



AWS Cloud Clubs

AWS Cloud Clubs are award-winning student-led user groups for post-secondary level students and independent learners. Led by Cloud Club Captains, student leaders on campus, Cloud Club membership is open to any learner aged 18+.

Program Brief

Management:	The AWS Academic Advocacy Team within Developer Experience
Staff:	Jen Looper , PhD, Head of Academic Advocacy Tracy Wang , Global Community Manager Curtis Evans and Stephen Howell , Developer Advocates Ko Kashiwagi , Program Manager
Statistics:	<ul style="list-style-type: none">● 2023<ul style="list-style-type: none">○ 80 Clubs○ 10 Regions● 2024<ul style="list-style-type: none">○ 110 Clubs○ 37 Regions● Projected in 2025<ul style="list-style-type: none">○ 250 Clubs○ 50 Regions
Web Homes:	🌐 AWS Student Hub AWS Cloud Clubs (The Student Hub) 🌐 AWS Cloud Clubs (Cloud Clubs Home) 🌐 AWS Cloud Clubs Meetup Pro (Meetup Home)
Timeline:	<p>AWS Cloud Clubs was launched in February, 2023. There were two cohorts in 2023 and one in 2024. The 2025 Cohort for new Captains, launching in January, 2025 is C4. New Captains can audition to join the program once a year. Captains agree to our terms and conditions and Code of Conduct prior to onboarding. We off-board inactive Clubs by October of the same year.</p>



Program Details

Becoming a Cloud Club Captain

We accept approximately 7% of the applicants to a Cloud Club Captain cohort. Captains join the program after undergoing our team's vetting system by being invited to a cohort at the beginning of each calendar year. The application process includes:

- Essays giving details on technical expertise and community building acumen
- A 5-minute video explaining a technical topic for a student audience
- A stamped letter attesting a university's permission to open an AWS Cloud Club on campus or a letter from a faculty sponsor outlining their alignment to the Captain's plan

Program Goals

The program has several goals assessing its reach and quality, including:

- Membership targets as counted on meetup.com
- Numbers of Captains
- Numbers of Clubs
- Numbers of events hosted by Captains, averaged over Clubs
- Percentage of global coverage
- Event quality as measured by attendee CSAT
- Number of hands-on activities hosted by Captains vs. listen-only presentations
- Numbers of Student Community Days hosted by Clubs, globally
- Traffic to Student Hub

Expectations of a Cloud Club Institution

- ☐ Enable Cloud Clubs to open and operate on Campus
- ☐ Allow students to meet on campus without charge according to policy, including large events which may require assistance and budget
- ☐ Engage with faculty sponsors to keep apprised of club events

- ☐ Welcome visiting speakers

Faculty Expectation

- ☐ Be available to a Cloud Club Captain for coaching and advice
- ☐ Help connect your university's Captain to helpful local stakeholders
- ☐ Assist in Cloud Club events when asked, if possible

Captain Expectation

- ☐ Build your AWS Cloud Community on your campus, following the directives in the Handbook
- ☐ Align to the program's Code of Conduct and Terms and Conditions
- ☐ Collaborate with your university and faculty and your local AWS User Group Leads, Community Builders and Heroes
- ☐ Collaborate with the Academic Team and your fellow Captains
- ☐ Host bar-raising events on campus and/or online
- ☐ Establish a regular cadence of events within your one year's tenure
- ☐ Build your core team and ensure the healthy succession of your Club once you graduate
- ☐ Establish a feedback loop to make the program better over time
- ☐ For regional Captains, build an equitable regional Club with a satellite system of Captains covering important universities in your region

Captain Perks Ladder 2025

In 2025 we are offering a new perks ladder based on a progressive badging system.

Captains unlock perks for themselves and their clubs by executing high-quality events for their community on campus, or by participating in global, cross-club events. At the minimum, they offer four events per year of their tenure, one per quarter. Perks include swag, exam vouchers and licenses for educational platforms for Captains and some of their Club members and AWS credits.

