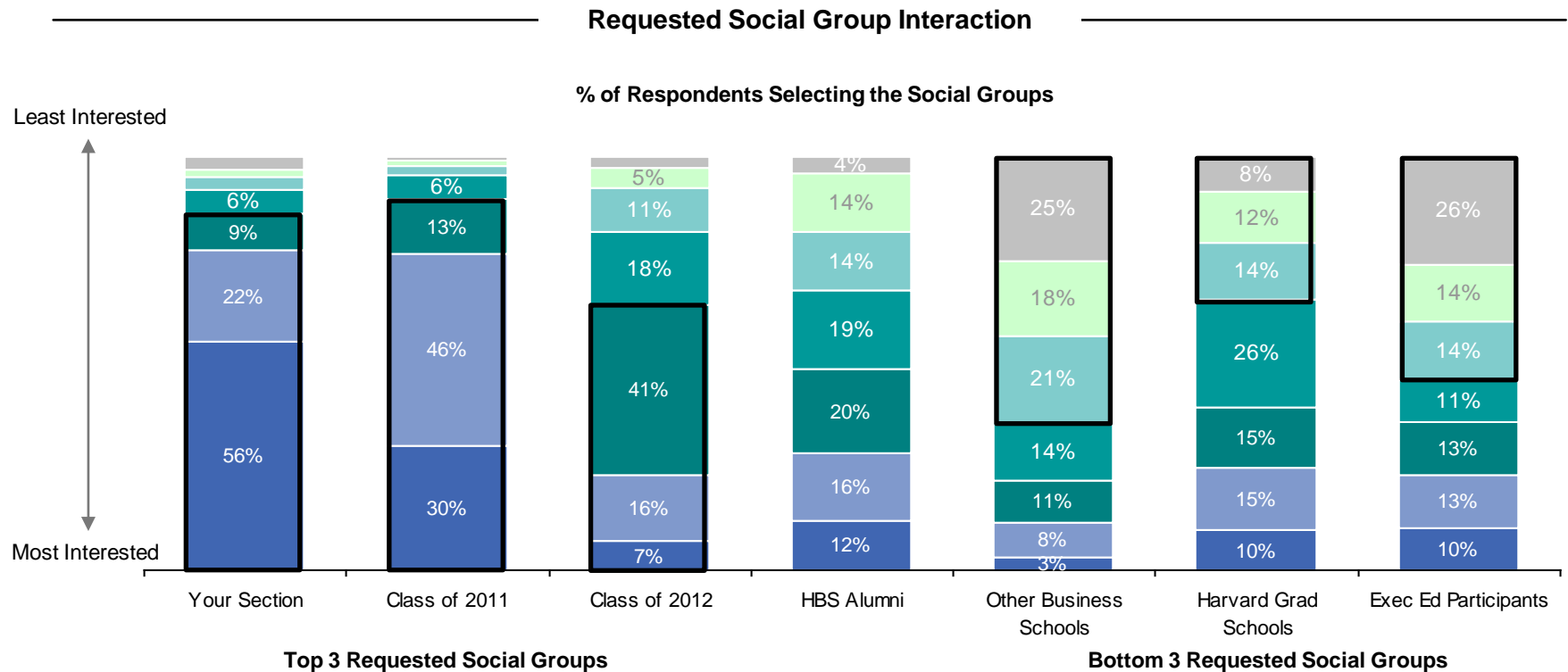


- As noted by 96.5% of respondents, holding a TGIFs outdoors will increase the likelihood of attendance
- Although a quarter of respondents (27.4%) stated their willingness and desire to attend an off-campus TGIF, the majority of participants revealed their preference for convenience as indicated by their unwillingness to go to a non-HBS venue

Source: 2011 SA Prioritization Poll, Questions: Are you more or less likely to attend a TGIF if it's outside?: / How likely would you be to attend a TGIF off campus?



