

Michigan District of Key Club

Strategic Plan 2019-2024

CRITICAL ISSUE 1: COMMITTEE WORK

GOAL: Increase the amount of cohesive committee work within the district.

RECOMMENDED ACTION:

1. ESTABLISH directives for each committee at the beginning of their terms and the key club year.
 - a. Create a set list of specific goals for the committee for the year through collaboration with the Governor and Chairperson.
2. ESTABLISH a monthly report form for input from committee chairs to increase collaboration and idea sharing between the branches of the board.
3. REQUIRE committees to be active on social media in order to more effectively promote committee materials/kits.
4. DESIGNATE a certain committee member in each respective committee to assume the role of committee chair, if the committee chair has resigned and or been removed.
5. ESTABLISH committee meetings via Anymeeting, committee chairs must coordinate with their respective adult liaison to set up meeting dates and times.
 - a. Committee chairs will be assigned the job of creating and sending out agendas for every meeting, along with taking meeting minutes.
 - b. In order to change committee meeting dates and or times, the committee chair must coordinate with their adult administrative team committee liaison before said meeting is scheduled to take place.

CRITICAL ISSUE 2: TRANSITION BETWEEN BOARDS

GOAL: Increase the effectiveness of the transition period between boards.

RECOMMENDED ACTION:

1. CREATE a "survival kit" for each successor that includes the following Information:
 - a. To further advance the "survival kit" it should include but not be limited to email etiquette and how to present yourself to the District/your division.
 - b. Communication inventory outlining all modes of communication used by the predecessor during the year, including, but not limited to: Skype, Google +, conference calling, email, and facebook.
2. ENCOURAGE communication between each immediate past board member and his or her successor greater than the post-conference board meeting on an agreed upon basis.

- a. Prior to Spring Board there should be an “Anymeeting” scheduled with the LTG chair or Governor to discuss any questions the newly elected LTG should have.

3. BRING the immediate past Governor and an immediate past LTG and/or the LTG chair of the Michigan District of Key Club International to attend Spring Board. The immediate past Governor and LTG should only be there as an aid of transition between boards and should not stay more than one night.

CRITICAL ISSUE 3: INVOLVEMENT OF SPECIFIC DIVISIONS

GOAL: Increase the involvement of weak divisions in the district at district events and programs.

RECOMMENDED ACTION:

1. DETERMINE a new procedure for establishing a lieutenant governor in divisions who have no candidates during Service Leadership Conference.

2. ENCOURAGE participation of weak divisions in district activities (a weak division may be characterized by lack of a lieutenant governor, low attendance at district events, and/or little communication with the district.)

- a. Seek a lieutenant governor(s) at the beginning of every term or appoint a LTG Chair to serve for this division.

- b. Establish communication with officers, advisors, and sponsoring Kiwanis clubs in said division.

- c. Ensure that promotion for events reaches the club leadership in said Division

- d. Find new ways to encourage clubs to be more involved (**this needs more information. Be more involved in what?**)

3. TARGET promotion at clubs who have not attended district events in the past to increase the number of “first-timers” at Service Leadership Conference each year.

4. CREATE promotional material for the lieutenant governor position, explaining the significance of the position to the members.

5. CREATE a sub-committee to better ensure that clubs are receiving materials. LTG pairs, two year LTGs team up with LTGs of the weaker divisions to help them contact their clubs.

6. ENSURE that zone advisors are remaining in contact with the advisors along with the LTGs. Develop guidelines for LTGs to deal with difficult or resistant clubs.

CRITICAL ISSUE 4: MEMBERSHIP DEVELOPMENT

GOAL: Increase district membership through promotion and resources.

RECOMMENDED ACTION:

1. INCREASE District/ International awareness.
 - a. Utilize the promotional material, such as videos and flyers that the International and District boards create by sharing them via the district website and social media.
 - b. Suggest the Lieutenant Governors to share all material created by the International and District boards to their assigned clubs.
2. EXPLAIN to members why Key Club's core values of leadership, caring, character building, and inclusiveness makes it unique.
 - a. Create more resources, including videos and flyers targeted towards increasing and retaining membership.
3. INCREASE parent involvement and awareness.
 - a. Send resources to clubs to distribute at freshman orientations, open houses, parent-teacher conferences, etc.
 - b. Develop specific Key Club and parent service projects.

CRITICAL ISSUE 5: DISTRIBUTION OF RESOURCES

GOAL: Increase the effective distribution of resources in the district and their utilization by clubs.

RECOMMENDED ACTION:

1. ENSURE that all materials essential to running a club (i.e. service directory, membership kits, etc.) are released earlier and focus our first kit on running a club and club upkeep. Have them done by mid-September to be e-mailed out and then available at Fall Rally in paper.
2. SURVEY both outgoing officers and SLC attendees at SLC. Use this data to help plan other district events and keep our District updated to the needs of our members. Follow the guidelines of the Membership Experience Survey developed by KCI but more specialized toward the Michigan District.
3. PROMOTE resources at established district events using alternative methods approved by the adult team ahead of time. LTGs should use divisional time and be creative in ensuring the distribution of resources at OTCs, Fall Rally, and SLC.

CRITICAL ISSUE 6: KIWANIS AND KEY CLUB INTERACTIONS

GOAL: To improve the relationship between Key Club and Kiwanis in the district.

RECOMMENDED ACTION:

1. ENCOURAGE communication between Key Clubs and Kiwanis Clubs.
 - a. Invite Kiwanis members to meetings and district events and engage with Key Club members.
 - b. Keep the Kiwanis district board up to date with Key Club events and

Projects.

c. Represent Key Club at Kiwanis events (both at the district and the club level.)

2. EDUCATE Key Club members on how Kiwanis can help support our Organization.

a. Offer workshops about Kiwanis and Key Club interactions at district events each year.

b. Explain the ways Kiwanis can support individual Key Clubs in funding projects and providing volunteers.

3. UTILIZE the different Kiwanis-Family Chair's kits and foster communication between varying Kiwanis-Family Chairs.

CRITICAL ISSUE 7: TECHNOLOGY

GOAL: Continue to provide resources and information to the district.

RECOMMENDED ACTION:

1. ESTABLISH a more robust online presence through the utilization of social media and personal emailing groups.

a. Assign Lieutenant Governors the task of creating their divisions' online presence (include committee chairs here)

i. Appoint the District Editor the task of monitoring LTG's online presence

2. CONTINUE to use the website as the District's main source and compilation of all promotional material, information, and resources.

a. District Governor and Editor will upkeep the website and remind others to update it

3. CREATE a means of communication from the District Board to the Club Board through the best means possible.

a. Work with the club officers to establish the best means of communication

b. Require outgoing club officers to place their successors in the chat as to continue the cycle

Original Strategic Plan prepared by Audrey Drotos, 2013-2014 District Governor, and the 2013-2014 Executive and District Boards.

Adopted by the Michigan District Membership at the 2014 District Convention.

Revised by the 2015-2016 Executive Board and adopted by the District Board.

Revised by the 2018-2019 Strategic Planning Committee and adopted by the District Board.