

# Club Leader Call

---

**December 5, 2019**

Northwestern | Kellogg

Decorative geometric shapes in the bottom right corner, consisting of overlapping triangles in shades of purple and lavender.

# Today's Agenda

- Update from the Kellogg Alumni Council – 10 min
- Alumni Relations 2020 Priorities – 10 min
- Upcoming resources and announcements – 10 min
- Q & A – 15 min

# Kellogg Alumni Council (KAC)

---



**Catherine Briggs '94**  
**Chair**



**Chip Bailey '87**  
**Vice Chair**

Northwestern | Kellogg

**Thank you Alumni  
Club Leaders for  
your Partnership**



# Kellogg Speak

- KAC – Kellogg Alumni Council
- PHS – Pete Henderson
- KALC – Kellogg Admissions Leadership Council
- AF – Annual Fund
- KLC – Kellogg Leadership Circle (\$2.5K+)
- KSA – Kellogg Student Association
- YA – Young Alumni
- BMA – Black Management Association
- RGN – Recent Grad Network

# KAC Initiatives: Support Broader Goals | Connect Alumni at Key Life Stages

## FOCUSED on CLUBS:

### 1 - ALUMNAE PROGRAMMING

LEADS: Barb Golub '87 & Elizabeth Schuster '10

### 2 - CLUB PARTNERS

LEADS: Lou Madge '07 & Gerron Vartan '67

### 3 - DATA ANALYTICS

LEAD: Jimmy Rojas '05

### 4 - HIRE KELLOGG - \*NEW\*

LEADS: David Schnadig '90 & Steve Schiffman '89

### 5 - GLOBAL ENGAGEMENT

LEAD: Sanjay Shroff '85 & Gillray Cadet '06

### 6 - REUNION - \*NEW\*

LEAD: George Graffy '89

### 7 - STUDENT-ALUMNI

LEADS: Fede Papa '00 & Katy Hansell '89

# KAC Recent Results

- Speaker Bureau/Database
  - FY20 Pilot (Chicago, Dallas, NYC, Seattle, SF)
- Data Revamp
  - FY20: Market Sheets | Share EventBrite best practices
- Alumnae Programming
  - Expansion based on NYC success
- Global: Expand on India "Forum" Success
- Club Playbook
- Admissions Leadership Council (KALC)
  - FY20 launch: 325 alumni selected from key industries/companies to support admissions outcomes with prospective/admitted students



# New Fall 2019 Alumni Panel: “Job Jitters & Career Pivoting”



**BEA LUNA '11**

*Bea is an Executive Director in Washington D.C. for Morgan Stanley, where she plays a key role in the overall management of the business*



**DAVID SCHNADIG '90**

*David is a Managing Partner of Cortec Group, a NY-based private equity firm which focuses on partnering with entrepreneurs and families to help them grow their businesses*



**BRIAN LESSIG '99**

*Brian is a Managing Director in the Strategic Advisory Group at Rockefeller Capital Management with 20+ years of M&A advisory, capital markets, and principal investing experience*



**NATASHA DECKMANN '03**

*Natasha Deckmann, M.D. serves as the Chief Executive Officer for CarePoint Health, leading the health care system that includes three New Jersey hospitals*



**GEORGE GRAFFY '89**

*George is the President of Smart Circle International LLC which fields a nationwide network of sales professionals serving major national big box retailers such as Costco, Walmart, Sam's Club, BJ's, & Home Depot*



**NADIA HEWETT '16**

*Nadia is a blockchain lead at the World Economic Forum and brings a unique combination of experiences with Global Fortune 100 companies in strategy, international travel, supply chain logistics, sales, ops, negotiations, innovation and optimization*

# Annual Giving Supports Key Priorities

- AF Supports what makes Kellogg a premier global b-school
  - **Scholarships**
    - Financial Aid and Merit
    - Competitive with Admissions Landscape
    - Increase Yield
  - **World-class Faculty | Innovative Curriculum**
    - AI, Data Analytics, Research
  - **Provides Dean Flexibility to Focus on Areas of Greatest Need**