Overwhelmingly, respondents expressed the most interest in socializing within their sections and Class of 2011



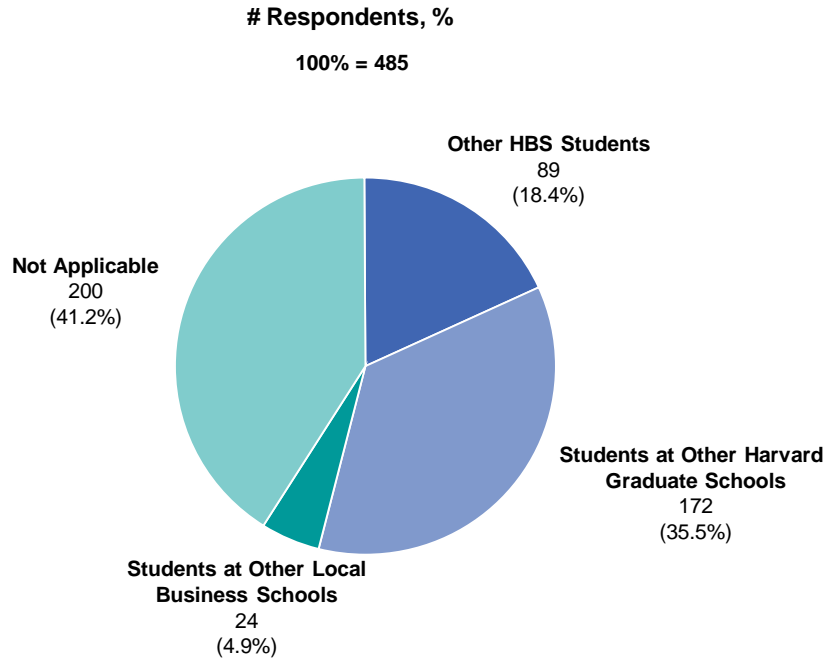
- Respondents noted that they are most interested in first, socializing within their section, then within the overall Class of 2011 and finally (and with less emphasis) with the incoming RCs, the Class of 2012
- The majority of respondents (64%) noted the lack of desire to socialize with other local business schools and Exec Ed Participants (54%)
- The data suggests that respondents were apathetic overall in socializing with HBS Alumni

Source: 2011 SA Prioritization Poll, Question: *Please rank your interest in partying / mixing with the following groups of people (1 is the group you are most interested, 7 is the least)*

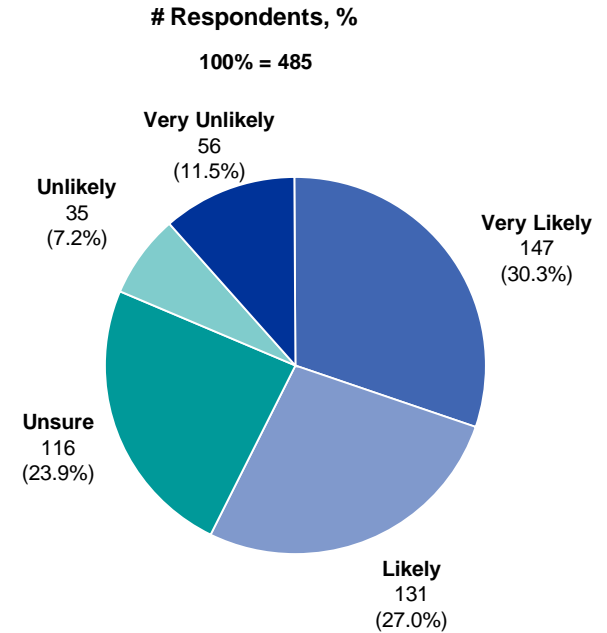


36% of RCs want to be matched with other Harvard Grad School students for a V-Day party; 57% of respondents are likely to attend an EC Ski Trip

