
2024-2025 Michigan District Of Key Club

Strategic Plan

Created by District Governor Jenna Morrison

Critical Issue 1: District Committees

Goals:

1. Increase accountability, productivity, and contribution to the district board from committees
2. Outline clear and achievable goals with each committee to set up a timeline for these goals

Recommended Action

1. Goal 1
 - a. Continue creating quarterly kits within committees.
 - b. Encourage committee chairs to pursue their SMART Goals.
 - c. Require every committee to submit meeting minutes and agendas after every meeting.
 - d. Create a shared committee work drive that the district board has access to for easier accessibility to committee resources and for increased accountability.
 - e. Create a master committee calendar that marks dates for each committee meeting for better organization and accountability.
2. Goal 2
 - a. Meet with each committee chair and create a committee description and directives that align with the goals of the district.
 - b. Create a timeline with dates for the goals that each committee wishes to accomplish to use as a guide.

Critical Issue 2: District Events

Goals:

1. Work to make District events more anticipated and inclusive to Key Club members across the District.

Recommended Action

1. Goal 1
 - a. Work with events co-chairs to create fun, interactive event themes to excite Key Clubbers.
 - b. Allow key club members to submit workshop ideas to present and lead at Fall Rally and SLC.
 - c. Consult the District Administrator and District Treasurer before SLC registration to determine if there is enough left in our yearly budget to create an SLC scholarship fund key clubbers can apply for or to have a discount for clubs that have never attended a district event or have not in the past 3 years.
 - d. Create formal invitations from the governor and district administrator to clubs that have not attended a district event before.
 - e. Prioritize promotion of district events through social media platforms and newsletters.

Critical Issue 3: Governor's Project

Goals:

1. Continue the Governor's project to promote collaboration and service together as a district.

Recommended Action

1. Goal 1
 - a. Announce the Governor's project to the District Board before ICON.
 - b. Promote the new Governor's project through Instagram after the announcement to the District Board.
 - c. Collaborate with the INTL Partners and Projects Chair to create newsletters, posts, and a kit on the Governor's project.
 - d. Collaborate with the District Treasurer on a District Fundraiser to support the Governors project

Critical Issue 4: Reactivating Clubs

Goals:

According to the 2024-2025 Michigan District Directory April Addendum, there are 48 inactive Key Clubs in the MI District.

1. Reactivate 50% of inactive clubs in the Michigan District

Recommended Action

1. Goal 1
 - a. Dedicate time to identifying the top 2 inactive clubs in each division with the highest membership and meet and work with their LTG to get them active again.
 - b. For clubs that still meet, I will work with our district secretary and LTGs to make sure these clubs are turning in their ERF and dues.
 - c. For clubs that are truly inactive and no longer meeting, I will work with LTGs to get in contact with schools to gather interest in rechartering/reactivating.

Critical Issue 5: Involvement of Specific Divisions

Goals:

1. Reactivate and increase the involvement of divisions 1, 2, 3, 4, 5, 9, 10, 11, and 14 at district events and within their own divisions.

Recommended Action

2. Goal 1
 - a. Work with these LTGs to help reactivate and reinvolve clubs in their division.
 - b. Target promotion at clubs who did not attend district events last service year to increase the number of “first-timers” at convention.
 - c. Establish communication with officers, advisors, and sponsoring Kiwanis clubs in these divisions so lack of communication does not reestablish itself.
 - d. Contact clubs in these divisions and formally invite them to district events.
 - e. Ensure that promotion for events reaches the club leadership in said division.
 - f. Work with LTGs to promote a collaborative and safe division culture.

Critical Issue 6: Membership Growth

Goals:

1. Maintain the Michigan District's membership from past years.
2. Grow membership in the district through chartering of clubs and encouraging the growth of existing clubs.

Recommended Action

1. Goal 1
 - a. Work with LTGs to ensure that all active clubs turn in dues to KCI on time.
 - b. Work with the district treasurer and LTGs to provide resources that aid in the process of turning in dues.
 - c. Use an organized spreadsheet accessible to the whole board to track which clubs have turned in dues.
2. Goal 2
 - a. Collaborate with the New Club Building committee to identify at least two schools in each division that have the potential for a Key Club.
 - b. Collaborate with the Membership Development Committee to distribute resources to clubs that provide strategies for club/membership growth and recruiting.
 - c. Work with our District Administrator to send a Key Club postcard to every school in the state without a Key Club to garner interest in Key Club.
 - d. Visit a superintendent conference to promote Key Club to schools in Michigan.