Kellogg Student Association –
Evening & Weekend
Club Officer Handbook
2017-2018
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Who We Are, What We Do

KSA – E&W Organization

The KSA – E&W is made up of twelve individuals, some with responsibility for specific functional areas, that either plan events or work on student-related initiatives. The twelve positions are:

- President
- Career Management
- Alumni Relations
- Community Relations
- Diversity & Inclusion
- Finance & Marketing
- Graduation
- Social
- Managers’ Ball
- Technology
- Academics
- Weekend Experience

For each functional area, there is a Vice President and a committee working in concert with the Vice President. The E&W MBA student body elects the Vice-Presidential positions; the committees are made by the Vice Presidents of the specific functional areas. Elections are conducted each Winter Quarter per the KSA – E&W Constitution and Bylaws. Term begins in Spring Quarter for a 5-quarter term, concluding the end of the following Spring Quarter.

The Vice Presidents of each area oversee committees made up of E&W MBA students. The Vice Presidents and co-chairs work with the committees to plan events.

The KSA – E&W receives its funding from student activity fees and event fees. Since funding is limited, the KSA – E&W cannot subsidize all of its and the clubs’ activities. Some events charge admission fees that, when added to the KSA – E&W allocation, provide enough income to fund an event or project.

Connection to E&W MBA Clubs

Since the KSA – E&W Finance Committee holds the responsibility to disseminate student funds for student activities and projects, the student clubs work closely with the KSA – E&W in obtaining funding for their activities.

While the KSA – E&W does not necessarily supervise the clubs, the E&W MBA clubs must adhere to the KSA – E&W Club Guidelines in order to obtain and retain funding for their events. In this relationship, the KSA – E&W Vice President of Finance & Marketing works with all E&W MBA club presidents.
Connection to Northwestern University

In addition to internal guidelines established by the KSA – E&W and E&W MBA, the KSA – E&W and clubs must follow the Northwestern University club guidelines and policies. It’s always important to note that the KSA – E&W and E&W MBA clubs are not stand-alone entities, but are actually part of a system of many student clubs – undergraduate and graduate – within the Northwestern University Student Affairs structure.

Kellogg Administrative Contacts

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**KSA – E&W Administration**

**KSA – E&W/Club Advisor**

The KSA – E&W and clubs have a staff advisor assigned to guide them in planning programs and working with the administration. The E&W MBA Associate Director, Student Experience is your advisor. Specifically, the advisor provides council on budgets, legal issues, working with Kellogg and university administration, and program planning. While the advisor works with each committee/club area, the advisor does not perform event detail work that is typically performed by committees, co-chairs, or the VP. The advisor may attend the KSA – E&W meetings. The advisor also has regular meetings with the KSA – E&W President and the VP of Finance & Marketing.

**KSA – E&W/Club Meetings**

The KSA – E&W conducts monthly meetings to decide on financial and planning matters related to KSA – E&W and club events. Each KSA – E&W functional area must have representation at the meetings, and attendance, as outlined in the constitutional bylaws, applies.

It is recommended that club presidents or representatives attend the KSA – E&W Board meetings.

**KSA – E&W & Club Web Pages**

Each club/committee has a website through KelloggGroups. It is important that all clubs keep their website up to date with the clubs’ leadership, mission statement, and contact information. Most pages of the website are for public viewing, so it is important that clubs enhance their website as much as possible as prospective students will be visiting the websites. For support on how to edit a website in KelloggGroups, visit the “Help” tab under the Website module in KelloggGroups. The Associate Director of Student Experience is also available to assist.

**Full time Program’s Kellogg Student Association**

The KSA for full time students is the mirror organization of the KSA – E&W. All student programming and clubs work through the KSA, as in E&W. The KSA – E&W and KSA typically plan a few joint activities each year; all KSA – E&W committees and E&W MBA clubs are encouraged to also plan at least one joint club event with its KSA counterpart each year as appropriate.
Finances and Funding

Student Funds

The KSA – E&W derives its funding from student activity fees that are paid by all incoming new students.

This is the base of funds with which the KSA – E&W allocates for student events. An additional source of funding comes from the admission fees for some KSA – E&W events. However, admissions fees are used (in addition to KSA – E&W allocations) in order to offset the cost of the event. (For instance, Managers’ Ball may cost $72,000 total. In addition to a KSA – E&W allocation of $30,000, the KSA – E&W may charge admission, so ticket sales make up the $42,000 difference – so the bills can be paid).

When admission is charged for an event, the idea isn’t to profit on the event, but to break even. Many KSA – E&W activities have admission costs in order to offset the total bill. Most E&W MBA club activities are solely funded by the KSA – E&W and often do not have admission fees. Any profits from an event are returned to the KSA – E&W budget for future use by any club or committee.