# Alumni Relations

Building a culture of engagement and philanthropy



**Bridget Krause**  
**Director of Alumni Engagement**

Northwestern | Kellogg

# Thank you

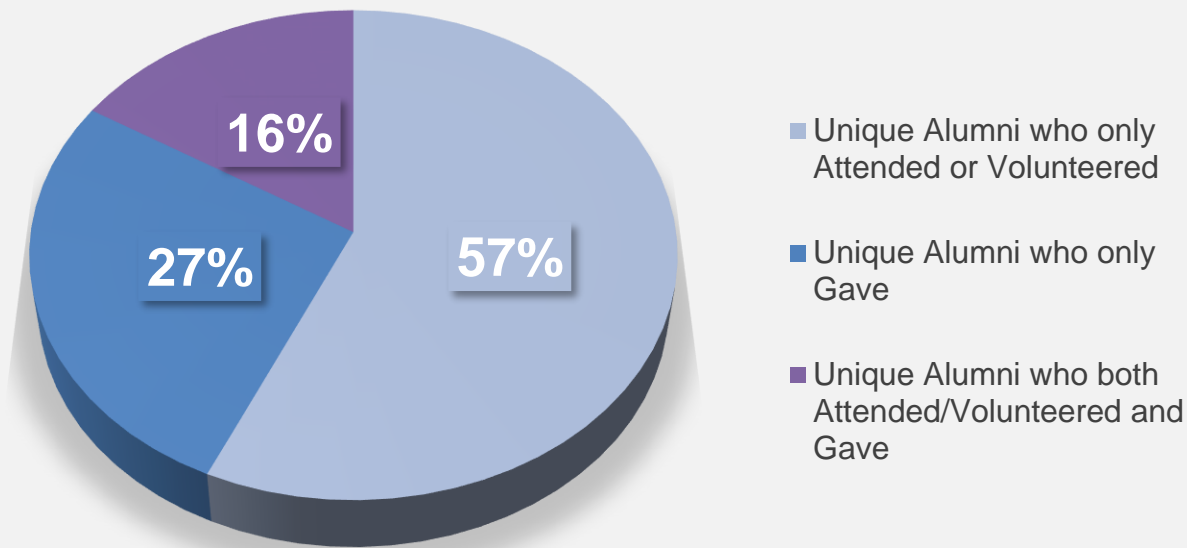


**Wendy Weiss Kritt '84**

Managing Director, Alumni Engagement and Networking

# FY19 Alumni Engagement Metric

**As of August 31, 2019**  
**14,779 alumni are engaged, 29% of**  
**all Kellogg alumni**



# How can Alumni Relations focus resources to better leverage alumni engagement to drive school priorities while meeting alumni expectations?

## Alumni Engagement definition:

Activities that are valued by alumni, build enduring and mutually beneficial relationships, inspire loyalty and financial support, strengthen the institution's reputation and involve alumni in meaningful activities to advance the school's mission.

Council for Advancement and Support of Education (CASE)

# Alumni engagement is key to stakeholders across Kellogg

## Alumni Relations and Development

Stakeholder

Admissions

Career Services

Student Life

Alumni  
Relations

Development

How Alumni  
Engage

- Referrals
- Interviewers
  - DAK speakers
  - Yield activities (calls, dinners, receptions)

- On and off campus recruiting
- Career advisors
- Alumni coaching

- Classroom speakers
- Student Club speakers
- Mentors

- Club and Affinity group leaders
- KAC and other Council members
- Reunion committees

