Through the annual Partners with Penn survey, Penn Alumni Relations tracks the number of alumni who attend Regional Club events, the number of regional volunteers, and information on the broad range of alumni clubs operating around the world. This data supports the Penn Alumni Regional Clubs’ mission and provides Alumni Relations with the resources, tools, and information needed to strengthen the support we offer our clubs.

This Partners with Penn Snapshot provides an overview of the information collected from 63 clubs and aims to share successes, challenges, best practices, event ideas, and much more! The snapshot is broken down into four categories:

- Club Governance
- Board Management
- Membership
- Event Planning

Check out our Club Leadership Resources website (www.alumni.upenn.edu/leadershipresources) for more information and resources on these four areas and all aspects of Penn Alumni Regional Clubs.

Thank you for being a partner with Penn!
Club Governance

Does your club have a written mission statement?

Mission Statement Examples

The purpose of the University of Pennsylvania Alumni Club of Delaware is to foster and promote educational, social, cultural, and sporting activities for its members, and to encourage communication between the University of Pennsylvania, its alumni/ae, current students, the parents of current students, and graduates of the University of Pennsylvania residing in or near the state of Delaware, and to promote the interest and welfare of the membership.

The Penn Club of France welcomes all alumni, students, affiliates, and friends of the University of Pennsylvania who live or spend considerable time in France. We aim to offer a diverse array of programming throughout the year including social, cultural, educational, and community service events. We are an officially registered non-profit organization that serves the interests of the Penn alumni community in France, in close coordination with the other Penn alumni associations in France: The Wharton Club of Paris and the Penn Law France Alumni Club.

Penn Club of Colorado: To connect Colorado-based University of Pennsylvania current and future alumni through education, professional and social events and initiatives that enrich their lives through teaching, learning, and sharing. The Penn Club of Colorado achieves this mission by:
- Serving as a Colorado link to the University of Pennsylvania;
- Facilitating exceptional business, cultural, and community speaking engagements and networking opportunities for alumni and their family and friends;
- Sponsoring community and civic service, social, and discussion opportunities that support the mission; and
- Partnering with other Ivy League alumni groups in Colorado to facilitate shared interests and events.

The Nashville Penn Alumni Club seeks to engage Penn alumni in a mutually beneficial, lifelong connection to each other. Our goal is to create an environment where the friendships, associations and interests at Penn continue to grow and flourish here in Music City.

The mission of the Penn Club of Seattle is to foster and promote educational, social, cultural, and sporting activities for its members, and to encourage communication, networking, and friendship among alumni, current students, and parents of the University of Pennsylvania.
Penn Club of Metro New Jersey:
- Host an average of two local events per month
- Focus on providing new and creative events to attract new attendees to the club
- Encourage all attendees to become more actively involved and recruit new members
- Continue to break even financially

Penn Club of Dallas:
- Have at least four events per year
- Develop social media and communications structure
- Develop an officer and leadership structure
- Continue to engage local alumni

Penn Club of Boston:
- Offer a wide variety of diverse programming to engage Penn alumni with the club and the University
  - Each board member must plan and execute a minimum of two events annually
- Be of service to the Greater Boston community
  - Each board member must participate in at least one community service event annually
- Strengthen partnerships with other Penn-affiliated organizations as well as other alumni groups in the area
- Maintain or increase the number of paid memberships through membership incentives and new member outreach
- Have fun!

Penn Club of Beijing:
- On average one club initiated event per month
- At least three events co-sponsored with other alumni clubs in Beijing
- Support interviewing for undergraduate admissions

Penn Club of Northern California:
- Increase events for all demographics of the alumni population
- Have frequent smaller gatherings versus larger infrequent ones
- Make it even easier for alumni and volunteer engagement
Does your club maintain a bank account?

Yes (65.57%)  No (34.43%)

Does your treasurer give regular updates to the board?

Yes (78.57%)  No (21.43%)

If incorporated, 36% of clubs have 501 c3 status, 28% have 501 c7 status and 36% of clubs are unsure of their status.

Is your club incorporated in your home state?

Yes (26.98%)  No (60.32%)  Unsure (12.70%)
Does your club have written by-laws?

