

The Prestige Project

ENHANCING ENGAGEMENT WITHIN THE
ECONOMIC CLUB OF CHICAGO

Ira Deshmukh
Charles Lindquist
Maris Ackerman

THE
ECONOMIC
CLUB ^{OF}
CHICAGO

SWOT ANALYSIS

Strengths

- Strong Reputation
- Strong Network
- Cross-Industry Membership
- High-Quality Events

Weaknesses

- Limited Millennial Engagement
- Lack of Diversity
- Membership Cost
- Average engagement

Opportunities

- Millennial and Gen Z Engagement
- Enhancing Diversity and Inclusion
- Strengthening Partnerships

Threats

- Junior Economic Club
- Commercial Club
- Local Government
- Federal Government
- Vengeful Former employees
- Activists

*building on the ‘*what’s in it for me*’ aspect & diversity (fostering a space for members to feel like their identities *are represented* and can use their voices to *represent*).

IDEA ONE

*"[ECC] wanted to provide a venue for experienced leaders to meet future leaders so they could pass on their business and civic ideas and ideals." (ECC)**

Returning to a Classic: Appealing to Exclusivity for Engagement and Retention

ENGAGEMENT | EXCLUSIVITY | RETENTION

PHASE ONE

Core Idea:

- ECC members earn points for attending events in exchange for rank.
 - Use a point system to represent members' attendance.

Possible Point Values:

- Black Tie Dinners: **20 points**
- *Volunteer Events*: **5 points**
- *Sponsoring Seats*: **5 points**
- Lunches/Small Meetings: **10 points**
- Networking Events/Member Exchanges: **5 points**

Leaderboard

- Points are displayed on the member dashboard.
- Previously used by the ECC.



MEMBER DASHBOARD

Member Dashboard

Member Directory

Upcoming Meetings

Member Exchanges

ECC Connect **NEW**

Committees

New Member Hub

Candidates

Reciprocity

Member & Club Guide

Orders

ECC Points: 100
Position: #34
Behind: John Doe

! You have one or more candidates with an incomplete application. [Click here](#) to update your candidates.

SPRING

ECC Points: 100
Position: #34
Behind: John Doe

5:30 - 8:30 PM

ONE-ON-ONE MEMBER CONNECTIONS

ECC CONNECT



START CONNECTING | ENROLL HERE



Tweets from @EconClubChi

Follow

ECC

Econ Club Chica... @EconClub... · May 18
Watch @Endeavor CEO Ari Emanuel discuss his all-time favorite movies with #EconClubChi.



ECC Points: 100

PHASE TWO

Introduction of Rank

- ECC members are broken into four levels.
- Members receive pins based on rank.
- At the end of each year, those who engaged and attended every event win are awarded the Limestone Teter.

Possible Rank Requirements :

- Platinum: 80 points
- Gold: 70 points
- Silver: 1 point
- Unranked: 0 points



PHASE THREE

Still Wanting to Win: Reward System Stability in Healthy Aging

Laura Opitz^{1,2†}, Franziska Wagner^{1,2,3†}, Jenny Rogenz^{1,2}, Johanna Maas^{1,2}, Alexander Schmidt^{1,2}, Stefan Brodoehl^{1,2} and Carsten M. Klingner^{1,2}*

¹ Hans Berger Department of Neurology, Jena University Hospital, Jena, Germany, ² Biomagnetic Center, Jena University Hospital, Jena, Germany, ³ Clinician Scientist Program OrganAge, Jena University Hospital, Jena, Germany

Redeeming Points

- ECC members have the chance to exchange points for exclusive merchandise and opportunities

Members can redeem for:

- ECC Varsity Jacket
- Mugs, T-shirts, Paperweights
- Hoodies, Sweatshirts

Platinum members can redeem for:

- Private Chef Dinners
 - Great experience for club members that also benefits chefs in the area and supports their restaurants.
- Bulls/Sox/Cubs Tickets
 - ECC night: Getting a suite, throwing out the first pitch
- Sunset Boat Cruise
 - Taking time out of your busy members' schedules to enjoy the Chicago skyline, eat, drink, & network.

HOW AND WHY?

Tracking Engagement:

How:

- Pen and Paper
- Member Planet
- Salesforce
 - Both can be white-labeled and injected into the ECC's website.

Why:

- Phases one and two are proven ways of increasing engagement.
- Evidence gathered from both ECC members and other organizations that operate in a similar way.

