



Alumni Club
Knowledge - Relationships

KR Alumni Club “At a glance”

Creating local and global value

Kellogg Alumni Relations - Influencing future decisions	Kellogg Alumni Advisory Board – “Best Practices”, etc
Kellogg Club Leaders Forum - Proposals submitted	KAN - Power Up, Success Stories, Power Up Survey

Global value

Local value

Strengthening KR Alumni/KR student relationships
Presenting KR Alumni Club to senior KR student class, Alumni interviewing KR program applicants, joint KR alumni/student projects.
KR Re-Connect
Re-connecting “lost” KR Alumni to the Club: (i) Living in Israel, (ii) Living abroad, (iii) Palestinian alumni
KR Careers
The best jobs for KR Alumni (and unemployed / non-sponsored KR students)
Kellogg-Recanati Cares
Community projects (Kadima, KR09 SIP), KR Women’s Forum, Raise funds for charity, Dean’s Dinner annual charity raffle.
PR
KR Alumni Club logo definition & usage, articles in multiple publications, Dynamic/content-rich website, annual KR Branded items, KR Branding photo competition, DVDs worldwide.
Core events – 7 to 9 per year
Annual Deans Dinner, Alumni Club joint events (INSEAD, Recanati EMBA, NYU Stern, etc), Israel/Chicago Chamber of Commerce events, Wine Event, Go-Karting, Open Door events, Kellogg Worldwide Wednesday
Culture
“Knowledge-Relationships”, “Alumni helping Alumni”, KR Alumni Survey driven activities
Creating a strong, active, sustainable KR Alumni Board
Regular Board meetings, Continually strengthening the Board by securing new & active members, Distributed project responsibilities, Core inner team for rapid decisions & actions, financial controls & reporting, internal website for Board, Developed processes.

Vision: Build sufficient value to make the KR Alumni Club a key differentiator for future students, selecting MBA education in the Middle-East.