Yes (53.97%)  No (46.03%)

Does your club have a board?

Yes (83.87%)  No (16.13%)

How many times per year does your board meet?

1-2 times/year (35.48%)  3-4 times/year (22.58%)  4+ times/year (32.26%)  We don't have a board (9.68%)
For clubs with boards:
- All report at least one in-person meeting per year.
- 43% have four or more board meetings per year.
- 54% report at least one meeting open to all area alumni.
- 32% report inviting leadership of area affinity groups to at least one meeting per year.

How does your Board share information with each other?

Other forms of communication include: Group text, applications (WhatsApp, WeChat and Viber) and project management software (Slack).

Are any of the following represented on your board?

Other: includes board representation from graduate schools and nursing
Does your club have a succession plan?

How does your club identify and recruit alumni for leadership positions?

- Open calls to serve via membership network, word of mouth via board members.
- Promote from within – board members move to positions with increasing levels of responsibilities.
- We regularly invite people to reach out to us if they are interested in volunteering. We also track new graduates and indicate to them the benefits of being involved in the club committee.
- Board members are encouraged to recruit members affiliated with the University who live or work in the local communities. They also are asked to approach new participants at our club events.
- We get to know members and find out what kind of interests they have and whether they would be willing to share their time and talents in hosting or chairing an event. These relationships may be immediate or take time to nurture. Further engagement often leads to these people taking leadership positions.
- We continuously ask alumni participating in events if they would be interested in having a more active role in the club. Then, ask them to be in charge of a specific event or activity.
- We identify and recruit alumni for leadership positions using a number of tactics:
  - Events: we actively recruit board members at all of our events
  - Email newsletter
  - Informal coffee chats
- Officially, we have one board meeting per year open to any and all interested alumni. We encourage our current board members to invite any alumni they think would be interested or a good fit.
- Throughout the year, we identify alumni who frequently attend events and always verbally extend the opportunity to become more involved.
- Starts with alumni attending events. Followed by recruiting them to lead events. That highlights the performers who move onto coordinator positions. Finally, leading to the board positions.
- Through surveys, events, and with the help of Alumni Relations staff.
Membership

- Yes (33.87%)
- No (66.13%)

Does your club collect membership dues?

Event Planning

- First September
- Ben's Birthday Bash
- New Student Send-Off
- University Speaker
- No Signature Events

Did you hold any Penn Alumni Signature Events?

Clubs reported all Signature Events they held throughout the year.

- Yes (60.66%)
- No (39.34%)

Does your club participate in Ivy Plus activities?
What was your club’s most unique or creative event this year?

- Powerful Connections: Networking That Works – Over 100 people attended. This was a high impact networking event designed to help build strong relationships. The group heard from Paul Dunn, a distinguished speaker on connecting effectively and had the opportunity to network with like-minded professionals.

- Guest bartender event – board members volunteered to be guest bartenders and tips went towards funding the scholarship that the club awards annually to current Penn students from Delaware.

- Toured a special exhibit at the Phoenix Art Museum guided by an alum who is a docent.

- Two members created a Quaker Hoops Challenge, an on-line pool of this year’s Penn basketball games. 37 members participated and we had over 300 hits on the leader board that was updated weekly. This created renewed interest among our club members in Quaker sports and encouraged more people to attend the Happy Hour and Penn vs. Columbia basketball game.

- We hosted a powerful event featuring John Hallway, Executive Director of the Quattrone Center for the Fair Administration of Justice and New Orleans native, John Thompson, discussing the systemic failings that led to Thompson’s 18 years on Death Row for a crime he did not commit. Our partnership with the Tulane Law School created a larger platform to address this issue, which has particular resonance in New Orleans. This event was a key example of our ability to collaborate with external partners while providing interesting and exclusive content to alumni.

- Tasting menu at a local Vietnamese restaurant owned by a Penn alumna and her husband and a distillery tour and whiskey tasting at a distillery owned by a Penn alumnus.

- Drone and Data – local alumnus Michael Singer runs a drone company, He and a business partner who is a Columbia and Michigan alumnus, hosted an event describing what is happening in that industry. Cocktails and food were served.

