KSA & Club Officer Budget Training

Roo Patel, KSA VP of Finance & Marketing
Saturday, June 29, 2019
Agenda

- Source of funding
- Budget Timeline / Processes
- Event guidelines
- In year budget adjustments for new, reallocated, or cancelled events
- Reimbursement guidelines
- Additional resources
Source of Funding

- Funding source: Student activities fees (2/3)
  - Revenue is also generated through ticket sales

- Unused funds are kept on reserve for KSA, not given to any particular club.
2019 Budget Timeline

**June 29**
Budget Training

**July 12**
Submit budget summary

**Aug 2**
Initial Budgets Released, Appeals process starts

**Aug 9**
Appeals Due

**August 30**
Budgets Finalized
Budget Process – Budget Request

• Identify events/activities that your club/committee would like to host/cohost during the 2019-20 school year

• Use the event budget worksheet to estimate expenses for each event
  – Budget forms available on the KSA Club Leader Resource website (Club Officer Website)
  – Email the Budget Request Summary to Roo Patel (roo.patel@kellogg.northwestern.edu) by July 12th
Budget Summary Form

- Read the instructions in the Event Budget Worksheet
- Use the Event Budget Worksheet to plan each event
- Lastly use the summary sheet to consolidate
- Note: Unlike previous years we are tracking events by **Quarter**!

### Event Allocations:
(Event Name, Quarter/Year, and Request are linked from each event tab)

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Academic Quarter</th>
<th>KSA E&amp;W Funding Request</th>
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### Other Non-Event Operating Expenses:

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<th>Other Expenses</th>
<th>Total Expenses</th>
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</table>

### Other Non-Event Revenue:
(Do not include event-specific revenue included on event worksheets)

<table>
<thead>
<tr>
<th>Corporate Donations</th>
<th>Total Other Non-Event Revenue</th>
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<tbody>
<tr>
<td>Other</td>
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</tbody>
</table>

### TOTAL KSA E&W Budget Request
(Total Expenses - Total Non-Event Revenue)

(-)
Budget Process

• The Finance Committee will evaluate budget requests and events

• Initial allocation communicated to each club by Aug 2
Budget Process

• After initial allocation released to club leadership, there will be one week for appeals, with all requests due by Aug 9

• The compiled budget information will be distributed to KSA board members and final budget allocations will be determined by Aug 30
Event Guidelines

• Number of E&W students involved/impacted by planned events/activities
  – Ensure that every event is held for the benefit of the student body. Ex: Alumni events, Speaker events etc.
  – Consider joining forces with other clubs to maximize impact
  – Try to spread events to cater to Weekend and Travelling Students, not just Evening Students
• Reminder: Ability to self-fund events/activities through tickets, sponsorships, etc.
“For events which will be selling tickets to supplement their budget, the means of ticket sales must be set up and sent to students before KSA funds are disbursed. KSA funds will not be disbursed until this has been verified by the VP of Finance and Marketing.

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."
“Catering for events in Wieboldt must use Kellogg's catering contract with Compass. For menus, please reach out to Clare Kirkpatrick. If your club would like to use outside catering, this must be approved by Clare before the order with the outside caterer is placed. Without approval, KSA cannot guarantee reimbursement for these expenses and your club will be charged a fee of $50, which will be deducted from your club budget."
Club Collaboration

• Combine events if multiple clubs propose similar outings

• Avoid scheduling conflicts with other clubs (check online Student Events Calendar)
Speaker Events

• Outside speakers & faculty

• Standard speaker event - $200 (snacks, soda, etc.)
  – Corporate Partnerships provides speaker gifts - contact Corporate Partnerships for gift options.

• A reception for senior level speakers (VP, partner, C-level and above) or for a panel of speakers may be eligible for additional funding as appropriate

Fine Print: Kellogg does not pay speaker fees or travel expenses
Kick-off Events

• $100 for one club kick-off meeting per year (refreshments)

• Kellogg does not fund for refreshments for other club meetings held during the academic year

Club kick-off meeting ≠ Club officer meeting
Networking Events

MEETING ORIGINALLY SCHEDULED TO MEET AT SCHOOL

CONVINCED EVERYONE TO MEET AT A BAR INSTEAD
Guidelines – Networking Events

- We have seen a number of requests to host student networking events at a bar close to campus – make sure these are reasonably budgeted.

- Consider a nominal fee to ensure attendance and help cover costs.

