

# Northwestern | Kellogg

## Kellogg Alumni Club Annual Planning Template

Kellogg Alumni Relations requests every club operating in the Foundational, Scaling and Sustainable stages, complete a Club Annual Plan prior to the start of each academic year. Ideally, club planning would take place following the Kellogg Alumni Leader Summit in early May and be developed by the club leadership team\* and submitted to Alumni Relations by August 31 of that fiscal year.\*\* These annual plans will contribute to the development of a comprehensive and holistic Kellogg calendar, while enabling Kellogg to appropriately allocate staff time and resources to our alumni communities.

The following three categories comprise a basic annual plan platform and a format that all clubs can use. Clubs in the scaling and sustainable stages will have a more in-depth, sophisticated and forward-looking plan.

### 1. Goals / Area of Focus

Use the growth continuum chart to place your club in one or more of the stages. Review the characteristics you need to adopt to achieve growth and set your goals accordingly. One to three goals is reasonable.

### 2. Calendar

Clubs should plan and document all events in a calendar format that is simple and accessible. Some clubs have used Google calendars, while others keep their events in a list format. If your club has signature / repeating events, best practice is to look forward and secure a date on the calendar for future three years. Clubs can share their calendars with other local Northwestern clubs, communities and business based organizations before the start of the fiscal year.

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### 3. Metrics

Kellogg Alumni Relations measures the following:

- a. Total alumni connections
- b. Total Unique alumni connections
- c. NPS (Net Promoter Score)

All clubs should provide registration lists to their Alumni Relations liaison for each event no later than two weeks post event . Kellogg will upload these registrations to our database and track / analyze this aspect of engagement year over year.

A survey to measure NPS should be done following each significant content based event. Additional questions may be included, but surveys should be kept to a five minute take time maximum. NPS should be reported to your Alumni Relations liaison no later than two weeks post event.

Clubs that have submitted an annual plan will receive engagement data for their club at the end of the fiscal year.

Clubs may want to measure other dimensions of their operations, such as total number of events. This is encouraged to the degree it can help a club's growth and engagement.

\*Best Practice from Kellogg Alumni Club of Chicago – host a Saturday offsite to discuss and develop plan

\*\*Kellogg fiscal year is September 1 through August 31

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## Annual Plan

Kellogg Alumni Club or Network Name: \_\_\_\_\_

**Goals / Area of Focus** (1 – 3 goals is reasonable. Use the growth continuum chart from the Club Call presentation for ideas.)

1. Enter goal #1
2. Enter goal #2
3. Enter goal #3

## Calendar

Provide a link to your calendar (e.g. Google Calendar) or a copy of your calendar in Excel or whatever form your club is using.

## Metrics for

(Recommended metrics are below. Your Alumni Relations liaison can work with you to provide historical data, where possible, and help you set metrics targets)

1. Total alumni connections target =
2. Unique alumni connections target =
3. NPS\*\* target (recommend 60) =

\*Kellogg fiscal year runs September 1 – August 31

\*\*NPS = Net Promoter Score