- Annual fund donors
- KLC donors
- Reunion Cup donors
- Major Gift donors

Alumni  
engagement  
Impact

Yield best  
students

Employment  
outcomes

Positive student  
experience

Catalyze global  
network

Increase  
participation

## **Focus: Better leverage alumni to drive school priorities while meeting alumni expectations**

### **Goals**

**Build a culture of engagement and philanthropy**

**Strategically identify, target and engage alumni who can best serve the school's needs**

**Provide experiences that create meaningful alumni connections and drive affinity to the school**



# Upcoming Resources & Announcements

---



**Gail O'Hara**  
**Associate Director of**  
**Alumni Engagement**



**Gina Razum**  
**Associate Director of**  
**Alumni Engagement**

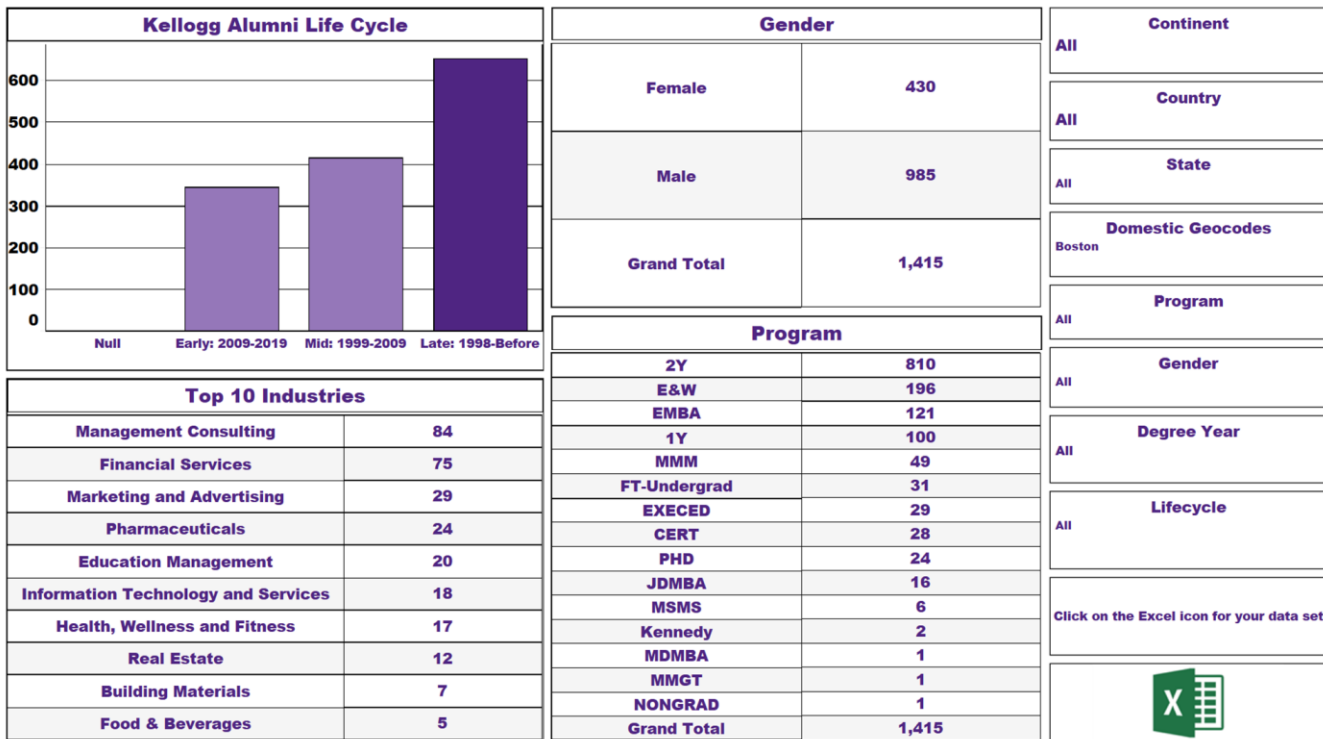
Northwestern | Kellogg

# Speaker Library

- Resource comprised of industry thought leaders recommended and recruited by KAC and PHS members
  - Alum and non-alum
  - Venues included where possible
- Speakers vetted with Kellogg first
- Pilot phase (6-12 months) being launched with five clubs
  - Chicago
  - Dallas
  - New York
  - San Francisco
  - Seattle

# Market Sheet

## Boston



# Events Dashboard

## Boston

Turnout			
	FY 2017	FY 2018	FY 2019
Kellogg Alumni Club of Boston	156	193	240
Grand Total	156	193	240

Unique Count			
	FY 2017	FY 2018	FY 2019
Kellogg Alumni Club of Boston	131	108	141
Grand Total	131	108	141

Events			
	FY 2017	FY 2018	FY 2019
Kellogg Alumni Club of Boston	6	16	15
Grand Total	6	16	15

