

An overhead view of a group of people sitting around a wooden table, engaged in a meeting or study session. There are laptops, notebooks, pens, and glasses on the table. The scene is dimly lit with a blue-green tint.

**WELCOME TO THE GENERAL ASSEMBLY**

**EVERYTHING YOU NEED TO  
KNOW ABOUT HARVARD  
EXTENSION SCHOOL.**

**IN ONE HOUR.**

**BE THE FIRST TO KNOW. BE THE CHANGE. BE HARVARD.**



**HARVARD EXTENSION STUDENT ASSOC.**

# GENERAL ASSEMBLY AGENDA

*Be the first to know. Be the change. Be Harvard.*

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**November 2 • Saturday • 6 PM**

**Science Center, Room 309A**

**President, Carmen Gardner** - Welcome, Term Goals

**Vice- President, Lauren Voler** - Join the HESA Board

**Director of Outreach, Yenny Yang** - HESA x Teradata Conference

**Director of Club Affairs, Maren Killackey** - H.E.S.A. Clubs

**Director of Technology, Miles Burnett** - Website Development

**Treasurer, Callen Crenshaw** - Budget

**Director of Student Affairs, Jonatan Ortiz** - Survey, Advocacy  
Topics

**Harvard Graduate Council Rep., Jessica Ataharul** - HGC Events

**Director of Finance, Rigvid Mehta** - Finance Data Research

**Director of Communications, Arohi, Bangera** - Social Media Data

**Parliamentarian, Troy McDonald** - Election Schedule, Vote on  
appointed directors

**Director of Events, Karina Yamamoto** - Upcoming Events

**ALL** - Open Discussion

**Adjourn**

01

**SUBMIT  
BUDGET**

JULY 8TH

AWAITING  
APPROVAL

02

**MEET AND  
RETREAT**

JULY 28TH

SMITH CENTER  
HONEYCOMB  
CREAMERY  
S.O.C.H.  
DEUXAVE

03

**SCHOLARSHIP**

SEPTEMBER 25

H.E.S.A X  
TERADATA  
CONGRATS  
JEREMIAH  
AZURIN!

04

**GLOBAL  
PARTNERSHIPS**

SEPTEMBER 10

HARVARD  
EXTENSION  
ALUMNI  
ASSOCIATION

FALL FEST  
NOVEMBER 2ND

05

**LOCAL  
PARTNERSHIPS**

HARVARD  
GRADUATE  
COUNCIL

ATTENDED  
PRESIDENT'S  
CIRCLE

06

**H.E.S.A. X NYU  
S.A.A.S.**

OCTOBER 8  
APRIL 2020

NYU STUDENT  
ASSOCIATION  
FOR APPLIED  
SCIENCES

07

**STUDENT  
HIGHLIGHT**

OCTOBER 21

JEREMIAH  
AZURIN  
INSTAGRAM  
TAKEOVER  
DURING  
TERADATA  
CONFERENCE

08

**PROFESSIONAL  
DEVELOPMENT**

OCTOBER 30

CLUBS  
ORIENTATION

09

**HARVARD  
EXTENSION  
ALUMNI  
ASSOCIATION  
PANEL**

SPRING 2020

10

**GLOBAL  
AMBASSADORS  
PROGRAM  
PANEL**

DECEMBER 7

11

**OFFICE  
SPACE**

ARE YOU  
AWARE OF  
ANY UNUSED  
OFFICE  
SPACE?

12

**DISCOUNTS**

SEND US  
YOUR  
FAVORITE  
COMPANIES!

13

**OFFICE HOURS**

IN-PERSON  
AND ONLINE

14

**HEADSHOTS**

TBD

15

**SPRING  
BREAK TRIP**

MARCH 16-20

WORLD  
MODEL  
UNITED  
NATIONS

TOKYO

16

**CAREER  
INSIGHT  
SPEAKERS**

SPRING 2020

WHAT  
COMPANIES YOU  
WOULD YOU LIKE  
TO VISIT US?

17

**SURVEY**

SPRING 2020

18

**DEGREE NAME  
CHANGE**

SPRING 2020

GARNER AN  
OFFICIAL  
STATEMENT ON  
CURRENT  
STATUS

19

**H.E.S.A. CARES**

SPRING 2020

WHERE WOULD  
YOU LIKE TO  
VOLUNTEER?