Requested Matches for Valentine’s Day Party



Likelihood to Attend EC-Wide Ski Trip



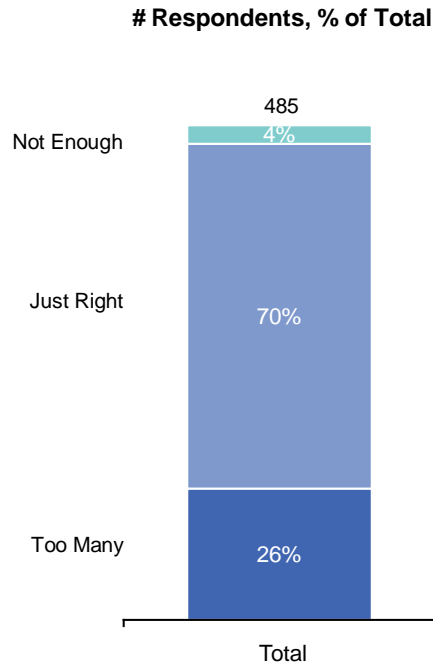
- Although respondents have the least interest in socializing with other Harvard Grad School students, they are most interested in being matched with this segment of individuals for a Valentine’s Day party
- The majority of respondents (57%) are likely to attend an EC-wide Ski Trip, with only 18% unlikely to show up on the slopes

Source: 2011 SA Prioritization Poll, Questions: *Who would you be most interested in being “matched” with for a Valentine’s Party? / How likely would you be to attend an EC-wide ski trip? /*

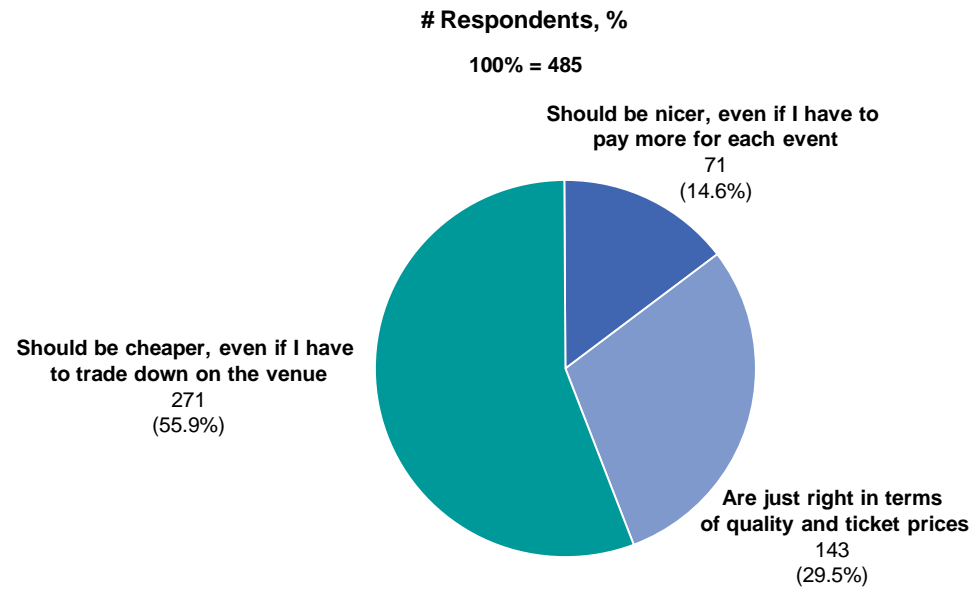


The majority of respondents think the number of shows on campus is just right while believing that SA ticketed events should be priced cheaper

Perception on Number of Shows



Price of SA Events



- Very few respondents (4%) believe that HBS clubs are not providing enough entertainment on campus
- Although 56% of respondents are willing to trade down on SA off-campus venues in order to have cheaper priced events, a third of respondents (30%) believe that they are currently receiving the value of the ticket price from the event

Source: 2011 SA Prioritization Poll, Questions: *What is your perception of shows (cultural, talent, etc.) at HBS? / I think the events organized by the SA (e.g., Holidayz, Newport, etc.) are _____.*

Detailed Findings

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Respondents believe that the HBS Survival Guide is the most valuable SA product while the Berlitz Language Course offering is the least valuable

Value Ratings for SA Products



Do you think the HBS Survival Guide should be switched from soft cover to digital?