The KSA – E&W VP of Finance & Marketing and the advisor handle accounting for the KSA – E&W and E&W MBA clubs. Per Northwestern University policy, student groups are not allowed to have bank accounts for student events. Therefore, all KSA – E&W and student club event income and payments are made within the University.

Obtaining Funding – Allocation of Student Funds

KSA – E&W funding is allocated to the clubs & committees one time per year. This process typically begins in June, and concludes with the KSA – E&W budget meeting, conducted each August. The KSA – E&W committees and E&W MBA clubs complete budget packets that are provided by the KSA – E&W VP of Finance & Marketing. The packets allow each committee and club to outline a “plan of events” for the upcoming school year, with costs and possible income (like Managers’ Ball, which sells tickets). The committees and clubs turn this information in to the VP of Finance & Marketing, who then creates a master budget for the upcoming school year; then the KSA – E&W Board approves the entire budget for the KSA – E&W areas and the clubs.

The budget process is important because the KSA – E&W allocates most of its funds once a year: in August at the budget meeting. After the budget is discussed and voted on by the KSA – E&W, the various KSA – E&W committees and E&W MBA clubs are notified of funding for the upcoming school year.
Staying Within Your Event Allocation

It's important to note that the funding is determined on an event basis. Therefore, for example, if a club or committee requested and received an allocation for a Fall Quarter Speaker Panel and then did not have such an event, the club/committee would lose that allocation and would not be able to apply it to a future event.

Equally important is to understand that if $230 is allocated for a speaker event, then the $230 allocation should cover ALL possible expenses: such as photocopies, catering, etc. Speaker gifts will be provided upon request. KSA – E&W VPs and club reps should remember this important point when scheduling event items like catering – food costs should come in well below $230 so that additional items can be purchased with the allocation for that particular event.

All requests for catering and room reservations should go through the events coordinator; otherwise you may lose your event funding. The Event Request Form must be completed for all speaker gifts, room reservation and catering requests, which is available on the Club Officer Resources web page.

If a club or committee wants to reallocate funds from one event to another, the club or committee must make a reallocation request. Requests are made via the Reallocation Request Form on the Club Officer Resources page. The Finance Committee (consisting of the KSA – E&W President, the KSA – E&W VP of Finance & Marketing, and the advisor) will make the decision and notify the inquiring club or committee.

Financial Forms

The KSA – E&W has several forms (in download format) to assist KSA – E&W VPs and club reps in the budgeting process, event planning, event summary, and reimbursements. Most forms are in downloadable format on the KSA – E&W web site; however, the forms also can be obtained from the advisor or the KSA – E&W Club Officer Resources page.

Reimbursements

Many times, students will pay for items related to student programs with their personal funds. When this happens, there’s just one important rule: You need to save the itemized receipt and submit the original along with the reimbursement request form to the Associate Director, Student Experience. The reimbursement request form can be found on the club resources intranet page. If you cannot submit original receipts, then bank or credit card statements will suffice (just redact account information). When submitting a reimbursement request, please always note the event, event date, and the item that was purchased. Turnaround time on reimbursements is about two weeks. All reimbursements must be submitted within two weeks of the original expense date.

Sales tax will not be reimbursed by NU, so please be sure to obtain our tax-exempt letter from Student Affairs before you shop!

NOTE: Northwestern University will no longer reimburse for contracted services paid out of pocket. Therefore, if you have a contract with a vendor for an event, you can NOT pay
with your credit card and get reimbursed. You must pay the vendor with a check issued by Northwestern University

Collection of Fees

Any money collected for an event by a committee or club must be turned in to the advisor within one week of the event to be deposited into the KSA – E&W COFO account. Students should not reimburse themselves for any expenses incurred out of these funds, but should follow the reimbursement procedure detailed above.

Attendance Lists

In addition to reimbursement requests and any additionally collected fees, event organizers need to arrange to use the Wildcard scanner. This is used to track various stats to help in future event planning.
Planning Events/Initiatives

Prioritizing Projects

The key element to keep in mind when planning projects is determining student response to an event and when to schedule it. It’s always important to remember that we are planning events for the entire E&W MBA student population, not just classmates we associate with. When proposing a new event, try to ascertain if it would be popular with a majority of E&W MBA students. KSA – E&W VPs and club leaders will need to determine programming during the budgeting process because the event line-up for the upcoming school year is determined when requesting budget allocations.

Reviewing Past History of Events

The KSA – E&W and clubs have created some archival information related to past events. Since some of the programs tend to be carried over from year to year, VPs and club reps should try to utilize past event records in an effort to determine costs involved with events, as well as event logistics and contacts.