20

**APPEALS  
SCHOLARSHIP**

MAY 2020

PENDING  
APPROVAL

21

**DONATIONS**

MAY 2020

HARVARD  
BLACK  
GRADUATION

HARVARD  
LATINX  
GRADUATION

22

**NEW H.E.S.A.  
CLUB**

MAKE  
HISTORY!  
FORM A CLUB  
FOR YOUR  
DEGREE  
PROGRAM

23

**STUDENT  
SERVICE  
CEREMONY**

MAY 2020

IN HONOR OF  
OUR STUDENT  
LEADERS

24

**GRADUATION  
CORDS**

MAY 2020

IN HONOR OF  
OUR  
STUDENT  
LEADERS

25

**H.E.S.A.  
BRUNCH**

SPRING 2020

H.E.  
S.A.

TERM  
GOALS

19/20

# HARVARD EXTENSION STUDENT ASSOCIATION

## EXECUTIVE BOARD



**JONATAN ORTIZ**



**CalLEN CRENSHAW RIGVID MEHTA**



**TROY MCDONALD**



**MAREN KILLACKEY**



**KARINA YAMAMOTO**



**CARMEN GARDNER**



**LAUREN VOLER**



**AROHI BANGERA**



**YENNY YANG**



**SECRETARY**



**MILES BURNETT**



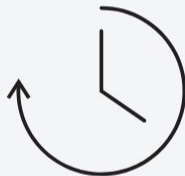
**JESSICA ATAHARUL**

**JOIN  
HESA**

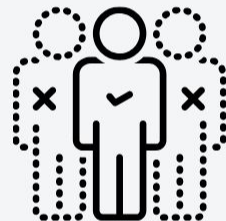
## Secretary



**AGENDA**



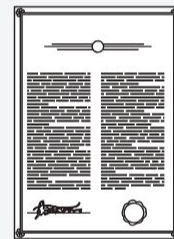
**MINUTES**



**ATTENDANCE**



**RECORD  
KEEPING**



**LEGACY  
DOCUMENTS**

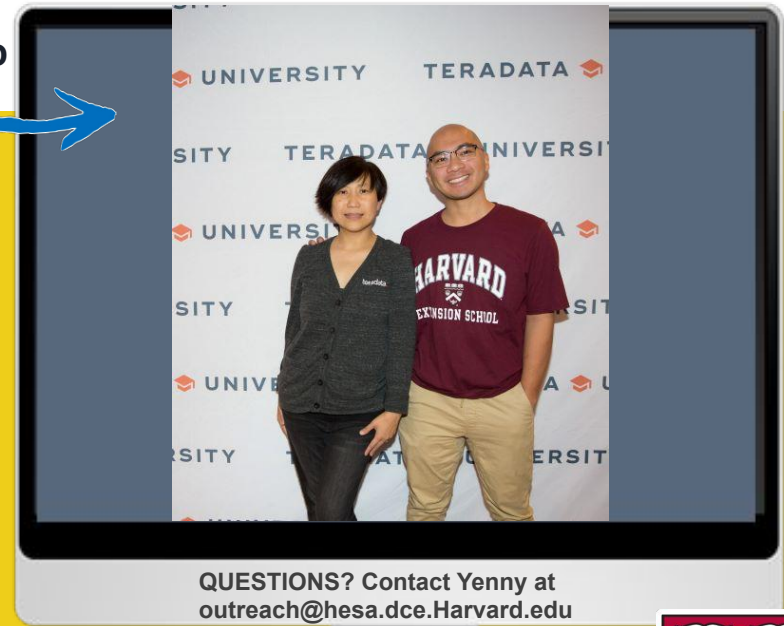
**To apply, submit a statement of interest and a 1-2 minute video to [president@hesa.dce.harvard.edu](mailto:president@hesa.dce.harvard.edu)**

# Outreach November Updates

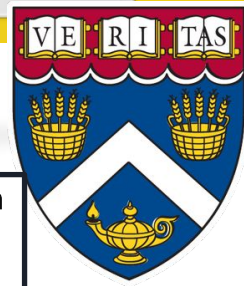
Highlights from Jeremiah Azurin who attended Teradata Universe Conference with HESA scholarship

