

## Section 2: ALUMNI CLUB BASICS

### Club Members

All degree and certificate holders of the Kellogg School of Management are members of the Kellogg Alumni Network. Alumni are pre-populated into regional clubs based on zip code in areas where regional alumni clubs exist. In addition, alumni can self-select into any and all clubs based on their region, industry or affinity. Kellogg currently offers more than 60 regional clubs and affiliates, and over 20 affinity and industry-based clubs.

### Club Organization and Structure

Experience informs us that strong leadership and commitment help build and maintain successful alumni clubs. To build a sustainable club we recommend the following steps:

#### 1. *Recruit volunteers*

The most critical factor in establishing a sustainable alumni club is identifying a committed and enthusiastic volunteer leadership team. Cultivating future club leaders is a continuous process and one of the major priorities for a club.

In recruiting volunteers to the leadership team, enlist two to four members in addition to the club president(s). It is important to remember that at any time volunteers' circumstances may change, forcing them to relinquish their commitment to the effort. For this reason, it is crucial that clubs recruit a sufficient number of volunteers so the club development process continues uninterrupted. Successful recruiting typically happens in one of three ways:

- Personal contact
- Open Board Meetings
- Regional officer recommendations

For existing boards, consider alumni who have provided comments or critiques on the club's events. Invite potential board members to regular board meetings and provide candidates with a set of governance documents including written expectations, a calendar of events, names of board members and board member contact information.

#### 2. *Establish club leadership positions (Section 3)*

#### 3. *Adopt Kellogg School of Management club bylaws featured in the appendix*

#### 4. *Establish a club bank account (Section 5)*

#### 5. *Hold regular board meetings for the leadership team*

The board should hold a minimum of four to six meetings per year, or more as needed for the club, and devote one meeting to planning the annual calendar. Additionally, clubs are encouraged to host an annual meeting open to all alumni in region or industry/affinity to help drive engagement and learn about ways the club can better support their alumni community.

## 6. *Define club strategy and goals for engagement*

Clubs are encouraged to align their objectives with those of the Office of Alumni Relations which include:

- to connect alumni to each other and to the School
- strengthen the network
- deepen alumni engagement with Kellogg
- support the strategic direction of the School

## 7. *Plan, promote and execute events (Section 4)*

### **Interested in starting a new alumni club?**

Review the aforementioned steps with a regional officer or member of the Alumni Clubs Team. An Alumni Clubs Team member will help you determine if there are enough alumni within your regional or industry/affinity and also help you determine next steps for outreach to your alumni community.