



Wharton Clubs: Dialed In

Back to School: Refresher Course for Club Leaders

September 24, 2019

Welcome and Introductions

Kelly Lauersen, Senior Associate Director of Global Clubs

- Fifth installment in club leadership call series- “Wharton Clubs: Dialed In”
 - Notes and materials from the past calls can be found on www.WhartonOfficers.com
- Updates from the Global Clubs Team
 - Next large-scale Wharton Club Leadership Conference is on Friday, November 8th on campus
 - It is the only club leadership conference this year
 - Coincides with Penn’s Homecoming Weekend
 - As an added bonus, offering two free hotels rooms for up to two nights per club. Only one if you’re within 500 miles of campus.
 - Staffing update
 - Jade Parker was promoted at the beginning of this summer, leaving NationBuilder staff position open
 - Jade’s replacement will start at the end of October
 - She will be at Club Leadership Conference on November 8th
 - Happy to host a specific NationBuilder refresher course once our new staff member is onboarded
 - Global Forum in Singapore on March 13-14, 2020
 - Day Zero Immersion Trek exclusively for club leaders
 - Piloted at the Shanghai Forum and it was very successful
 - Full-day immersion trek on March 12th, experience the best of Singapore while networking and sharing best practices of club management
 - This trek is free, while all of the other Day Zero Treks have an additional fee.
 - Club discount codes for the Forum
 - Each club had four 50% off codes (SING20CLUBVIP)
 - Unlimited number of 10% off codes (SING20CLUB10)
 - After Singapore, our next Forums will be in San Francisco in October 2020 and Beijing in June 2021.

Talking Points for Club Leaders

Kelly Lauersen, Senior Associate Director of Global Clubs

- Goal to keep you better informed of what’s new and exciting at the School, so you can better serve as ambassadors for the Wharton brand in your regions and affinities.
- Constantly update this document and add additional sections, maybe even region or country highlights
- Please send feedback
- Talking points do not cover that Dean Garrett is leaving Wharton at the end of this fiscal year
 - He will become Dean of the USC Marshall School of Business, starting July 1, 2020.
 - Hope to announce a new Dean prior to Dean Garrett’s departure (May)

- President Gutmann has formed a Consultative Committee to advise her and Provost Pritchett on the selection of a new Dean
- The committee includes faculty, students, and two alumni
- Working with the executive search firm, Korn Ferry
- Committee is open to alumni feedback.
 - All alumni received an email with this information on September 10th from the Dean of the Med School, Larry Jameson.
 - Email Adam Michaels (adampm@upenn.edu) or Seth Zweifler (zweifler@upenn.edu, or whartondeansearch@upenn.edu)
- It is especially important that clubs are aligned with the School during the *More Than Ever* Campaign (\$1 Billion dollar fundraising goal)
- How the campus is changing and new buildings.
 - Two new Wharton buildings that are under construction right now- the Wharton Academic Research Building (WARB) and Tangen Hall at the corner of 40th and Sansom
 - Will both open in the fall of 2020
 - Vance Hall and the Lauder Institute are undergoing renovations.
 - A fun fact is that over the next few years, Wharton will add more than 120,000 square feet of new space and renovate another 150,000 square feet – nearly the equivalent of adding a new Huntsman Hall to campus.
- Wharton has 20+ Research Centers
 - Stevens Center for Innovation in Finance, focused on Fintech
 - Analytics at Wharton- comprises Customer Analytics, People Analytics, Wharton Neuroscience Initiative, Penn Wharton Budget Model, and Wharton Research Data Services (WRDS)
 - Harris Alternative Investments Program- Private equity, venture capital, and hedge funds
 - Baker Retailing Center
- Student experience
 - At the MBA level:
 - New flexible curriculum and cluster system
 - Class of 2021 class profile
 - 47% female- Highest percentage ever of enrolled female students in the Wharton MBA program
 - 36% U.S. Students of Color- Highest number of students of color that we have seated historically
 - 1/3 of the class is international
 - Best way to get involved with MBA Admissions is through the Wharton Admissions Yield Program (WAY)
 - Twice a year (December and March/April), alumni are matched with an admitted MBA student to congratulate them on their acceptance and answer questions about the Wharton experience
 - Last year over 1,200 alumni participated in the WAY program
 - MBA Admissions also works with alumni clubs to host yield events and info sessions
 - Our Executive MBA class, Philadelphia and San Francisco combined, is the largest ever with 236 students total
 - At the Undergraduate level:
 - Leadership Journey
 - Industry Exploration and International Programs for hands-on learning

- Undergraduate class has students from more countries (42) than American states (40)
- Undergraduate class is 43% female