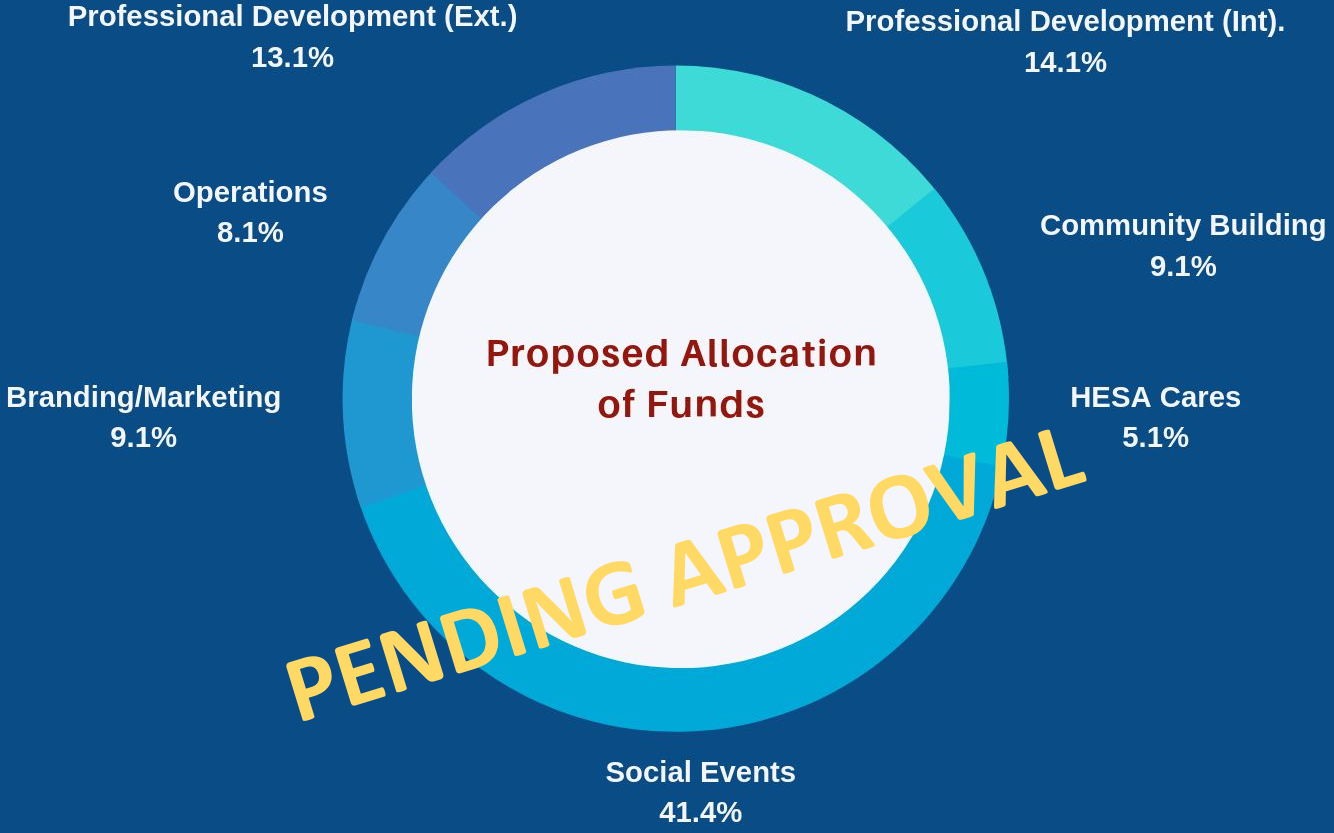
Jeremiah's activities during Teradata Universe include:

- ✓ Student Challenge award night – where he was able to represent HES and network with fellow academics & industry professionals
- ✓ HESA Instagram takeover during the conference – providing valuable insights on all highlights of the conference to fellow HES students and faculty!
- ✓ Learn more about Teradata Data/Analytics Challenges and ways to encourage fellow HES students to submit to the competition in the future!



