KSA and Student Leader Training

May 17, 2019
Wieboldt Hall

Northwestern | Kellogg
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>6:30 – 6:50</td>
<td>Introductions &amp; Mission Driven Programming</td>
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<tr>
<td>6:50 – 7:30</td>
<td>Self Reflection and Group Breakouts</td>
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<td>7:30-8:30</td>
<td>Event Planning</td>
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<td>Communication</td>
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<td>Leveraging Campus Groups</td>
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<td>Club Collaboration</td>
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<td>Driving Employer Engagement</td>
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<td>Understanding the Financials</td>
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<td>Club Best Practices</td>
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<td>Leading with Purpose</td>
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<td>8:30</td>
<td>Wrap Up, Questions and Answers</td>
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<td>8:30-9pm</td>
<td>Networking</td>
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Introductions

- Name
- Club/KSA role
- Role
- Cohort, start year
- One word response: Why did you choose to become a club/KSA leader?
Benefits of Being a Student Leader

• Leadership opportunities in a low-risk environment
• Partnership with administration to bring ideas to life
• Exposure to key faculty and administrative leaders
• Opportunities to collaborate with Full-Time students
• Play a key role in delivering a best in class student experience
### Kellogg’s Purpose and Values

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<th>Value</th>
<th>Definition</th>
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<tr>
<td>Community</td>
<td>We work to make our community stronger</td>
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<tr>
<td>Collaboration</td>
<td>We collaborate to achieve more than what is possible individually</td>
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<td>Inclusion</td>
<td>We actively seek out, catalyze, and integrate diversity of thought, experience and strengths</td>
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<td>Impact</td>
<td>We are confident in our ability to achieve big things, but we don't put self-first</td>
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Mission Driven Programming

• Define your club’s purpose
• How can you leverage and collaborate with other clubs?
• Identify key events you’d like to see in the upcoming year.
Breakouts

SGRs:
- 265
- 266
- 267
- 268
- 269
- 270
- 271
- 273
- 275
Mission Driven Programming
Event Planning

- Clare Kirkpatrick – Event Coordinator
- Kerry Van Malderghem – Assistant Director
Planning On-Campus Events

• Keys to Success
  – Student Life Calendar
  – Event Request Form
  – Club Budget
On-Campus Event Request Process

- Consult the student event calendar
- Confirm your speaker(s)
- Complete an event request form

- Event must be booked at least 2 weeks out
- Catering selection is due 2 weeks before event
- Final headcount is due 1 week before event
Planning Off-Campus Events

- Consult the student event calendar
- Acquire signed venue documentation
- Submit check request

• Send contract information to Student Life 2 months prior to event.
• Students may NOT sign anything for the venue
• Check with Student Life team about preapproved venues
Contracts

Alcohol Rider
- Must be signed for all events serving alcohol

Certificate of Insurance
- Must name Northwestern University as an additional insured for $3 million

Contract from Venue
Communication Tools

- Campus Groups
- Digital Signage
- eNews
- Club Email
- Flyers
Event Promotion & Communication

• **eNews**
  • Keep it short and simple
  • Include date, time, location, link to register, no more than two sentences about the event.
  • Submissions must be received by noon on Tuesdays

• **Digital Signage**
  • Use the NU branded templates from Marketing

• **Flyers**
  • Email final draft to Kerry for approval
  • Once approved, bring copies to 2M Office front desk to get stamped
Leveraging Kellogg Groups
Best Use of Kellogg Groups for Clubs

- Events
  - Pre and post event messaging
  - RSVP and attendance tracking – QR codes
  - Surveys
  - Various ticket types
  - Mobile enabled

- Communications
  - Website
  - Newsletter
  - File storage

- Member Management
Career Management Center Partnership

Adnan Rukieh

Northwestern | Kellogg
Working Professionals Career Management Team

- Project Coordinator
- Assistant Director, Business Development
- Associate Director, Employer Strategy
- Associate Director, Career Services
- Director, Working Professionals
- Career Coaches (7)
CMC, KSA, and Club Partnership

Who we partner with:
• KSA VP of Career Management
• Industry Club Leaders
• Industry VP of Career

Partnership Opportunities:
• Publicize and/or Co-sponsor CMC events
• Employer Engagement
  – Advise on employer target lists
  – Thought partnership for employer-related events
• Industry Insight Series
Employer Engagement Opportunities

- Treks
- Lunch & Learns (hosted on-site at companies)
- Breakfast with an Employer (in the loop)
- Alumni Spotlight Series
- Company Presentations (Wieboldt Hall)
- Virtual Career Fair
- Networking Nights
- Company Pop Ups
CMC Industry Club Resources

• Career Management Center Library – library.kellogg.northwestern.edu
Budget Information
Source of Club Budget Funding

• Fiscal Year 2019: September 1, 2019 thru August 31, 2020

• Funding source: Student Activities fees
  – Revenue is also generated through ticket sales

• Many events have basic budget guidelines

• A full budget training will be held on **June 29**
  • Do’s & Don’ts of spending
  • Quick tips sheet
Best Practices & Expectations
Club Leader Best Practices

• Set expectations for your leadership up front

• Set a strategy for the year

• Meet in-person when possible

• Send club communications on a schedule

• Be engaged and involved, others will too
Expectations & Key Dates

• Community Day
  – Summer Community Day: Sunday, June 30
  – Fall Community Day: Saturday, September 28
  – Winter Community Day: Saturday, January 11, 2020
  – Spring Community Day: Sunday, April 5, 2020

• Build Committees

• Save club documents in Kellogg Groups

• Be Realistic

• Quality vs. Quantity
2019-2020 Club of the Year Award

Edward Nagai – KSA President
Two Separate Awards to Win

• Kellogg Choice Awards
  – Voted by Students

• Kellogg Academy Awards
  – Voted by KSA Board Members
How to Win

• Club President submits application (March/April 2020).

• All clubs that apply and meet minimum requirements will be eligible for Kellogg Choice Award.

• Will need to provide examples to be eligible for Kellogg Academy Award.

• Students will vote via Qualtrics. KSA will vote internally after reviewing all applications.
Award

• Kellogg SWAG for Exec Team
• Honorary Plaque at Kellogg Table
• Recognition at Club Fair
• Eternal Bragging Rights
Final Reflection

• How can you create meaningful events for the Kellogg community?
• What does success look like for your Club/KSA?
• How will you be a leader, influencer, and role model for the Kellogg community?
• What does your succession plan look like?
Next Steps

- Join Slack (if you haven’t already)
- Start thinking about your events and budget
- Develop/refine club mission statement
- You will receive follow-up materials
  - Presentation slides
  - Event checklist
  - Link to student event calendar

Don’t hesitate to reach out with questions!
Questions?