



Wharton Clubs: DIALED IN

Engaging Young Alumni

May 5, 2020



Roll Call

When your name or phone number is called, please share your name and the club that you represent.

Agenda

Roll Call

News from Wharton

Engaging Young Alumni

Question & Answer



News from Wharton

Kelly Lauersen

Senior Associate Director, Global Clubs



Resources from Wharton

[COVID-19
Webinar
Series](#)

[Reunion
@
Home
May 15 - 16](#)

[Career
Resources](#)



Resources from the Global Clubs Team

Club Leader
Virtual Coffee
Chats

Zoom
Access

Staff Liaison
Consulting



Resources from the Global Clubs Network

- [Virtual club events](#)
 - Social and networking
 - Professional development
 - Career services
 - Speakers
- [Wharton Club Leaders Facebook group](#)
- Event partnerships and cross-promotion
 - [Connect with other club leaders](#)
 - [Attend other clubs' events](#)
 - Open up your events to the Network



Young Alumni by the Numbers

Lauren Roberts

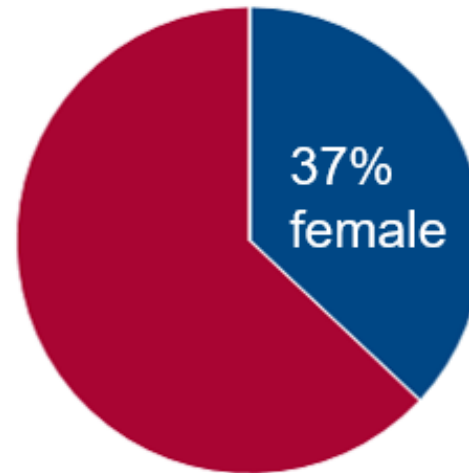
Associate Director, Global Clubs



Young Alumni by the Numbers

20%

Wharton alumni graduated within the past 10 years



14%

Wharton alumni are under age 35

Top Industries



Banking, investment



Consulting services



Consulting management



Financial services



Private Equity

Young Alumni by the Numbers – Degree Programs

	Undergraduate	Full Time MBA	Executive MBA	PhD & AMP
Number of alumni	38,566	45,011	5,200	5,226
Number of young alumni	7,328	3,953	205	197
Percent of total alumni that are under 35	19%	10%	4%	4%
Average age of alumni	51	54	50	56
Average age of young alumni	28	32	33	31

