

Club Leadership Strategic Planning Session

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Introduction

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- This session was developed based on feedback from club leaders to facilitate more strategic, less tactical conversations
- Wharton Alumni Relations has evolved during recent years to shift priority to support for Global Clubs
 - Previously there was only one person supporting all the clubs
 - Now we have nine staff members dedicated to Global Clubs and Online Engagement
 - Shows how much value the School sees in the Global Clubs Network
- Key priorities for the Global Clubs team
 - Empower club leaders to make data driven decisions
 - Facilitate a more meaningful, less administrative volunteer experience
- Two objectives to develop strategy around during this session:
 - Create a community of connected informed club leaders
 - Centralize and scale resources for the clubs
 - Help clubs stop recreating the wheel
 - Learn best practices directly from club leaders

Session Presentations

Group #1 – Create a community of connected, informed club leaders

- Find ways to increase attendance at annual Club Leadership Conference
- Connect club leaders by phone on a regular basis
- Develop club programming at international events and market widely to increase participation
- Work with the School to connect local club leaders with high-profile alumni
 - Leverage relationships that already exist through development interactions
 - Use high-profile alumni to draw in membership
- Similarly, collaborate with the School to obtain information about faculty travel to take advantage of them being on the ground in local markets

Group #2 – Centralize and scale resources for clubs

- Create a NationBuilder website user group to exchange ideas, best practices, and resolve challenges
- Develop ways to enhance continuity, both at the club and School level
- Create a strategy for local and national sponsorship
- Launch a global event calendar

- Create a running event list that details flagship and unique events to pull ideas from
- More centralization and automation for marketing events, especially those hosted by the School
- Create a forum that club leaders can use to have conversations and exchange ideas
 - We have a LinkedIn group that is not actively used – explore other platform options