**2020 HESA/Teradata Application will open in January. Stay tuned for more details!**





## HESA Budget



# Club Affairs Update





## HESA Website:

### Rollout Process 2019

*Completed:*

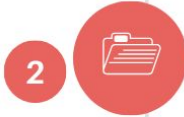
#### Phase 2

Launch the new (basic version) of the HESA Site with 2019 HESA info - deactivate the old site

*Going into...*

#### Phase 3

Building more HESA pages, adding helpful links, creating a photo gallery for past event pictures, including bios and contact info for BOD members, a welcome letter from Carmen, finding better/more HESA specific photos for the site.



### ***The OLD HESA Site***

The site that HESA has been using will officially be deactivated and all of the information from that site will be saved and eventually archived on the new site

### ***New HESA Site***

The new HESA site is complete and will be activated next week. The site is mostly a one-page scroll site for now. It includes the new HESA logo, a message from Carmen, the new Board of Directors, our upcoming events, recent news & announcements, and links to our social media. Once it is live- we will send out the link.

### ***Building Upon the New HESA Site***

There will be more links and more HESA pages to visit, a photo gallery of previous event photos, more information about our board members, more HESA specific photos/graphics (rather than stock Harvard ones)

### ***Bios & Contact Information***

The Board of Directors will all have bios by Phase 4. During phase 2, HESA BOD sent updated headshots- now those photos will be links to bios. I need a bio for every member of the BOD by NOV 25th, 2019. I will send around guidelines for the bios (via Slack) on 11/3/2019

### ***Looking Forward***

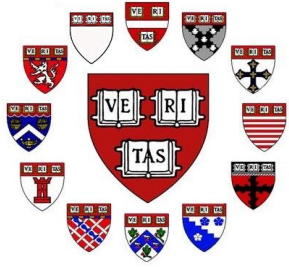
I will also be working to curate ideas and input for how to make the site stronger from BOD members. Phase 4 will be about enhancing the existing structures/pages (ie. slideshow becoming short video, sign up form, etc)



# Student Affairs November Update

Jonatan Ortiz --- [Studentaffairs@hesa.dce.harvard.edu](mailto:Studentaffairs@hesa.dce.harvard.edu)

- 01 **Fall student body survey** will focus on increasing response rate by decreasing total number of questions. And we will gather useful information from dialogue on HESA's facebook and other social media.
- 02 **HES/HESA points of contact** will be an avenue where we deliver suggestions/data from HESA's survey to HES offices to collaborate issues raised by students through survey.
- 03 **Current issues** brought to HES administration are: the potential of granting international student visas to our foreign degree candidates, degree name change comparative analysis contribution, and more accessible parking location and opportunities for local students .



# HARVARD GRADUATE COUNCIL

12 GRADUATE & PROFESSIONAL SCHOOLS, ONE HARVARD.

- HGC General Board Meeting @ HES ( 12/2)
- One Harvard Calendar
- Veritas Cinema Series 11/21- Black Panther
- Humans of Harvard Series - HES student



## SPORTS AS A CLASSROOM

all WELCOME

Women in Sports,  
Leadership & Empowerment



**Maura Healey**  
Massachusetts Attorney General



**Allison Feaster**  
Director of Player Development,  
Boston Celtics



**Kathy Delaney-Smith**  
Head Coach,  
Harvard Women's Basketball



**Jessica Gelman**  
CEO, Kraft Analytics Group



**Katey Stone**  
Head Coach,  
Harvard Women's Hockey



MODERATOR:  
**Debora L. Spar**  
Professor of Business Administration,  
Harvard Business School



# One Harvard- Campus Events

## HLS

### Challenges to Antitrust in a Changing Economy Conference

Debate on competition law and economics in the tech industry.

**November 8**

8:00 am - 6:30 pm

WCC 2019 Milstein West AB

## HGSE

### Climate Change Negotiation Workshop

Workshop modeled after UN climate change negotiations, using an interactive simulator

**November 7**

6:00 pm - 8:30 pm

Longfellow Hall 319

## HBS

### The Intersection of Music, Medicine, and Innovation

Concert by the Longwood Symphony followed by a panel discussion

**November 4**

7:00 pm - 8:30 pm

Klarman Hall, HBS

## HKS

### Institute of Politics Study Groups

Join IOP Resident Fellow Alice Stewart, CNN Political Commentator

**November 5**

4:30 pm - 5:45 pm

Klarman Hall, HBS



# GROWTH STRATEGY

Leverage three different avenues to build partnerships.