31% YES
69% NO

- Of the listed products, the HBS Survival Guide was ranked as the most valuable, with the overwhelming majority of respondents (69%) indicating that the Survival Guide should be kept as a book, instead of switching to digital copy
- The Berlitz Language Course offering as well as the Yearbook were cited as the least valuable products offered by the SA

Source: 2011 SA Prioritization Poll, Questions: Please rank the following most popular SA products in terms of value to you personally (1 indicates most valuable, 5 indicates least valuable)

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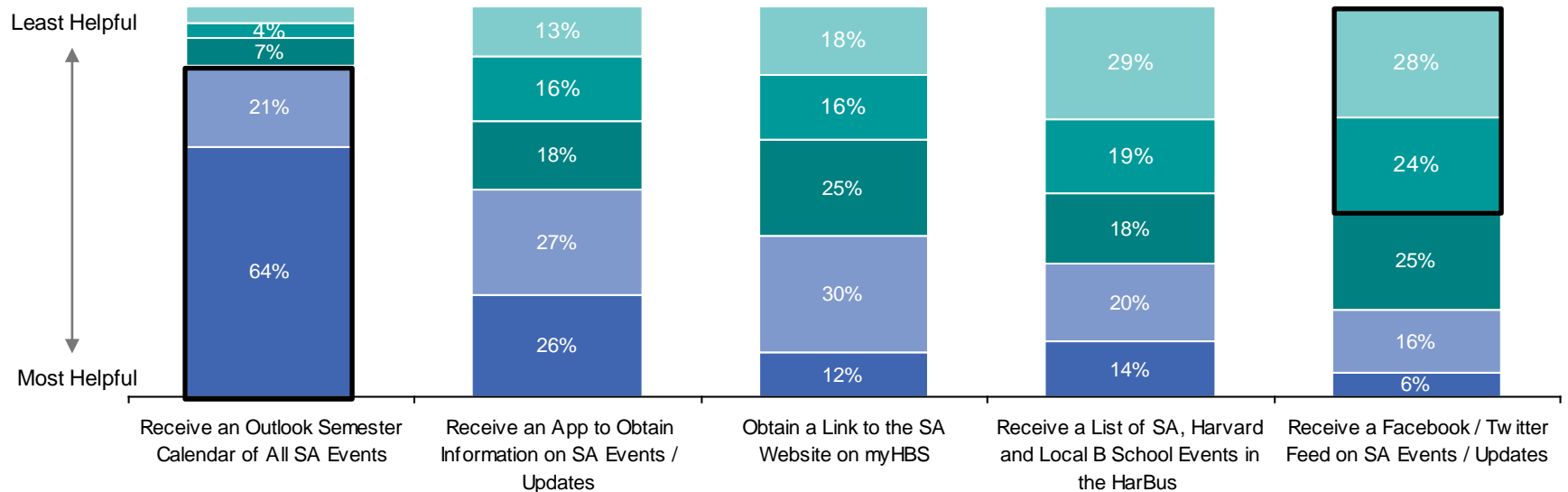


Outlook calendaring and a Smartphone application seem to be the most helpful communication tools to increase information from the SA to students

Requested Communication Initiatives

71.8% of respondents indicated that receiving **weekly SA** emails with multiple pieces of information was most preferable

% of Respondents Selecting Communication Initiatives



- The majority of respondents (85%) noted that receiving an Outlook Semester Calendar would be the most helpful communication tool for the SA to implement next year
- Along the same lines of using technology to increase information flow, over half of respondents (53%) noted that receiving a Smartphone application to obtain information would be quite helpful
- Utilizing social media such as Facebook and Twitter does not seem the most practical way to assist students obtain information

Source: 2011 SA Prioritization Poll, Question: *Please rank each of the following 5 initiatives from what you deem the most helpful to the least helpful (1 is the most helpful, 5 is the least helpful)*