State of the Clubs Report 2019

Julia Embody, Associate Director of Global Clubs

- Benchmarking report which compares clubs on quantitative and qualitative metrics (membership totals, bank account balance, and events)
- How we sourced the data:
 - Annual registration survey
 - UPenn alumni database
 - Nationbuilder websites
- Recommended social media accounts to check out from our Communications spread
 - Wharton Club of Brazil's active Instagram
 - Wharton Club of South Florida's Facebook page
- Programs & Events highlights
 - 14 clubs are running angel investing programs
 - In FY'19, there were 54 club events with professors
 - 32% increase since last year, and 74% increase since two years ago
 - Events with high profile alumni speakers
 - Flagship events- New York, Brazil, Southern California, and Singapore
- Membership highlights
 - Only 21% of clubs are using membership dues as the primary source of revenue
 - 54% of clubs aren't charging for membership at all
 - 38% of clubs do offer paid membership options
 - The U.S. the average membership total is 84
 - For international, 84
 - For affinity, 363
- Finances
 - Many clubs do not operate a bank account
 - Minimum Standards require clubs to have a separate bank account for all club monies
 - Impressive finance stories to check out further- New York, National Capital Region
- Club Community Snapshot
 - Total club leader community is 723 club leaders across 40 countries and 77 clubs
 - 408 (or 56%) club leaders are employed in c-suite roles

Refresher on Evergreen Resources

Lauren Roberts, Associate Director of Global Clubs

- WhartonOfficers.com
 - Website updated and maintained by the Global Clubs team
 - Includes resources on club management- club leader job descriptions, NationBuilder website tutorials, communication guides, etc.
 - Utilize search bar in the top right corner

- Revenue, Fundraising, and Sponsorship Guide
 - Wharton Club of New York guide explains how they obtain sponsorship for their Joseph Wharton Awards Dinner
- Event planning guide
 - List of event ideas
- Announcements, upcoming events, recordings of past Wharton Clubs Dialed-In, past newsletters
- Volunteer spotlights
- Global Clubs Network **Calendar** (www.whartonclubscalendar.org)
 - Includes all club events from using the NationBuilder platform
 - Can filter by region
 - Contact your staff liaison to add additional events
- Wharton Club Leaders Facebook Group (www.facebook.com/groups/whartonclubleaders/)
 - Pose questions, ask for advice, share best practices
 - Post your event photos!
 - Where we find content for upcoming newsletter and the Wharton Magazine

Question & Answer

- What are other clubs doing to engage younger alumni?
 - Brazil
 - Someone focused on just undergraduate
 - Events after graduation: “welcome back event”
 - Create class liaison for current members of WG class, part of the club during their tenure at school and come back
 - India
 - Santa pub crawl in Mumbai in partnership with peer schools
 - Health Care Management Alumni Association
 - Events with undergrads, WEMBA
 - Representative on board for young alumni
 - Important to get younger alumni engaged but also entering new jobs that have little flexibility for volunteering
 - Create volunteer roles within club and boards but make them smaller roles
 - Club infographics to show demographics
 - Possible to see community and how you want to target with events
- Do you have to log-in to Whartonofficers.com?
 - No! All public facing
- How to engage at home parents and those raising families?
 - Find someone within that category to work as liaison
 - New York
 - Strong single parent networking program but most often in the workforce
 - Brazil
 - Working on events focused on children – financial planning for kids, wellness and mental health, museums
 - Ideas for next year of engaging families
 - [Knowledge@Wharton High School Competition](#)

- Tremendous success in getting teams to participate in Knowledge @ Wharton
 - 50 teams have applied as ways to get engage
- Have other clubs used surveys?
 - Brazil
 - Used surveys before, not always helpful
 - Chicago
 - Also have used surveys which have been very helpful
 - Sample survey on Whartonofficers.com (https://wharton.qualtrics.com/jfe/form/SV_8oGUzkRdrxcbBhH)
 - Bryan Bloom of WCNCR calls each new member to welcome them, great engagement
- How do we get Wharton faculty events?
 - Charlotte
 - Success with faculty events, big draws
 - Pete Fader, Barbara Kahn
 - Incentivize faculty to come to the market
 - Big priority for team to grow faculty events
 - Work to build relationships so we know when they are traveling, promoting books
- Women in PE&VC
 - Leslie Golden started group about 3-4 years ago to create networking forum for women in PE & VC
 - Educational sessions, networking events
 - 4 events per year in NYC area
- Way for affinity clubs to do joint events?
 - Use FB group to connect
 - Reach out to staff liaisons who can help identify which cities with whom you might want to partner and they can help facilitate introduction
 - Opportunities for affinity groups to partner with regional clubs
- Wharton Club of Africa
 - If you or anyone you know have been involved with or are interested in engaging with the Wharton Club of Africa, please email Mindy Feldman at mfeldman@halstead.com.