1

## Small Business

*Local in the Boston area*

- o By partnering with small businesses in the Boston area, we hope to be able to provide perks such as: Food options, Harvard swag, etc..

2

## Corporate

*National – United States*

- o National corporate sponsorships will boost enrollment, especially into many of our certificate programs.
- o Increased exposure for the extension school which will grow the brand value.
- o Provide employment opportunities for extension students upon graduation or certification.

3

## Harvard Schools

*Local in the Boston area*

- o If we can leverage the resources that currently exist within the Harvard ecosystem, we will be able to provide more engagement opportunities for extension students. i.e HMS, HBS, T.H Public Health, etc..
- o We will be working towards a truly unified One Harvard.



Nov 19'

Dec 19'

Jan 20'

Feb 20'

Rigid Mehta, Director of Finance

### Identify Value Statement

Working to define the value we bring to corporate entities. Having exploratory conversations, and using financial metrics to identify best partnerships and ROI possible.

### Small Business & Harvard

Meeting with business owners and other school student government boards personally to discuss a partnership upon completing an opportunity analysis.

### First Round of Offerings

Having at least 1 partnership in each category so we can identify which type of partnership will provide the most value to the student body as well as ROI.

### Use Findings to Realign Strategy

Data will allow us to be more intentional about what opportunities to pursue. The pilot partnerships will allow us to leverage the accelerated Jan term on campus effectively. We will pivot as necessary.

## Proposed Timeline







# Instagram Takeover



Views

+ 1,500



Impressions

+ 1,850



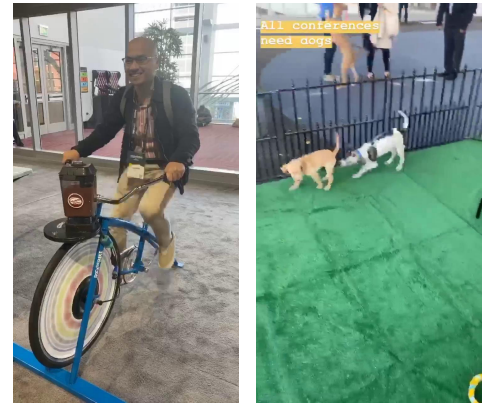
Actions

+ 15



Accounts Reached

+ 130



# Social Media Update



There has been an increase of **33** followers.

Our followers count increased from **6,805** to **6,838**.

There has also been an increase of **31** likes - an increase from **6,654** to **6,685**.

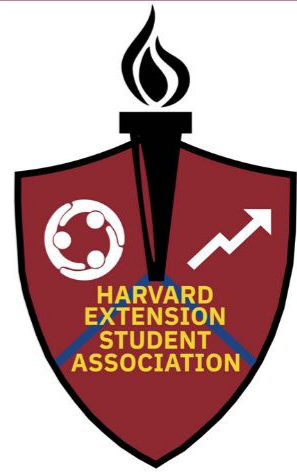


The number of followers increased to **15** new followers.

The count increased from **594** to **609** new followers.

The top locations that our followers come from include Boston, New York, Cambridge, Los Angeles and Atlanta.