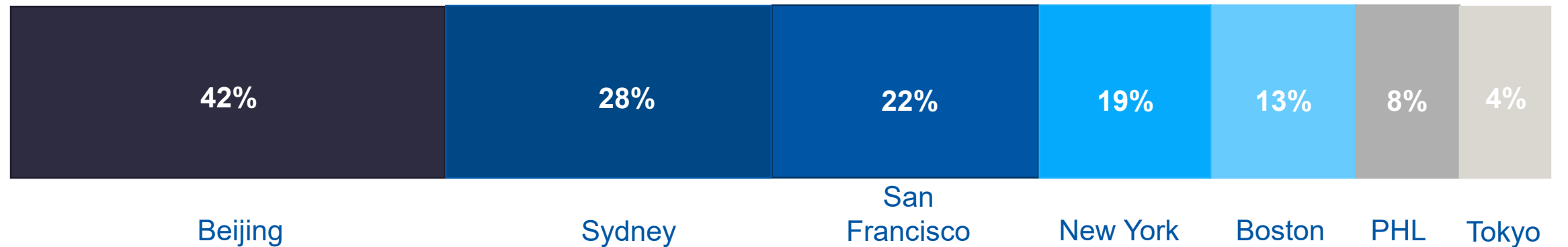


Young Alumni by the Numbers – Population

Number of young alumni per metro area

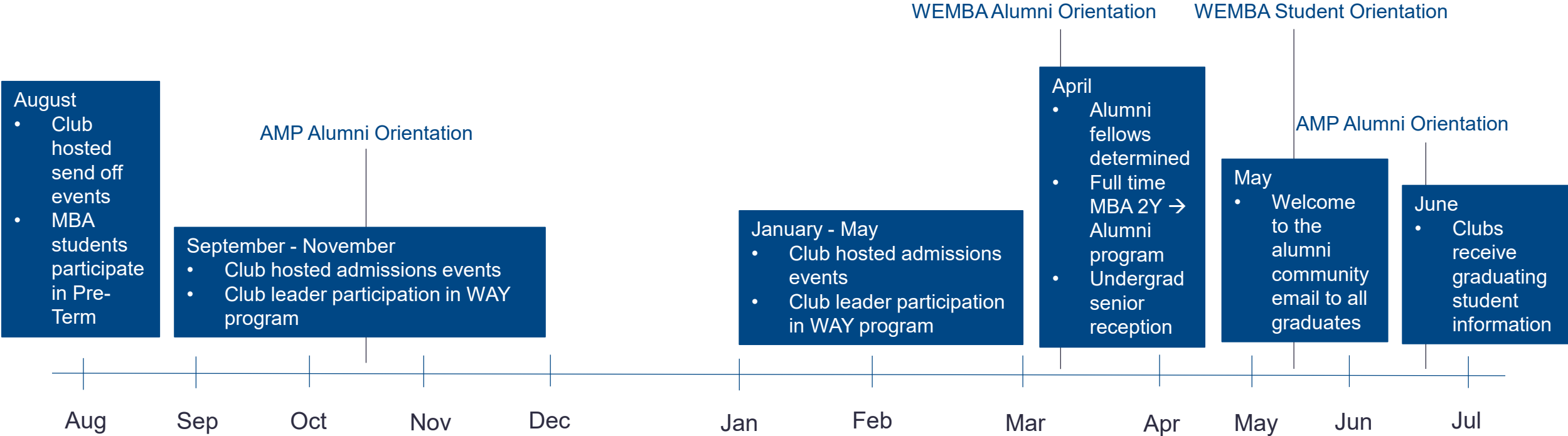


Young alumni percentage of total alumni population



Student to Alumni Transition

- Ongoing:
- Student & Young Alumni Engagement Initiative Committee
 - Partnerships between student clubs and alumni clubs





Young Alumni Profiles

John Walnut, W'10

Personal

- Just moved to San Francisco from St. Louis to accept a promotion
- Recently got married and adopted a dog
- Looking to meet new people and discover the Wharton community in San Francisco

Career

- Works in banking
- Learning to work with his new team
- Enjoys the stability of the company and excited to take on a new career challenge

Club Interest

- Needs to build career connections and new friendships in San Francisco
- Has free time for now

Amy Huntsman, WG'13

Personal

- Lives with family in Singapore
- Has a 3 year old and a 10 month old
- Partner also works full-time
- Attends kid events every weekend
- Struggling to balance it all

Career

- Works at a tech startup
- The only MBA at her company of 15
- Travels frequently
- Likely to move to a new city within 3 years

Club Interest

- Looking for professional development not offered by her company
- Needs to build connections with other MBAs in Singapore
- Has no time to volunteer



Joseph Wharton, WG'15

Personal

- Lives downtown in Chicago
- Partner also has an MBA from HBS
- Attends HBS events often
- Plays on a recreational soccer team

Career

- Works at BCG
- Travels M-Th
- Thinking about leaving BCG and finding that next step

Club Interest

- Needs to build his network and not sure how to leave the BCG cycle
- Interested in volunteering, but short on time

Ashley Spruce, WG'18

Personal

- Lives in New York City
- Stays connected with Wharton classmates through WhatsApp and social events
- Only hangs out with people in her general age range
- Very busy with work, but also finds time to have fun

Career

- Works in Private Equity
- Looking to build her network and meet people outside of Private Equity
- Works very long hours
- Looking for professional female mentorship

Club Interest

- Hoping to connect with other alumni in Private Equity
- Would like to meet older alumni who can provide guidance and advice



Best Practices for Engaging Young Alumni

Julia Embody

Associate Director, Global Clubs



Programming – Planning & Marketing Best Practices





Planning- more general tips

- Plan events on a variety of days
- Consider your audience
- Partner with other clubs
- Plan family events
- Be creative
- Plan events in different neighborhoods
- Find unique or interesting venues

Marketing

- Personal Outreach
- Young alumni ticket prices
- “Bring a friend” incentives
- Young alumni signer for emails
- Reminder email the day before or morning of the event
- Targeted email messages
- Social Media

Programming – Event Ideas

ACTIVITY 	SMALL GROUP 	SOCIAL 	PROFESSIONAL DEVELOPMENT 
<ul style="list-style-type: none">• DIY class, volunteer activity, physical activity, wine or beer tasting• Encourage alumni to bring a friend or partner• Collaborate with other alumni clubs to increase your audience	<ul style="list-style-type: none">• Pair 5-10 young alumni with a board member for a coffee chat• Plan small group dinners at popular restaurants• Mentorship	<ul style="list-style-type: none">• Host a monthly happy hour at a different bar each month• Offer a young alumni discount to your flagship or annual event• Plan a cross business school event with other alumni clubs	<ul style="list-style-type: none">• Entrepreneurship and angel investing• Tap into your network and ask a club member to run a workshop series• Host a structured networking event



Membership

Overall best practices

- Paid membership model
- Early connections as new admits and students
- Clear value from membership
- Special pricing

15

CLUBS OFFER FREE OR DISCOUNTED MEMBERSHIP FOR YOUNG ALUMNI

\$27

AVERAGE PRICE FOR YOUNG ALUMNI MEMBERSHIP

36%

AVERAGE DISCOUNT FOR YOUNG ALUMNI MEMBERSHIP

13%

AVERAGE YOUNG ALUMNI MEMBERSHIP RATE



Examples

Chicago
Automatic
Membership

Philippines
Welcome
Reception

Brazil Class
Participation



Leadership

13%

OF WHARTON CLUB LEADERS
ARE UNDER AGE 35

10%

OF WHARTON CLUBS HAVE A
YOUNG ALUMNI BOARD POSITION

General best practices

- Clear, specific job descriptions
- Consider a committee instead of one person
- Connect role to career if possible
- Commit to a percentage of young alumni on the club board that matches your population
- Use a committee approach to establish continuity and distributed responsibility



Examples

Seattle XYD

Shanghai
Sponsorship

Private Equity &
Venture Capital
Board Fellows

Question & Answer





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