- Involvement of industry leaders or alumni in these events is a requirement. The goal is to make sure these events add value!
Non-funded Activities

- Food or beverages for events (other than the kick-off meeting) that do not have outside speakers
- Fees, accommodations, meals, transportation for speakers
- Resume books
- Club newsletters
- Transportation to and from events
- Unreasonable copying expenses
- Club Officer meetings
New / Reallocated / Cancelled Events

• Cancelled event funds are returned to the **overall KSA budget** (not your club’s budget)

• If your club/committee decides to plan another event to replace the cancelled event, these funds are not automatically transferred to the new event

• A new/reallocation budget request needs to be submitted through the Reallocation request form on the [Club Officer Website](#)

• Finance Committee reviews and decides on new/reallocation requests
Guidelines – Exceeding Budget

• If your expenses exceed the budget for an event, submit revised estimates to the Finance Committee (via email to Roo Patel)

• Kellogg doesn’t cover unauthorized expenses
Reimbursement Guidelines

• Northwestern University will not reimburse for contracted services paid out of pocket

• Payments to contracts with vendors for events must be by check issued by NU for the approved budgeted amount

• If there are changes in addition to the agreed upon amount once the event occurs, the vendor should not be paid on the spot.
  – Do **NOT** additional amount by your credit card
  – The vendor needs to submit another invoice for the additional payment, via check from NU

• Make sure to get vendor agreement before any contracts are signed
Kellogg – Tax Exempt

- Submit all additional receipts after the event
- As a tax exempt organization, Kellogg does not pay tax for our events

Example: Brick goes to Whole Foods for the MBA Cup and pays $10 in sales taxes – Kellogg cannot reimburse this

Instead get a Sales Exemption Letter from Student Affairs and shows it to Whole Foods
Reminder: Key Dates

• June 29: Budget training

• July 12: Budget request summaries are due to the KSA Finance Committee

• Aug 2: Initial allocation is communicated & appealing period begins

• August 9: Appeal requests are due to the KSA Finance Committee

• August 30: Budgets are distributed to the KSA Board and final allocations are sent to club leaders
Club Officer Resource Website

https://www.kellogg.northwestern.edu/ptmba-intranet/clubs-events/club-resources.aspx

More info on:
• Tax Exemption and Reimbursement Guidelines
• Reimbursement Request form
• Budget Summary Form
• Additional Budget Fund Request or Reallocation
• Event Planning and Student Event Calendar
Budget Cheat Sheet

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KSA Budget Do’s & Don’ts

KSA Can Fund:
• Speaker events
• Panel discussions
• Club kick-off meetings
• Networking events
• Workshops
• Volunteer events
• Social events
• Speaker parking

KSA Cannot Fund:
• Food for club board/leadership meetings or planning
• Food for events that do not have outside speakers
• Speaker fees, accommodations, meals, and transportation
• Club member transportation to and from events
• Club specific resume books
• Club newsletters

Standard Budget Amounts:
Speaker Events: $200 – food & beverages
Kick-off Events (once a year): $100 – food & beverages

Please use previous year spending as a guideline (if applicable)
Additional funds or a reallocation of funds must be submitted
through the Club Officer Resources page on the Kellogg Intranet

For further information contact Roo Patel, VP Finance & Marketing

June 2019
Club Speaker Guidelines and Event Tips

Speaker Outreach:
All speaker outreach must be pre-approved by the Speaker’s Bureau before reaching out to the speaker. Please email michelle.eigner@kellogg.northwestern.edu and CC Courtney.williams2@kellogg.northwestern.edu with your potential speaker and topic area. Kellogg has relationships with many of the speakers and companies you may be targeting and can often help your speaker request run more smoothly.

Plan ahead since securing a speaker is a lengthy process, particularly for high profile speakers with busy schedules. Identify programming your group would benefit from on topics not covered in class or that taps into other professional development needs.

Pre-Event Details:
- Confirm date with Event Coordinator and complete an event request form
- Once the speaker is confirmed, please email speakernotification@kellogg.northwestern.edu and CC Courtney.williams2@kellogg.northwestern.edu with the following information:
  - Speaker name, title and company
  - Event title, speaking topic, date and location
  - Speaker email address
  - Club name
- Confirm speaker needs (audio/visual, podium, parking, etc).
- Be mindful of speaker audience expectations when assessing fit for your event
- Assign one speaker liaison from your club who will coordinate logistics for the speaker’s visit and work with Student Life
- If requesting video recording, complete video production request form
- Set up event in KelloggGroups
- Begin marketing in eNews. Send announcement and event details (including RSVP link)
- Set catering menu with Event Coordinator if needed
- Partner with other clubs to ensure a large audience for a high-level speaker
- Remember to request and pick up name tag, speaker gift, and parking pass. You will
KSA Mission

Serving as the voice of the student body, using student input to work with administration and faculty to improve our experience and the Kellogg brand.
Final Thoughts

• Focus on fewer but higher quality events
• Look for partnerships with other clubs to maximize limited resources (TIME and MONEY)
• Try to plan for meaningful events that can accommodate travelling and Weekend Students
• Feel free to email us with any questions!
Questions?