# Parliamentarian November 2019 Update

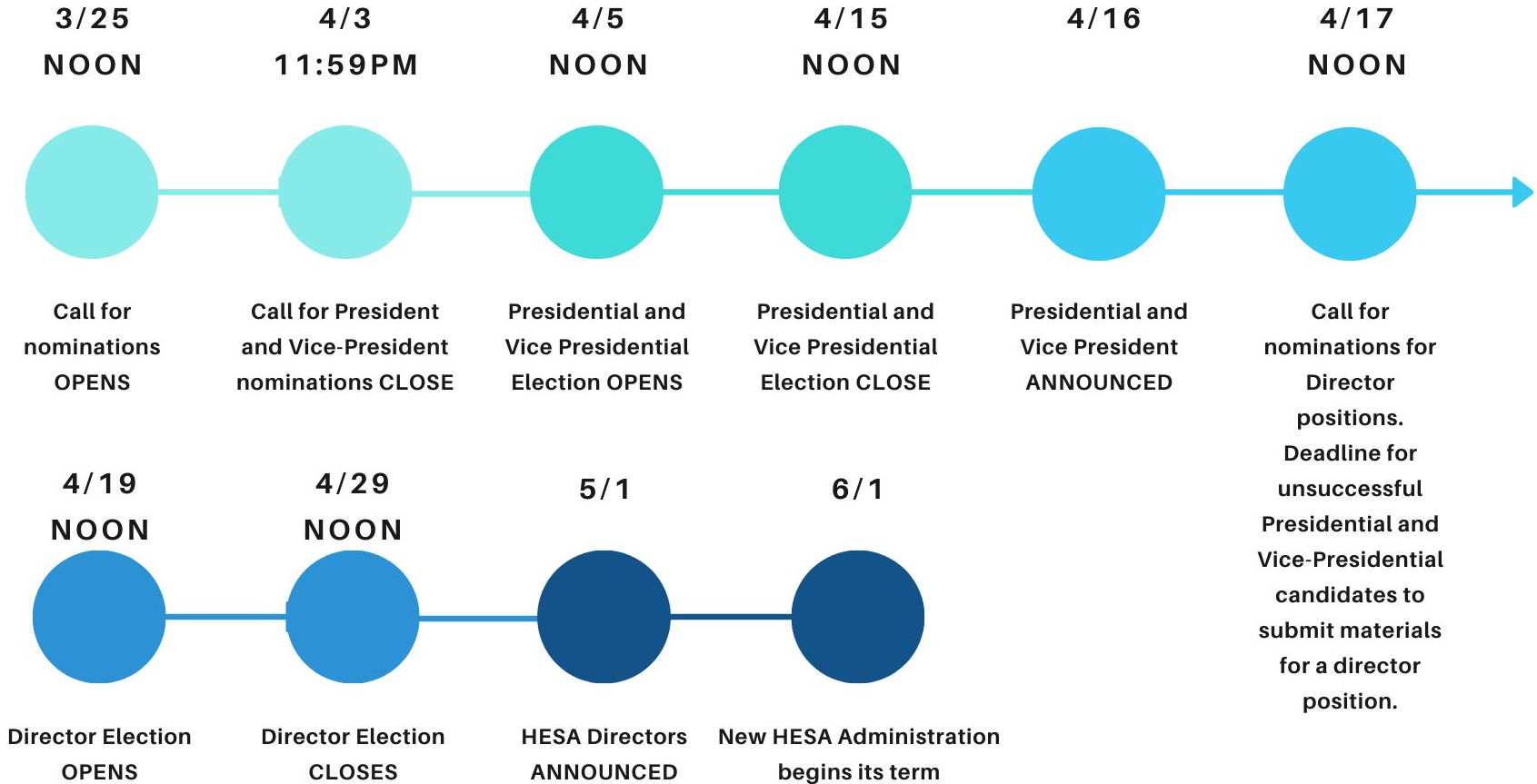


- UPCOMING SPRING ELECTION DATES

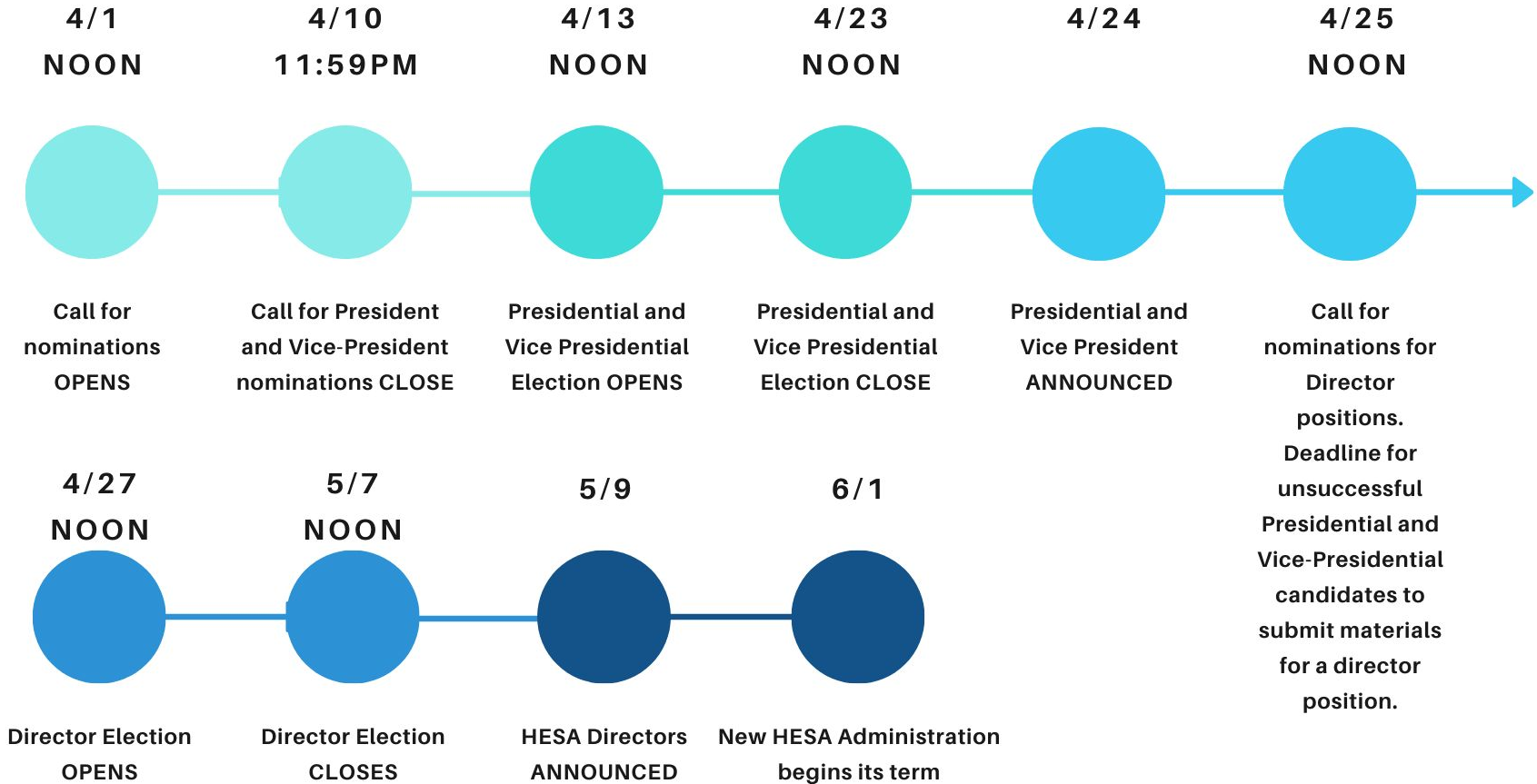
- CULTURE ONBOARDING DOCUMENT - ROUGH DRAFT TO BE PRESENTED DECEMBER

- TONIGHT'S BOARD VOTE
  - APPOINTED ON AN INTERIM BASIS
  - DURING LAST MEETING
  - SIMPLE MAJORITY NEEDED

# HESA ELECTION SCHEDULE 2019

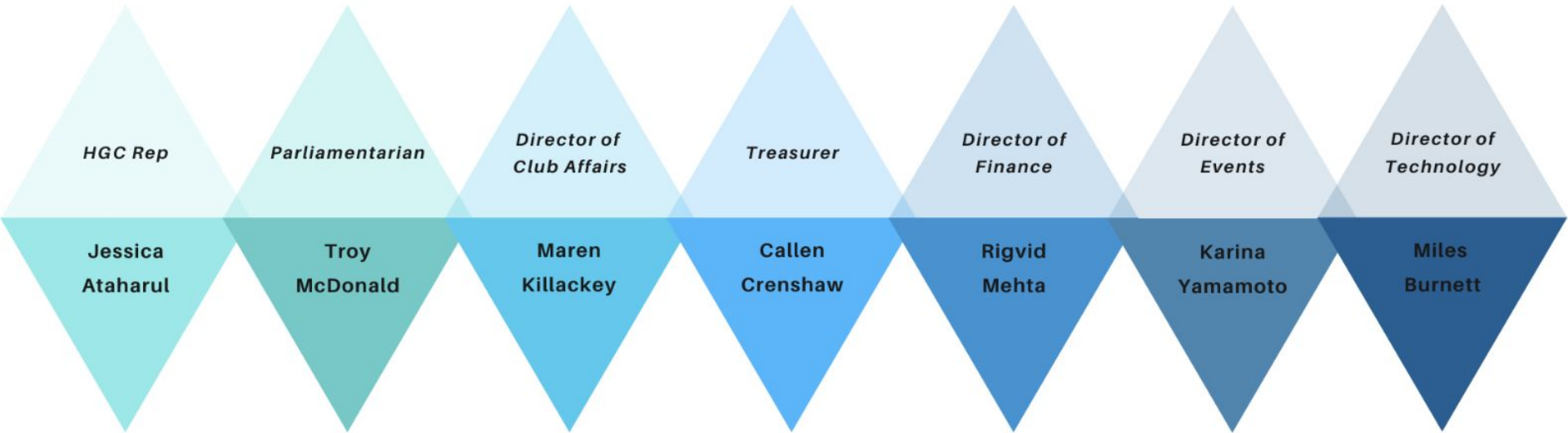


# HESA ELECTION SCHEDULE 2020



# H.E.S.A. BOARD RECRUITMENT

## PRESENTATION OF APPOINTMENTS



# HESA UPCOMMING EVENTS

07