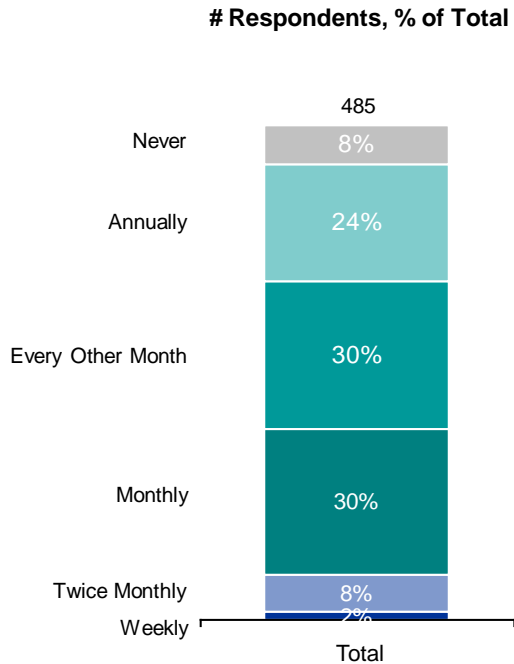
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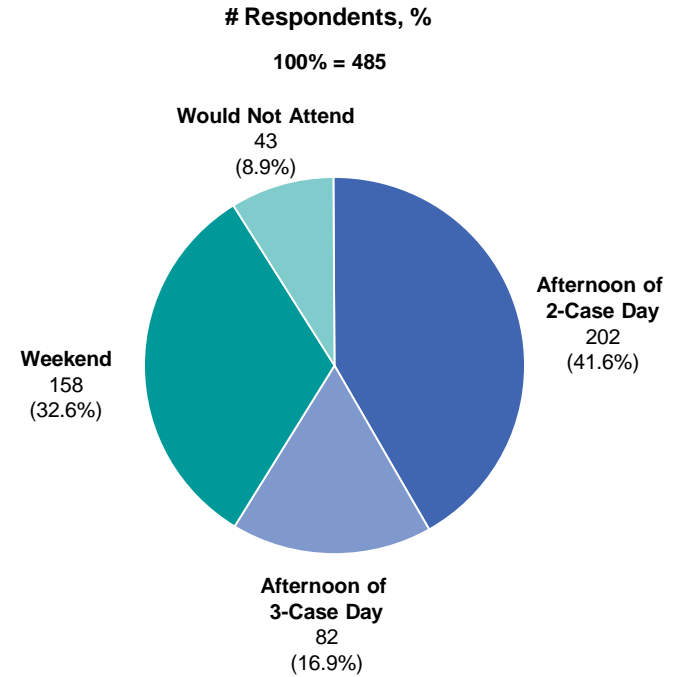


The majority of respondents would attend a service event on at least an alternate monthly basis, with the most convenient time on a two-case day

Frequency to Attend Volunteer Events



Optimal Day / Time for Volunteer Service Event



- 40% of respondents would attend volunteer service events on a monthly basis
- A third of respondents (33%) think that the weekend is the most optimal time to hold a volunteer service event, while 42% of respondents believe that it is more convenient for them to attend on the afternoon of a two-case day
- The percentage of respondents who are unwilling to ever attend a volunteer event (8%) also noted that no time would be optimal for them to attend demonstrating consistency of opinion

Source: 2011 SA Prioritization Poll, Questions: *How often would you attend a volunteer event? / When would be the best day / time to hold a Volunteer Service event?*

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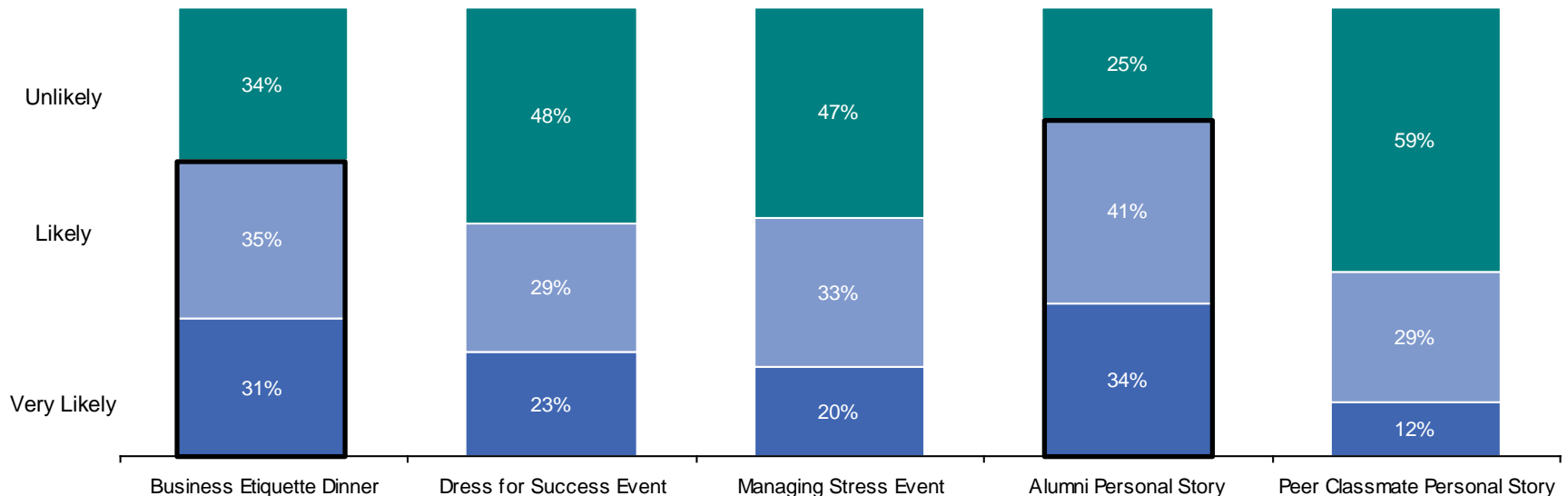


