

Board Member Orientation

This guide is a customizable outline to support your onboarding of new board members. It provides a clear overview of expectations, responsibilities, and available resources for volunteers serving on your club's board. Feel free to tailor the content to reflect your club's structure, programming, and communication style. The goal is to ensure every new board member feels informed, supported, and empowered to contribute meaningfully to your alumni community.

Welcome Message

Welcome! We're excited to have you join the [Club Name] Board. We'd like to outline your responsibilities, expectations, and available resources as a club leader. Thank you for your commitment to building community and advancing Northwestern's mission.

Role Description

As a club leader, you help shape the club's programming, outreach, and engagement. Board members are expected to:

- Attend meetings and events
- Contribute to planning and execution of club activities
- Represent the club and Northwestern with professionalism
- Be a current dues-paying member of the club
- Make a philanthropic gift to Northwestern University annually
- Read and sign the [volunteer confidentiality agreement](#) and [volunteer code of conduct](#)
- Meet with your predecessor and Club President to review expectations and club history before your first board meeting

Club Mission

Our club connects alumni, families, and friends through meaningful programming. Signature club events include:

- Career and networking opportunities
- Social gatherings and cultural outings
- Athletics and school spirit activities
- Philanthropy and scholarship support
- Family-friendly and life-stage programming

Board Resources

- **Board Roster:** [Insert link to current board roster]
- **Meeting Schedule:** [Insert frequency, e.g., quarterly or monthly]
- **Agenda Submissions:** Email proposed topics to the Club President [insert number] days in advance
- **Event Calendar:** [Insert hyperlink to calendar or shared document]
- **Budget:** [Insert club-specific details on revenue management]
- **Shared Documents:** [Insert link or description of shared Google Drive, Slack, etc.]

Club Communications

The Northwestern Alumni Association (NAA) and Kellogg Alumni Relations support volunteers with a dedicated [support team](#) that assists clubs with branded, copy-edited event registration pages and email communications.

- All mass communications must go through Northwestern's official support system.
- All club emails must be submitted via the [project request form](#) at least four (4) business days before the desired send date.
- Due to data privacy laws, alumni contact lists may not be shared or used with external tools.
- For audience updates (e.g., spouses or frequent attendees), email ONVolunteers@northwestern.edu.

Club Expectations

Our club is expected to follow the NAA's [Leading Strategy Model](#) (LSM)—a framework designed to support club success, maintain active charter status, and drive meaningful alumni engagement. Clubs are asked to meet the baseline level of the LSM annually.

Leadership Development

Held annually in Evanston, the NAA's [Leadership Symposium](#) is open to all board members. It's a great opportunity to:

- Network with fellow alumni leaders
- Learn best practices
- Celebrate volunteer achievements