Deciding a Date

The first course of action when determining when to sponsor an event through your committee or club is to see if the date is open. To do this, first check the student club events calendar and then reach out to the coordinator of special events, who maintains a master schedule of student events, with any questions on conflicts. This will alleviate having events scheduled at the same time – thus possibly competing for student attendance. While it’s okay to have events on the same day (for instance, one from 10:00 a.m. to Noon and another committee sponsoring something in the evening), clubs should try not to schedule events at the same time. Always work with the coordinator for special events when scheduling dates for events.

Event Funds

KSA – E&W funding is allocated once a year. This begins in the summer and culminates with the budget meeting in August. All KSA – E&W committees and E&W MBA clubs will have an “event plan” known as the final KSA – E&W budget. KSA – E&W VPs and club reps are expected to follow this plan throughout the year.

It’s important to note that the funding is determined on an event basis. Therefore, if a club or committee requested and received an allocation for a Fall Quarter Speaker Panel, for example, and then did not have such an event, the club/committee would lose that allocation and would not be able to apply it to a future event.

Equally important is to understand that if $230 is allocated for a club speaker event, then the $230 allocation should cover all possible expenses, such as photocopies and catering. KSA – E&W VPs and club reps should remember this important point when scheduling event items...
like catering – food costs should come in well below $230 so that any additional items can be considered. Speaker gifts and parking passes are provided courtesy of the Student Life Office.

Committee Participation in Events

The key to planning events successfully is having a committee of volunteers who can assist you. Therefore, always try to keep your committee engaged in the ideas you have for your programming area. Doing so helps you maintain a base of volunteers to solicit feedback from and assistance from when planning committee/club events. Also, it’s important to let committee volunteers know that they have the option of assisting with planning an entire event or just an element of an event.

Signing Contracts

On-site events won’t have contracts; however, a few off-site events will require contracts as well as an alcohol rider and proof of insurance (Managers’ Ball, boat cruises, theatre tickets, etc.). There are really only two important rules regarding contracts:

- **STUDENTS NEVER SIGN CONTRACTS** When a contract is offered, forward it to the Associate Director, Student Experience who will work with the University Counsel. The University Counsel will review and approve the contract before a Kellogg Dean signs off.

- **ALWAYS ALLOW AT LEAST ONE MONTH FOR A CONTRACT TO BE REVIEWED, EDITED, RESUBMITTED, APPROVED, AND SIGNED.** The University typically only has about 2-3 attorneys working on all the University business, so turnaround time on contracts can take a few weeks.

Alcohol Policy, Contract Rider and Additional Insurance

Northwestern University has a very specific policy concerning alcohol and serving it at events. It is the responsibility of each event organizer to be very familiar with this policy and to follow it explicitly. In addition, NU requires a contract rider for our alcohol policy as well as additional insurance from any venue where alcohol is served. Therefore, it is important to consider these requirements when engaging an outside venue for an event. Be certain the venue will agree to these terms at the very first discussion with it to ensure there are no surprises down the road. Copies of the alcohol policy and rider are on the KSA – E&W web site under forms.

Northwestern University requires a minimum of $3 million in additional insurance.
KSA – E&W Committee/Club Membership

KSA – E&W and Club Membership

There is no formal process or application that students complete in order to join a KSA – E&W committee or E&W MBA club. Students who sign up for committee or club in KelloggGroups are considered to be part of the membership. There are several methods you can use to build your committee or club membership.

New Student Orientation

In conjunction with the E&W MBA administration, the KSA – E&W Community Relations Committee participates in the new student orientation program that is offered to all incoming students of the Evening & Weekend MBA Program. During the presentation, the KSA – E&W discusses opportunities to get involved -- via attending upcoming events or helping out with the event planning. This is usually the first contact that a new student might have with the KSA – E&W or E&W MBA club leadership. The KSA – E&W President, Community Relations Committee, KSA – E&W Vice Presidents, and club representatives are present to provide this information to new students.

Annual Club/Committee Kick Off Meeting

Each club and committee may request $100 annually for a fall kick off meeting to attract members and volunteers. KSA – E&W funds do not cover planning meetings.

Committee Participation

Many times, students do not sign up to work on committees or club programming because they are unaware of the time commitment. It is important that you discuss this and let students know that they can volunteer to coordinate planning for an entire event/project, or they can volunteer to coordinate one component of an event/project. Therefore, when you communicate the membership goals of your committee or club, make certain that you explain the flexibility of working with the planning.

One important note: Some of your committee members of today will be your committee/club’s leadership in the following year. It’s important that you build a strong committee base so that you have a strong selection pool to recommend for leadership the following year. As you build your committee base, make certain to encourage active students to consider leadership positions the following year.