**DEC**

GA + GLOBAL  
AMBASSADORS  
PRESENTATION

**TBA**

HESA CARES  
PHILLIPS BROOKS  
FOUNDATION  
VOLUNTEERING DAY

ALUMNI FORUM  
(POSTPONED)

WORLD MUN  
PROPOSAL

HARVARD EXTENSION STUDENT ASSOCIATION  
INVITES EVERYONE TO ATTEND

# GLOBAL AMBASSADOR'S PANEL



DECEMBER 7, 2019  
6:00 PM TO 7:00 PM



20

NOVEMBER 12 • 5PM • SMITH CENTER •  
RIVERVIEW COMMONS • 10TH FLOOR



**HARVARD BLACK  
GRADUATION**

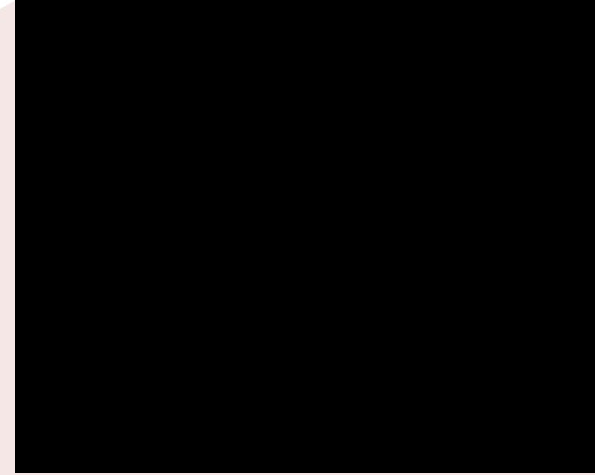
**INTEREST MEETING**

20

**TAILGATE & GAME**  
**11AM - 3PM**

*A day with H.E.S.A. is a  
day MADE.*

**NOVEMBER 2ND**



**NEXT GENERAL ASSEMBLY:**

**DECEMBER 7TH**

**EVERYTHING YOU NEED TO  
KNOW ABOUT HARVARD  
EXTENSION SCHOOL.**

**IN ONE HOUR.**

**ZOOM MEETING ID# 251-126-8568  
VENUE: TBD  
TIME: TBD**

**BE THE FIRST TO KNOW. BE THE CHANGE. BE HARVARD.**

**REFRESHMENTS WILL BE SERVED**

# THANK YOU FOR JOINING!



**JONATAN ORTIZ**



**CALLEN CRENSHAW**



**RIGVID MEHTA**



**TROY MCDONALD**



**MAREN KILLACKEY**



**KARINA YAMAMOTO**



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