

Section 1: ALUMNI CLUBS PROGRAM

The purpose of the alumni clubs program is to provide opportunities for Kellogg alumni to maintain a connection with the School through professional, social, philanthropic and academic activities and programs. Alumni clubs exist to support the School's goals and strengthen the ties between alumni, the community and the University.

Kellogg recognizes **three** different types of clubs, each which address the varied interests and lifestyles of our graduates. Clubs are divided into the following categories: regional, special interest/affinity-based, and regional affiliate.

Regional Alumni Clubs

Identified by areas where a significant number of alumni live and work, United States based alumni clubs require more than 250 alumni to reside in an identified area surrounding a major city. International alumni clubs require more than 50 alumni in an identified geographic area.

Special Interest Alumni Clubs

Organized around specific industry or affinity-based activities, these alumni clubs are more narrowly tailored. Special interest/affinity-based clubs must be either business focused or support activities similar to those hosted by a student club and serve the alumni community on a global level.

Regional Affiliate Program

Regions with fewer than 250 alumni and international areas with fewer than 50 alumni are considered regional affiliates.

Annual Requirements

1. Use, maintain, and update alumni club Web site
2. Submit roster of club officers to the Office of Alumni Relations
3. Report event activity and attendance to the Office of Alumni Relations
4. Serve as the point of contact for the Office of Alumni Relations, alumni, current and prospective students, business school clubs and alliances, and Northwestern University

Measurements of Success

- Collaborate with the Kellogg School's regional officers or a member of the Alumni Clubs Team in program planning, development and execution
- Develop a strategic plan for the club
- Establish and maintain an annual calendar
- Encourage diverse alumni representation on the board and at club events
- Plan, execute, and deliver events and activities that address the varying needs and interests of all local alumni segments
- Provide news and photographs for *Kellogg World* magazine and the club Web site

SUPPORT FOR CLUBS

The Office of Alumni Relations serves as a contact and resource for all club programs and provides services as detailed below. The level or amount of services may vary based on the activity, size and purpose of the alumni club.

- **Club Web sites**

Kellogg provides server space to all recognized clubs and regional affiliates. All club Web sites are template sites so that each one maintains the brand image, but can be tailored with varied information to suit the club. Club leaders will have an introductory training session with a member of the Virtual Services Team to learn how to use the necessary tools for the club Web page to communicate with constituents, pull reports, post online events and track regional alumni demographic information. All club leaders are responsible for updating their club's Web page and using the leadership tools to communicate consistently and effectively with the alumni community in their region or industry/affinity. Note: All club leaders must sign a Data Confidentiality & Terms of Use Agreement prior to their online training. See appendix.

- **Club Supplies**

Each academic year active clubs will receive a package containing Kellogg branded supplies, such as pens and nametags, to be used at club events. Supplies are shipped once annually and should be used and distributed accordingly to account for an entire year of club programming. To ensure receipt of an adequate quantity of supplies, please communicate with your regional officer or a member of the Alumni Clubs Team.

- **Volunteer Leadership Training**

Alumni club leaders are invited to return to campus annually for the Kellogg Alumni Club Leaders Summit. The Summit provides club leaders the opportunity to discuss best practices, hear updates from the School and review new club initiatives. Alumni Club of the Year and Volunteer of the Year are also recognized at this time. Note: Information on nominating an Alumni Club of the Year or Volunteer of the Year can be found in the appendix.

- **Regional Officers and Alumni Clubs Team**

The Kellogg School's Alumni Clubs Team is comprised of four regionally based alumni officers serving specific geographic markets and Evanston-based staff working collaboratively to support all regional and industry/affinity-based clubs. The Alumni Clubs Team supports designated markets by providing guidance to clubs when executing programs, establishing sustainable leadership teams, and enhancing alumni engagement. The Alumni Clubs Team can:

1. Support clubs in identifying volunteers, speakers, panelists, etc., whom have established relationships with the Kellogg School
2. Advise clubs on best practices in events and programs, board structure, driving volunteers, succession planning, etc.
3. Provide guidance for annual planning, benchmarking, metrics, and club calendars

A listing of regional officers and Alumni Clubs Team members can be found in the appendix.

- **KAC Alumni Club Mentors**

The Kellogg Alumni Council (KAC) piloted the alumni club mentorship program to facilitate/accelerate the School's strategic initiatives to better support alumni clubs on the ground in regional markets. Many regional alumni clubs and affiliates are provided a KAC mentor to support the specific needs of the club within its market, which include engagement of senior level alumni, identification of club volunteers, club leadership support, etc. KAC mentors work in collaboration with the Alumni Clubs Team to provide strategic support to alumni clubs. Special Interest/Affinity clubs may also request the assistance of a KAC alumni club mentor. Please speak to a member of the Alumni Clubs Team to find out more about KAC alumni club mentor opportunities. Note: More information on KAC Alumni Club Mentors can be found in the appendix.

- **Faculty Visits**

The Office of Alumni Relations will accept requests for club-sponsored faculty presentations. We are eager to work with you to plan programs that serve your strategic goals and increase the Kellogg School's visibility in your community and will try to arrange faculty speakers that align with industry and regional interests. Given the heavy commitments on faculty time for research and teaching, we cannot always provide the speakers requested and will work with you to plan other programs, such as speakers or panels that feature our alumni and other leaders.

While it may seem easy to contact faculty you know directly, we ask that you make all speaking requests for faculty through the Office of Alumni Relations. This allows us to work with the Deans to maximize a positive experience for faculty and alumni, and ensures that alumni speaking engagements are part of a balanced approach to utilization of faculty time.

Please note, clubs are financially responsible for all professor visits above and beyond those provided by the Office of Alumni Relations. Please contact your regional officer or a member of the Alumni Clubs Team to discuss next steps for requesting a faculty speaker.

- **Kellogg World**

Each issue of *Kellogg World* highlights Club News. Clubs are encouraged to create more visibility and promote club activity and involvement through the alumni publication by submitting news online <http://www.kellogg.northwestern.edu/kwo/submitnews.htm>.

- **Monthly Alumni Events e-Newsletter**

Each month, the Office of Alumni Relations in partnership with the Office of Marketing and Communication, sends an e-newsletter ('Kellogg On the Calendar') highlighting events on campus and around the world. While not every event can be listed, alumni clubs throughout the world will be featured. Events are taken from club Web pages and clubs are encouraged to keep event pages up-to-date and active for inclusion.

- **Career Services**

The Kellogg Career Management Center provides alumni with a comprehensive range of resources and skills to pursue their career goals. Kellogg is a leader in alumni career services and club leaders can work with the CMC to create and deliver career management programming. Topics can include Turbo Job Search Overview, Networking, Interviewing, or "Managing Your Career within Your Company". This type of programming can enable clubs to engage members. For more information on alumni career services, please contact Matthew Temple, director of alumni career services, at m-temple@kellogg.northwestern.edu.