

## Section 3: ALUMNI CLUB LEADERSHIP

All successful clubs share a key component – one identifiable person responsible for each important aspect of the club’s activities. Don’t underestimate the impact of a strong organizational leader! Club leaders act as liaisons between the Kellogg School of Management and the alumni population. These volunteers serve as prominent representatives of Kellogg by providing meaningful networking and learning opportunities that reflect the School’s mission. Some clubs have a small leadership team and rely on a few people to accomplish its goals. For other clubs, many volunteers are involved. Whenever possible it is best to divide responsibility among leaders to encourage involvement and avoid burnout.

Alumni club leaders must be degree holders of one of the following programs to be considered for a club leadership position:

- Executive MBA Program
- Part-Time MBA Program
- Kellogg Doctoral Program
- 4QTR, 6QTR, MMM, or JD/MBA program

### Club Leadership Expectations

- Maintain an active and up-to-date profile on the Kellogg Alumni Network (KAN)
- Commit to at least one full year of service
- Adhere to Kellogg Alumni Relations Privacy Policy and Data Confidentiality Policy & Terms of Use Agreement
- Act in accordance with the mission of the Kellogg School
- Use, maintain and consistently update club Web pages
- Identify additional volunteers to support regional and special interest/affinity-based initiatives and programs
- Ensure proper use of club funds and management of club bank account
- Maintain frequent and regular contact with regional officers or a member of the Alumni Clubs Team

Note: Although rare, requests for resignation can occur based on the following criteria:

- Misuse of the Kellogg Alumni Network
- Misuse of club funds
- Misrepresentation of the Kellogg School of Management brand
- Mistreatment of club members or Kellogg School of Management staff
- Extended periods of inactivity (longer than six months)

### Board Structure

Clubs are encouraged to formalize leadership roles, which meet the expectations outlined above and define the specific responsibilities of each position. Boards can take many different shapes. The following are recommended:

- **Formal board structure:** (President, President Elect, Past President, Secretary, Treasurer, Programming Chair, Marketing & Communications Chair, etc.)
- **Committee structure:** (President, Treasurer, Professional Development Committee, Social Committee, Community Committee, Marketing Committee, etc.)

- **Open structure:** Follows the basic formal board structure; however, club volunteers may have loosely defined roles or may choose to identify roles needed to best support the alumni community

*General Duties:*

- Know and understand the club's bylaws and governance structure
- Maintain communications with the Office of Alumni Relations on club activities, events and financials
- Manage historical records and current files that will serve as a reference for future officers

*Club President Duties:*

- Plan and conduct board meetings
- Ensure that officers complete and submit reports by deadlines
- Maintain a contact list of the club leadership team
- Set the leadership tone by being efficient, inspiring and enthusiastic
- Officially represent the club at civic affairs
- Delegate responsibility to other members of the board
- Work closely with individual officers and be prepared to coach and mentor when necessary
- Attend leadership training and networking opportunities in order to bring information back to the club leadership team
- Ensure board members adhere to policies pertaining to alumni procedures
- Hold an annual program planning session to evaluate the club's strengths and areas for improvement
- Appoint volunteers in accordance with club bylaws

*Club Treasurer Duties:*

- Manage all club financial details including but not limited to bank accounts, reimbursements, venue deposits, and varied club bills
- Serve as billing contact for all club financial matters
- Manage the process for obtaining a FEIN and bank account, if needed, (Section 5) and maintain the club bank account
- Keep signatures on bank account up-to-date and provide annual reports to the club leadership team and the Office of Alumni Relations
- Prepare a budget for approval by the club leadership team

A detailed sample committee flow chart is located in the appendix.

Note: Clubs planning to open a **bank account** (see Section 5) must have both an alumni club leader/president and a treasurer.