



KELLOGG
STUDENT ASSOCIATION

Kellogg Club Application

Name and Categorization:

Enter your club's name and categorization (*Affinity, Regional, Industry, Sports, or Social*)

Mission Statement

Describe your club's purpose

Driving Need/Rationale

Describe the specific need that club plans to fill that is not currently filled and cannot reasonably be filled by another club. Provide as many specific details as possible, including documentation of communication with existing clubs that provide the **most similar** value. Please include screenshots of emails, signed memos/letters, or any other correspondence with existing clubs that demonstrate the gap that the proposed club will fill)

Programming / Events (Trial year)

Minimum of three (3) events per quarter (open to Kellogg public on CG). One event (per year) must be co-hosted with another club

Quarter	Event Name	Purpose	Details
Fall			
Fall			
Fall			
Winter			
Winter			
Winter			
Spring			
Spring			
Spring			

Executive Board

Proposed leadership team must have at least one first year student to ensure longevity of club

Required Leadership (please feel free to expand as needed):

- President/Co-president



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- VP of Finance/Treasurer
- VP of Events/ Social

Membership

1. How many members does your club expect to recruit in the first year?
2. How do you plan on recruiting these members?
3. Please provide documentation demonstrating current level of interest from student body (e.g., petition, survey data, etc.)

Alignment with Kellogg’s Purpose

BUILD STRONG ORGANIZATIONS	
Team development	<i>How does your club plan to develop Exec team members over the course of the year, both personally and professionally?</i>
Organization structure & functionality	<ul style="list-style-type: none"> - Describe the processes for election/appointment of executive board members - Describe knowledge capture and transfer procedures to ensure successful transitions - Describe the frequency and format of meetings - Any other systems & processes to support lasting functionality?
WISELY LEVERAGE THE POWER OF MARKETS	
Administration and/or External Partnerships	<i>How does your club plan to collaborate with the following to advance your mission?</i> 1) Administration 2) Alumni 3) Any other parties external to Kellogg
Other clubs within Kellogg community	<i>How does your club plan to build relationships and collaborate with other clubs to magnify impact?</i>
CREATE LASTING VALUE	
Internal member value	<i>How will prospective members benefit from your club?</i>
External member value	<i>How will non-members benefit from your club?</i>

Other Considerations

Are there any special resources or accommodations your club will need to stay viable?



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FOR MIDNIGHTED CLUBS ONLY

- *What were the main reasons for losing club status last year?*
- *How do you plan to overcome those challenges this year?*