Club Assessment Checklist
Congratulations on being a club leader! If you are looking for a roadmap to success and want to evaluate how your club is doing, we can offer insight into some key performance indicators. Keep your club size in mind and program accordingly.

Determining Your Club’s Annual Programming Goal

<table>
<thead>
<tr>
<th>Club size</th>
<th>Number of alumni in market</th>
<th>Events and Programming Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>250 alumni or less</td>
<td>1+ event per year</td>
</tr>
<tr>
<td>Medium</td>
<td>Up to 750 alumni</td>
<td>4+ events per year</td>
</tr>
<tr>
<td>Large</td>
<td>Up to 1,000 alumni</td>
<td>6+ events per year</td>
</tr>
<tr>
<td>Key market</td>
<td>1,000 or more alumni</td>
<td>8+ events per year</td>
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</tbody>
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Key Performance Indicators that Drive Club Effectiveness

**Leadership**
- □ Has a leadership team
- □ Has a vision statement, mission, and structure
- □ Holds regular meetings

**Programming**
- □ Participates in Worldwide Booth Night
- □ Offers a variety of programming
- □ Leverages local alumni as speakers, panelists, and/or hosts

**Communication**
- □ Maintains a social media presence locally
- □ Works well with Alumni Relations
- □ Follows protocol for event and communication requests

**Collaboration**
- □ Works to include and cross-promote with special interest or affinity groups
  - Chicago Booth Women’s Network (CBWN)
  - Chicago Booth Angels Network (CBAN)
  - Chicago Booth Black Alumni Association (CBAA)
  - Chicago Booth Energy Network (BEN)
  - Chicago Booth Real Estate Alumni Group (REAG)
- □ Works to include and cross-promote with campus partners
  - Admissions, Careers, Corporate Relations
  - Centers like Polsky, Rustandy, Kilts, BFI, etc.

**Student and Alumni Engagement**
- □ Supports when treks are local
- □ Connects with students interning over summer (city captains)