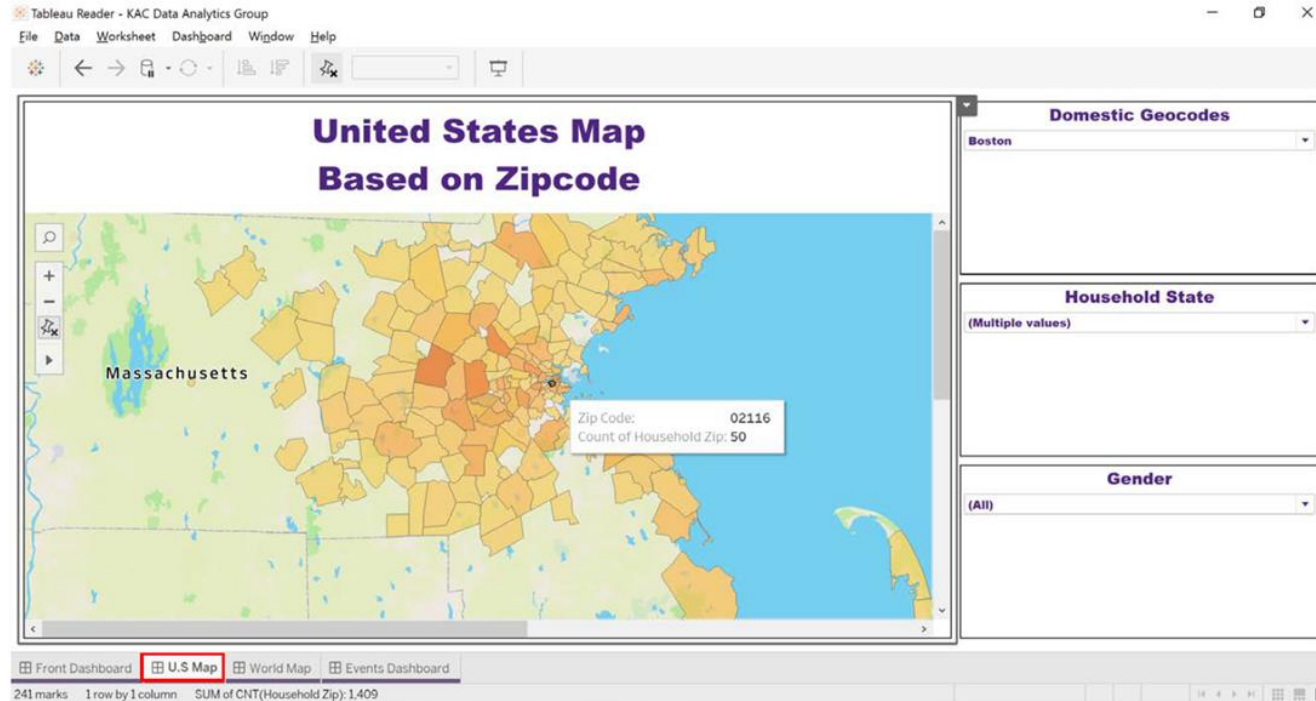
Event Organizers
Kellogg Alumni Club of Boston

Click on the Excel icon for your data set



# Heat Map

## Boston Map



Map view – Can zoom and out; lasso or select geo segments; view number of households within the zip code

# Market Sheet Rollout

- PDF version
  - Alumni Relations to provide annually at start of fiscal year (Aug/Sep)
  - For ad hoc requests, contact your Alumni Relations liaison
- Interactive version – COMING
  - Allows you to slice market sheet data and drill down on heat map
  - Looking to pilot with 2 – 3 clubs in January
  - Ideal pilot candidates are technology savvy and familiar with Tableau
  - If interested in participating in pilot, contact Gina Razum at [g-razum@kellogg.northwestern.edu](mailto:g-razum@kellogg.northwestern.edu)

# Alumni Leader Summit

- Thursday, April 30 – all day
- Opportunity to connect with other alumni leaders and hear from Kellogg leadership
- Stay for Reunion faculty sessions on Friday, May 1, even if you are not in a Reunion year
- Registration will open early January 2020

# Reunion 2020

A promotional graphic for the Kellogg Reunion 2020. The background features a modern building with a curved, metallic facade and large glass windows. A yellow rectangular frame is overlaid on the left side, containing the text "reunion 2020" in a white, sans-serif font. The right side of the graphic has a dark blue background with white text providing event details.

FRIDAY, MAY 1 – SATURDAY, MAY 2, 2020

Registration:  
**Opens January 2020**

Latest Information:  
**[kell.gg/kelloggreunion](http://kell.gg/kelloggreunion)**

Learn more:  
**[reunion@kellogg.northwestern.edu](mailto:reunion@kellogg.northwestern.edu)**

Celebrating Full-Time, Evening & Weekend and EMBA alumni from the classes of:  
**2019, 2015, 2010, 2005, 2000, 1995,  
1990, 1985, 1980, 1975, 1970,  
Half-Century Club**



# Questions?

---

# Thank You

---