After-Class Socials Week

Each quarter, the E&W MBA Administration sponsors After-Class Socials to celebrate the completion of the first week of classes and convene students to build community. solicit membership. This event is held in the first week of classes at 9:00pm (Mon-Thurs) and 4:30-
5:30pm on Saturday. Members of the KSA – E&W and E&W MBA clubs may find this to be a good time to meet students and encourage others to get involved in committee planning or clubs.

**Committee Meetings**

Another aspect of keeping committee members active and up-to-date about events and planning is to conduct regular meetings or updates. There are many methods used by VPs to accomplish this: quarterly meetings, regular e-mail updates (with the committee participating via e-mail and even voting on committee business). The key is to keep the committee active; thus you’ll have a base of volunteers to solicit feedback and assistance from when planning committee/club events.
Communications

Once all the plans are set and you’re ready to begin taking reservations/payments, you need to advertise your event to the E&W MBA student body. To accomplish this, you can:

Promote Your Event in eNews and the E&W MBA Online Calendar

*E News* is the weekly e-mail news announcement system that is sent to all E&W MBA students. To submit an item for *eNews*, simply e-mail your content to Kerry van Malderghem at kerry.vanmalderghem@kellogg.northwestern.edu. *eNews* is sent out on Tuesday of each week. Events will not be posted in *eNews* until they are first posted in KelloggGroups and added to the KelloggGroups calendar. This can be done ONLY AFTER your event date and time is confirmed by the coordinator of special events through the event request form.

Posting fliers in 340 East Superior Street

All fliers must be approved by Kerry van Malderghem in the E&W MBA office before posting. There are bulletin boards located throughout the building for you post your event fliers. Like most university-related postings, there are rules as to where you can/cannot post fliers.

The only locations for fliers are:

- designated bulletin boards in the building
- the E&W MBA student mailroom bulletin boards
- Second-fourth floor restrooms

Where NOT to hang fliers:

- on glass window of any door in 340 East Superior,
- on any wall in 340 East Superior
- inside stairwells and stairwell doors,
- inside classroom and on classroom doors
- First floor & room 540 restrooms

If your committee or club posts signage in these areas, it will all be removed. Be sure your committee members are aware of this.
Finally, please don’t forget to have one of your committee members TAKE DOWN your fliers after the event has taken place.

**Using the KSA – E&W and Kellogg Logos/Brand**

There are strict guidelines for using the Kellogg log and brand. Please visit the Marketing & Communications website on branding for more information: [http://www.kellogg.northwestern.edu/mar-comm/brand-guidelines.aspx](http://www.kellogg.northwestern.edu/mar-comm/brand-guidelines.aspx)

If your club wants to use the official Kellogg seal on communications or projects, you can access it from the web (password protected):

[http://www.kellogg.northwestern.edu/mar-comm/downloads.aspx](http://www.kellogg.northwestern.edu/mar-comm/downloads.aspx)

All KSA – E&W event fliers must have the Kellogg logo and Northwestern University identity on the flier. Additionally, fliers and eNews announcements should specify sponsorship (e.g., *this event is sponsored by the KSA – E&W Alumni Relations Committee*). When you reference Kellogg in event/club materials, please reference it as the *Kellogg School of Management*. You can download the logos from the KSA – E&W > Club Officer Resources page on the E&W MBA intranet.

**Referencing the Program and Building**

Please make certain that your print and e-mail communications properly cite the program name and building location. Therefore, when you reference the program, the only acceptable options are:

- **The Kellogg Evening & Weekend MBA Program, or**
- **E&W MBA**

Officially, E&W MBA is not located in Wieboldt Hall -- Wieboldt Hall is the older building that is attached to E&W MBA's building. As you communicate where our events are, please do not use Wieboldt Hall, instead use: 340 East Superior Street, Room Location ##.

Also, please note the correct spelling of **Wieboldt Hall**, if you do reference it ☹.

**Club Orientation: 2017-18 Community Day Dates**

The main “recruiting” event that the KSA – E&W and clubs sponsor is Kellogg Community Day. The KSA – E&W and clubs use this event to promote participation via committee membership and any upcoming events. Kellogg Community Day is held each quarter and is sponsored under
the auspices of the KSA – E&W Student Affairs Committee (which is responsible for notifying the KSA – E&W and clubs about being represented at this event).

Below are the proposed orientation dates. Please note that Student Affairs must have a rep at all orientations. The E&W MBA clubs determine the person(s) representing their organizations and communicate that to the KSA – E&W VP of Community Relations.

**Summer 2017**
Sunday, June 25, 2017 - around 12:00 pm
Wieboldt Hall

**Fall 2017**
Saturday, September 23, 2017 - around 12:00pm
Wieboldt Hall

**Winter 2018**
Saturday, January 13, 2018 – around 12:00pm
Wieboldt Hall

**Spring 2018**
Saturday, April 7, 2018 - around 12:00 pm
Wieboldt Hall