New Captains are welcomed with a box of swag; continuing Captains are welcomed back with a swag kit

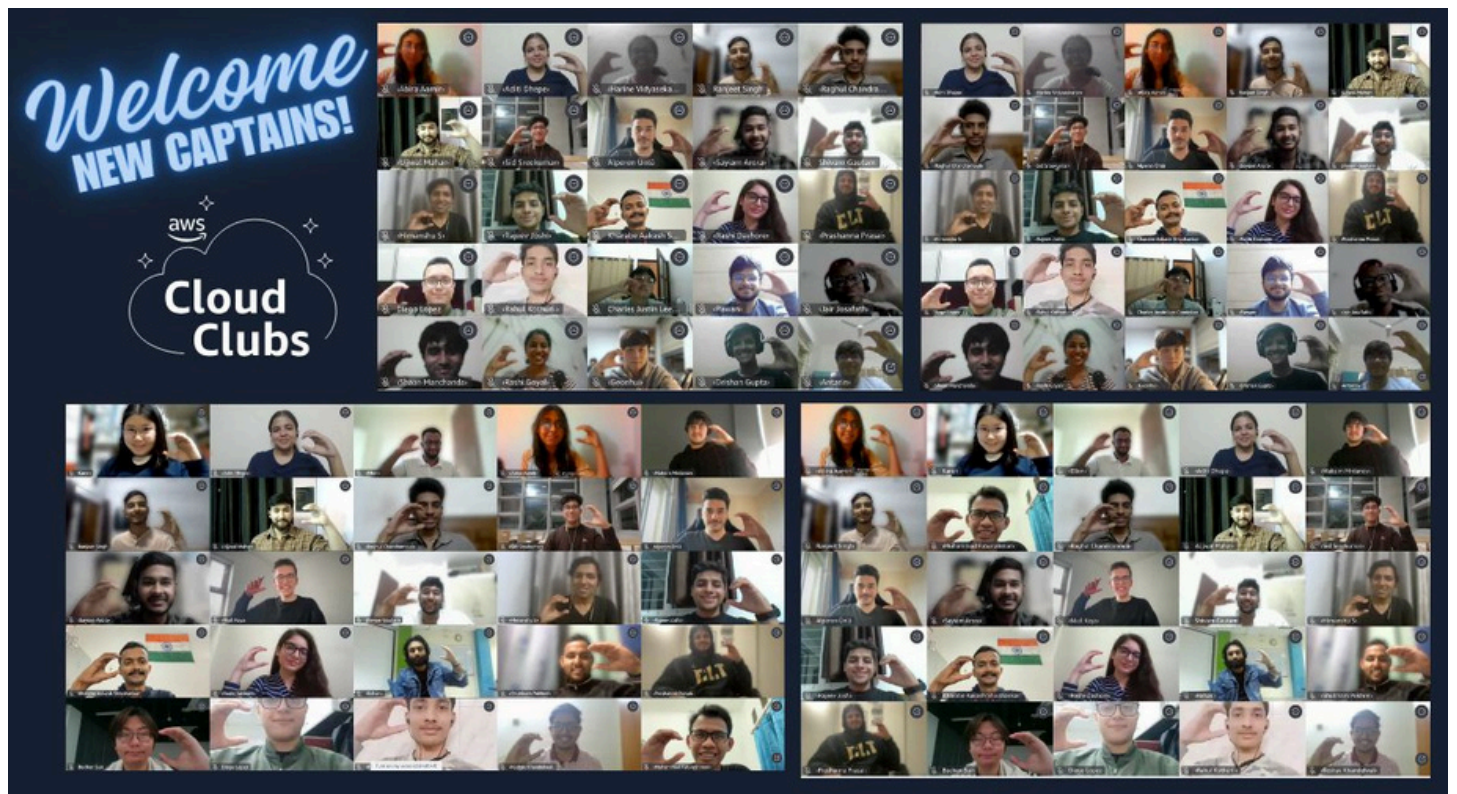
Q1: Bronze badge - Captain hosts 'Introduction to the Cloud' presentation event to kickoff the Club

Q2: Silver badge - Captain hosts a speaker to give a presentation on the AWS Cloud.

Q3: Gold badge - Captain hosts a hands-on activity session

Q4: Platinum badge - Captain plans for and executes a self-funded Student Community Day on campus

Captains who earn all 4 badges are granted Diamond status and graduate from the program with a farewell swag gift



Contact

Prepared by:

Jen Looper, Head of Academic Advocacy

Contact:

awscloudclubs@amazon.com

Date:

Oct 11, 2024