



# **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

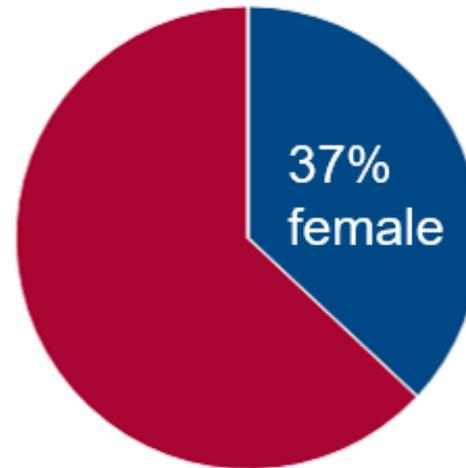
Lauren Roberts

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



# 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

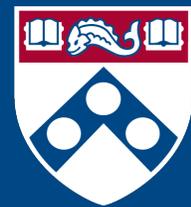
Seattle XYD

Shanghai  
Sponsorship

Private Equity &  
Venture Capital  
Board Fellows

## Question & Answer





Wharton  
UNIVERSITY *of* PENNSYLVANIA