Most of the Professional Excellence events mentioned received support from respondents with the Alumni Personal Story obtaining the highest marks

HBS | STUDENT ASSOCIATION

Likelihood to Attend Various Professional Excellence Events

% of Respondents Selecting Professional Excellence Events



- Over half of respondents mentioned that they would be likely to attend the Business Etiquette Dinner (66%), Dress for Success Event (52%), Managing Stress Event (53%) and Alumni Personal Story event (75%)
- The only initiative which received less than half the support of respondents is the Peer Classmate Personal Story Event which received a 41% likelihood of attendance from respondents

Source: 2011 SA Prioritization Poll, Question: *How likely are you to attend each of the events listed?*

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- **Qualitative Recommendations**



Qualitatively, here are the recommendations you provided in response to financial and social issues you have experienced on campus

Finances

- Increase affordability of SA events by:
 - Utilizing better economies of scale negotiating tactics
 - Choosing creative, interesting venues that are “off the beaten path”
 - Setting expectations, starting with the Financial Aid budget, prior to the school year
- Increase transparency of SA and budget and P&L statement
- Increase SA “dues” prior to the school year so that the majority of events are already covered

Events

- Change the format, frequency and content of TGIFs by:
 - Reducing the number of TGIFs with alcohol
 - Increasing the number of TGIFs overall
 - Increasing the variety of food at TGIFs
- Improve SA events by:
 - Holding major events on Saturdays so that out of town partners may attend
 - Not providing an open-bar options
 - Segregating further alcohol vs. non-alcohol tickets
 - Improving the quality of food and accommodations



Qualitatively, here are the recommendations you provided in response to communication and professional excellence issues you have experienced

Communications

- Increase transparency of what the SA has purview over by:
 - Providing more relevant, and timely outward communications a
 - Increasing access to Executive Team members and Senators
 - Explaining what goods and services the SA offers versus what the HBS administration controls
 - Improving the quality of polls distributed
- Facilitate best-practice sharing for Boston / HBS activities (e.g., outside catering, vendors, etc...) by creating an all-encompassing “HBS Playbook”

Professional Excellence

- Focus on HBS’ motto of “creating leaders to make a difference in the world” by:
 - Demonstrating a greater commitment to social impact outside of the HBS Campus
 - Holding events which underscore the different values students have and the reasons behind those values
 - Holding events where Alumni come back and explain what activities / people really helped them to develop their leadership skills while at HBS
- Facilitate greater interaction among students, faculty and alumni by:
 - Holding more class-wide events
 - Hosting an RC Welcome Program which lets RCs mix with ECs in a non-classroom environment
 - Improving the organization of intramural sports
 - Collaborating with the Harvard Graduate Council to foster cross-Harvard integration
 - Hosting more events such as RC Olympics
 - Giving faculty a platform to discuss their research, and overall business advice
 - Continuing the Alumni Dinner Series and creating other opportunities for students to mix with Alumni



Next Steps

- Continue to build out initiatives to address recommendations provided by the poll data
- Continue to have an open dialogue with the HBS student community by holding office hours and soliciting feedback on an informal basis
- Continue to promote transparency by letting the HBS student community know in a timely manner where our time, and their money, is being spent