

GBM Policies and Best Practices 2023-2024

Dear Club Leaders,

We have created the following guide to help strengthen the GBM Engagement program, and to provide more guidance in creating a better GBM experience. **The GBM program is meant to provide meaningful opportunities for students to participate in clubs, acquire hands-on experience with various topics/industries, and to form connections between passionate students and clubs without holding a formal leadership position.** Not only will a General Body Member program ensure that students are able to identify organizations that they are interested in without being a committee member, but it will also help your club leadership team identify members that have strong leadership potential as future committee or board members.

For students, the GBM program will alleviate the stress of club applications within their first several weeks, and help ensure they are able to find community at Wharton. We hope you put yourself in your freshman year shoes, and think about the best way you can create a non-competitive community for incoming students at Wharton.

Currently, given the lack of clarity for the varied role of GBMers within different clubs, the position offers less benefit to first and second-year students. We hope that this guide clarifies some of this confusion.

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Policies

Each club needs to create a position of *Chair of General Body Members*¹ who will serve as a touchpoint for GBMers and be responsible for the following non-exhaustive activities:

1. Maintaining a GBMer Engagement Plan, which should be submitted to us on an annual basis in the Fall unless you anticipate serious changes between semesters):

- a. Mapping out all General Body Meetings including:
 - Opportunities and areas for GBM students to get involved. This is separate from just attending events.
 1. We encourage you to think outside of the box. What is your club's value proposition for the average student? Perhaps this looks like opportunities for students to make marketing materials, organize an event, spearhead volunteer work, etc.
 - Specific career-related/professional development events (for non-committee members can engage in)
- b. Highlight additional opportunities for involvement offered to the GBMer throughout the year including but not exclusively:
 - Community building social events (open and promoted to non-committee members)
 - GBMer projects dedicated towards non-committee members
 - Volunteer events to create a positive impact on the West Philadelphia Community.
- c. Underscore the expectations, and meeting responsibilities for GBMers to ensure that members have a clear understanding of what is expected of them when taking on a role as a GBMer.
 - Please identify how your GBMers are different from those on your listserv.

2. Inviting students to join your GBM program

- a. All students must be allowed to join a club's GBM program.
- b. If a student is rejected from a club, they must be offered a GBM position in their rejection email.** This should not be advertised like the GBM position is a "lesser-than" position, but instead, encourage students to still get involved in your club.
 - i. Example of a bad rejection email: *I'm sorry to inform you that you have not been accepted into this club, but you can still join our GBM Program.*
 - ii. Example of a good rejection email: *While you didn't get your first choice committee, you have been invited to join our (GBM Program name). We feel as if you would be a great addition to our club in this role.* Then proceed to explain the GBM Program.

3. Tracking attendance, collecting data, and maintaining a list of GBMers throughout a semester.

- a. All events, including GBM, must be tracked through Campus Groups.**

¹ A current board member can serve in this role, in addition to their current role. For some of the larger clubs, we do recommend an additional board member to take this lone title given the workload associated with the role.

- i. You can generate QR codes or ask for a Penn ID reader for easy check in. There will be training on how to do this during President's training in the spring.
- b. We ask you to maintain a separate list of GBM members and people on your listserv. We remind you that we hope to differentiate those two roles in a club.
- c. Create a methodology by which the club will collect other data about GBM events, communication, and involvement. Data on student engagement can be used as touchpoints to identify strong potential candidates based on how involved certain members are. Examples of data collection could include:
 - i. Participation rates, email open rates, rating quality of participation, satisfaction metrics, etc.

We understand that clubs have different systems of operation so there is no one single perfect way to write the plan. It will also vary per the size of the club itself. Please reach out to your club liaison if you have any questions or concerns while developing your GBM engagement plan or other required deliverables.

Clubs with 100% acceptance rates are exempt from writing GBM plans. However, if this changes, they must notify Wharton Council, and submit a plan immediately.

Clubs will not be included on the centralized application without satisfying these requirements. This will be tracked by your Wharton Council liaison and revisited at the end of semester coffee chat.

Best Practices

We have compiled a list of best practices that we believe will help strengthen your GBM program. We encourage you to think creatively about your GBM program so that it provides students with value and unique experiences.



1. Create opportunities for GBM members to become meaningfully involved in your clubs — ask yourself: how can your club provide value to those not in leadership positions? That could mean:
 - a. Special committee for GBM with a task related to your clubs mission
 - b. Reserve 1 or 2 seats on regular committees for GBMer or create a rotating system for them to sit in on some of them.
 - c. Host workshops for them to learn about the industry/mission of your club
 - d. Create mentorship programs between senior members of your club and GBMers
2. Ensure that your GBM Chairperson is not involved in too many responsibilities, but instead is focused on growing your GBM program and increasing its reach and effectiveness.
3. Organize socials and events where your GBM members and club leaders can get to know each other and mingle.
4. Create a set timeline of events so that your club is committed when things get too busy. Aim to have one GBM meeting bi-monthly or a total of six to ten meetings per semester. (This is just a suggestion. We encourage you to go above and beyond this.)
5. **Focus on marketing!!!**
 - a. Ask yourselves if you would rather join a “General Body Membership” program or a committee with a name that is specific to your club and the role of the GBM member. For example, joining a club’s “Think Tank” or “Volunteer Committee” is more enticing than being offered a general body membership.
 - b. When being offered membership, never phrase it as a second hand position, but instead position it as an opportunity for students to join.
6. Remember to find how GBM members can be valuable to your club and how you can be valuable to your GBM members. We hope to foster a mutually beneficial relationship between clubs and students.

Example GBM Engagement Plan

Please note that this plan is not exhaustive; it offers an outline and framework for the development of an engagement plan that is tailored to the needs of your organization. Your plan and expectations may look entirely different.



GBM TEAMS OVERVIEW

Wharton Council's GBM Teams are designed to **enhance the Wharton community through engagement and recommendations**. Interested students should join during the Fall or Spring club recruitment cycle and indicate their team preference. GBM members are encouraged to regularly participate in team meetings and maintain effective communication with Council Committee liaisons. Involvement in a GBM team does not influence students' ability to become a Wharton Council Committee Member.

SPECIAL EVENTS

The Special Events Team will plan events for the Wharton Community. Members will **brainstorm ideas, create marketing designs, and handle logistics** including catering and photography. This team seeks students who are creative, innovative, and are looking to strength communication, organization and marketing skills.

RESEARCH

The Research Team will **analyze club recruitment data to develop recommendations** to improve Wharton Clubs. This team looks for students who are data driven and curious, and are looking to strengthen skills in communication, analytics, interpretation, and consulting.