IDEA TWO

“Cultivating the next generation of civic leaders by connecting them to the luminaries of today.”
(ECC)

Unlocking Potential: A Partnership to Empower the Next Generation of Leaders

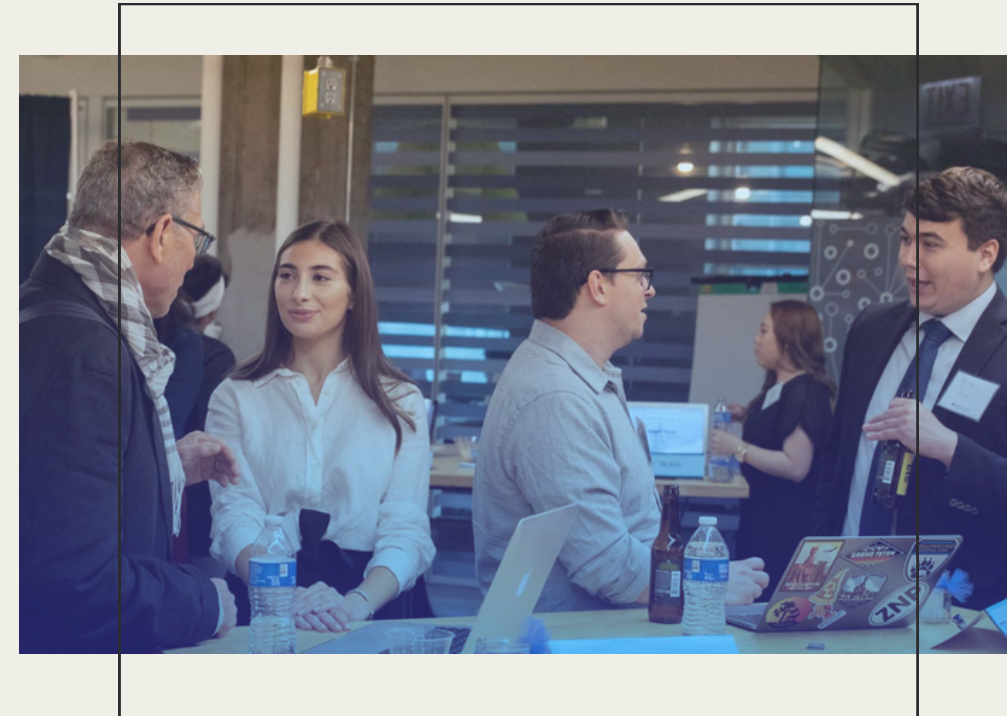
PARTNERSHIP | TRANSFORMATIVE | DEVELOPMENT

STRATEGY



The Plan:

- Inviting a few graduate departments from a university to collaborate with the ECC.
- The university will nominate up to 5 exceptional graduate students from their departments who have stellar academic records, leadership qualities, and a strive for excellence.
- These students will then be divided among the ECC committees.



Social Media Spotlight:

- Creating content highlighting the partnership, events, and activities involving the nominated graduate students with their sponsors or mentors; LinkedIn & Instagram/Facebook
- This will help with social media visibility, and by focusing on the partnership content, the ECC can retain the exclusivity of their other features and still have consistent social media presence/visibility.

STRATEGY & MERITS



Sponsoring Seats

- ECC members could sponsor a table related to the university partnership. This also helps in case of member absences from events. If someone cannot attend an event, they could have a student table from the partnered university and:
 1. Receive (n) number of points (attendance incentives – Idea 1);
 2. Act as mentors for some of these students;
 3. Build on the member's legacy.

Merits

- **Infusion of Fresh Perspectives and Innovation:** ECC can tap into the energy, creativity, and unique perspectives of millennials and Gen Z. These younger leaders can bring a fresh approach to problem-solving and contribute innovative ideas that can propel the ECC forward.
- **Long-Term Sustainability:** By creating a space for increased opportunities for collaboration & fostering a culture of continuous learning, the ECC can build a pipeline of diverse, thought leadership.

IDEA THREE

“Foster meaningful connections among Chicago leaders to encourage dialogue on important economic and social issues and to cultivate the next generation of civic leadership.” (ECC)

Amplifying Impact: Fostering Collaboration for Sustainable Change

COLLABORATION | IMPACT | EMPOWERMENT

CIVIC ENGAGEMENT

Expand ECC's partnerships with local organizations and initiatives that are driving positive change in Chicago