- Houston Astros Game event featuring a team overview by Jeff Luhnow, Astros General Manager and Penn alumnus.

- Science, Technology and Business of Food: A Penn Faculty and Alumni Panel – we hosted one Penn faculty member and two Penn alumnae panelists for TED-style talks, dinner, and reception with Philly-made vodka donated by one of our panelists.

- Our first-ever time participating in a Fun Run – The 5K Butterfly Walk/Run at the San Antonio Botanical Gardens, proceeds from the event benefitted a San Antonio Women’s Leadership High School.

- Last October, to celebrate traditional fall festivities, the Penn Club of Seattle spent an evening at Bob’s Corn and Pumpkin Farm in Snohomish, just east of Seattle. Alumni and families of all ages were invited. Some came early to pick pumpkins, Chow down on butter-dipped hot roasted corn and cider donuts, stock up on fresh vegetables at the country store, and shoot apples out of a cannon. 24 alumni departed on a hay ride to the beginning of the corn maze. Splitting into groups, we were given maps and told to meet in the middle of the maze, which stretches through 10 acres of tall corn. After many wrong turns and dead ends, we all made it to the center, where we gathered around a private fire pit and roasted marshmallows. We ate s’mores and chatted with our fellow alumni for an hour, at which point we stocked up on warm apple cider for our journey back. This event was a great way to make new friends, work and laugh together, enjoy the season and get outdoors.
• Meet Your Candidates – a joint event in the Philippines with Harvard Business School and Kellogg where we invited the country’s Presidential candidates over free flowing food and wine. About 1,300 attended and it was aired live over the country’s largest TV network and replayed twice. All major news outlets were in attendance.

• The opportunity to have Mask and Wig was amazing. We were able to help them find an affordable space (local public elementary school auditorium) and provide a Q&A session with Baltimore city students. It was a great community and Penn Club of Baltimore event!

• The Penn Club of Boston’s most unique event was our Ben’s Birthday Bash event. This past January we worked with a library in the special collections department of the Boston Public Library to have a private viewing of documents about and by Benjamin Franklin. We were able to view and interact with letters written by Benjamin Franklin, an original copy of Poor Richard’s ‘Almanack’ from 1738, and an issue of the Pennsylvania Gazette from May 9, 1754 that included an early printing of the ‘Join or Die’ image that became popular during the American Revolution. We then headed over to a restaurant that specialized in dessert to cap off the celebration.

• Penn Undercover with Maureen Rush - I had several alums tell me afterwards that they wish they hadn’t missed it. Those in attendance found it very interesting and informative. I loved this event and its real Penn connection.

• Millennial Career Panel discussion – How to create a work culture that attracts and retains millennials.

• We’ve really zeroed in on what works well for our New Student Sendoff (a family-friendly ice cream social in someone’s house) and our Penn/Princeton game is a huge hit with lots of attendees and fun red/blue and orange/black snacks and decorations.

• Lunch Across the Loop – Lunches among groups of Penn alumni working in the Loop in Chicago.

• St. Louis Airshow – Penn alumni came together and enjoyed the St. Louis Airshow together. The group used a Navy jet as a meeting point that the Penn Club’s President flew. Blue Angels and Canadian Snowbirds flew a number of flybys during the 100 year celebration of Boeing at the Airshow.

• Alumni volunteering at the Sulzbacher Center (homeless shelter in Jacksonville). Community outreach/volunteering is new to our program cycle, and we will continue to do similar events annually.
What was your club’s biggest challenge this year?

- Succession Planning
- Growing/engaging membership
- Getting started or rebuilding
- Planning the University Speaker event
- Recruiting board members
- Developing programming
- Technology/website
- Budget constraints
- Legal issues
- Obtaining tax status
- Managing flow of Ivy plus events
- Club governance
- Club organization
- Information sharing (tracking membership, event information, etc.)
- Increasing attendance/interest

We look forward to addressing your challenges and building on successes together. Please check out our resources website (www.alumni.upenn.edu/leadershipresources) for more information or reach out to your liaison.

Thank you for a great year!