Embedding DEI

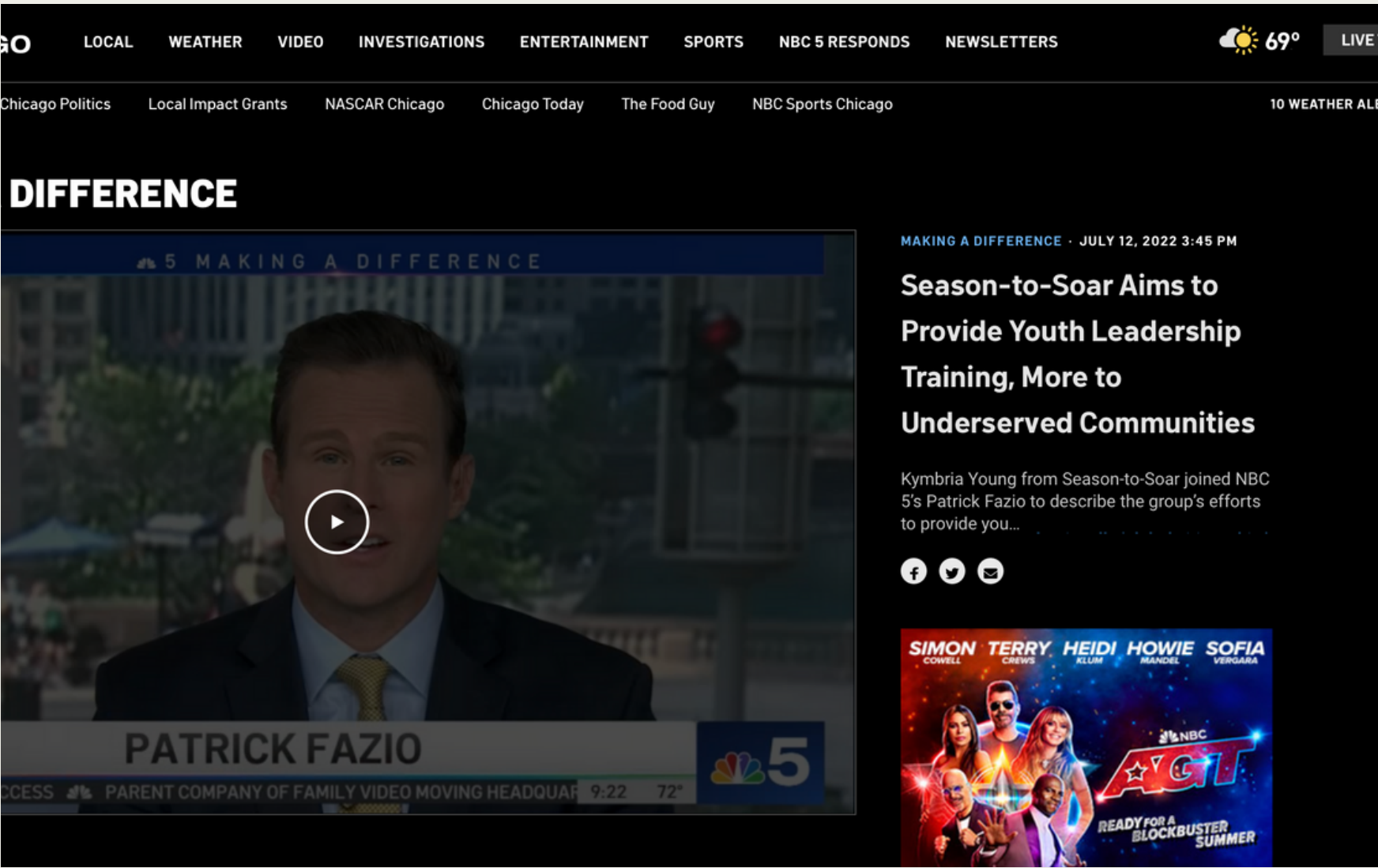
- Provide a space for members to represent and be represented and stay engaged.
- Remain as the leader of civic engagement and establish themselves as a leading platform lending support for DE&I.
- Have the power to amplify voices that have traditionally been unheard, fostering a more equitable and inclusive Chicago.

Possible Partnerships

- **Season to Soar**
 - Mission: "To uplift underserved communities by providing youth leadership training, fostering global citizenship, and distributing essential resources."
 - Global Youth Leadership Program
- **The Resurrection Project**
 - Mission: "Creating community ownership, building community wealth, and serving as stewards of community assets in Chicago's southwest neighborhoods."
- **Demonthon**
 - "DemonTHON is a year-long fundraising organization, benefiting Ann & Robert H. Lurie Children's Hospital of Chicago that culminates in a student-run Dance Marathon every spring."

MERITS & OPPORTUNITIES

- **Reshaping Chicago's Narrative:** By championing civic engagement and promoting positive change, the ECC will emerge as a transformative force, shaping the narrative of Chicago's future.
- **Meaningful Member Engagement:** By providing access to resources, platforms, and opportunities for active participation, ECC members will experience a renewed sense of purpose, engagement, and pride in being agents of change.
- **Sustainable Community Impact:** Through community service initiatives, this will leave a lasting, positive impact on the neighborhoods they serve, improving lives, fostering growth, and inspiring future generations to contribute to their communities.



- **Positive Media Engagement:** Media coverage is common amongst large community events. ECC's presence at these events will be sure to stir up positive media about the club and its members, only further enhancing ECC's reputation in Chicago.



"One of the great mistakes is to judge policies and programs by their intentions rather than their results."

Milton Friedman

QUESTIONS?

