KEY CLUB INTERNATIONAL BOARD OF TRUSTEES BOARD COMMITTEE AGENDA

$\begin{array}{c} \textbf{BOARD COMMITTEE ON} \\ \underline{\textbf{EXECUTIVE}} \end{array}$

October 13-15, 2011

5. Adjournment

Orlando, Florida

Comn	nittee Members
Comm	
	Annie Lewandowski, Chairman
	Catt Lovins
	Austin Wu
	Jared Greene
	Randolph McKinnie
	Mike Downs, Staff Liaison
	Sue Petrisin, Kiwanis Liaison
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1.	Call to Order
2.	Information Items
	a. Board Performance
	b. Duties of a Trustee
	c. Key Club International convention
3.	Consent Items
	a. Club Poster Contest
	b. Club Video Contest
	c. Partners in Service Award
1	Action Items

KEY CLUB INTERNATIONAL BOARD OF TRUSTEES COMMENTS ON AGENDA ITEMS

BOARD COMMITTEE ON EXECUTIVE

Information Items

a. Board Performance

The Committee carefully reviewed the performance of members of the Board of Trustees. Topics included communication, interpersonal relationships, and the quality of resources provided to the respective districts. Upon evaluation, the Committee took appropriate measures to correct any issues and ensure an efficient governance as well as accountability to district board members.

b. Duties of a Trustee

The Committee looked over the duties of a trustee as listed in the Key Club International Guidebook and started to review possible changes that could be made. Conversation included: relevance to time, more structured duties, and vagueness.

c. Key Club International convention

Staff will present an update on plans for the 2012 Key Club International convention in Orlando. A speaker and entertainer has been selected and a new format for convention will be shared. The Committee will finalize a charity project as well as the elections procedure for the convention. .

Consent Items

a. Club Poster Contest

The Committee carefully reviewed the requirements of the Club Poster Contest. Upon review, the Committee has decided to change the requirements to only allow the first place winner from each district to be eligible to compete in the contest. They made the changes necessary to the Board policy as stated below.

Recognition Programs for Club

Club Poster Contest

- 1. B. The first and second place Key Club Poster contest winners from each of the organized Key Club Districts will be eligible to compete in the contest. In the case a district does not hold a district contest using the prescribed rules of this contest, the district may select an entry by other means and so certify by signature of the district administrator. Clubs existing within a non-districted area shall submit their entries to Key Club International.
- 2. B. The first and second place Key Club Poster contest winners from each of the organized Key Club districts will be eligible to compete in the contest. In the case a district does not hold a district contest using the prescribed rules of this contest, the district may select an

AGENDA WITH COMMENTS BOARD COMMITTEE ON EXECUTIVE

entry by other means and so certify by signature of the district administrator. Clubs existing within a non-districted area shall submit their entries to Key Club International.

b. Club Video Contest

The Committee carefully reviewed the requirements of the Club Video Contest. Upon review, the Committee has decided to change the requirements to only allow the first place winner from each district to be eligible to compete in the contest. As well as, all video entries must not contain any copyrighted music and be submitted in Quicktime format. They made the changes necessary to the Board policy as stated below.

Recognition Programs for Club

Club Video Contest

B. The first and second place Club video contest winners from each of the organized Key Club districts will be eligible to compete in the contest. In the case a district does not hold a district contest using the prescribed rules of this contest, the district may select an entry by other means and so certify by signature of the district administrator. Clubs existing within a nondistricted area shall submit their entries to Key Club International.

F. The video must be submitted on a DVD, in QuickTime format containing no copyrighted music.

c. Partners in Service Award

The Committee carefully reviewed the requirements of the Partners in Service Award and determined that an award to recognize clubs for working with our partners is not necessary due to individual recognition by the Partners. Club may submit the projects that they do with our Partners for other awards as well such as Single Service. The section regarding Partners in Service Award will be deleted from the Policy Code.

KEY CLUB INTERNATIONAL BOARD OF TRUSTEE BOARD COMMITTEE AGENDA

BOARD COMMITTEE ON COMMITTEE CHAIRS

Catt Lovins, Chairperson Annie Lewandowski, Executive Committee Chair Somya Gupta, Communications Committee Chair Lucy McDermott, Leadership Committee Chair Mike Downs, Staff Liaison		
1. Call to Order		
 2. Information Items a. Leadership Committee Update (Lucy McDermott) b. Communication Committee Update (Somya Gupta) c. Executive Committee Update (Annie Lewandowski) 		
3. Consent Items		
4. Action Items		
5. Closing Comments and Questions		
6. Adjournment		

KEY CLUB INTERNATIONAL BOARD OF TRUSTEES COMMENTS ON AGENDA ITEMS

BOARD COMMITTEE ON COMMITTEE CHAIRS

Information Items

a. <u>Leadership Committee Update</u>

Leadership Committee Chair, Lucy McDermott, will present a detailed update including which directives have been accomplished (if any) in addition to a state of progress address for each directive. The report should also include the number of committee meetings held and a brief synopsis of what occurred at each meeting.

b. Communications Committee Update

Communications Committee Chair, Somya Gupta, will present a detailed update including which directives have been accomplished (if any) in addition to a state of progress address for each directive. The report should also include the number of committee meetings held and a brief synopsis of what occurred at each meeting.

c. <u>Executive Committee Update</u>

Executive Committee Chair, Annie Lewandowski, will present a detailed update explaining the disclosable accomplishments of the committee as well as its progress. The report should include the number of meetings held and, if possible, a brief synopsis of each meeting.

KEY CLUB INTERNATIONAL BOARD OF TRUSTEE BOARD COMMITTEE AGENDA

BOARD COMMITTEE ON COMMUNICATION

Hilton Orlando Lake Buena Vista

Orlando, Florida, USA

October 13, 2011 ____ Somya Gupta, Chairperson ___ Jared Greene Yoo Eun Kim ____ Kayla Lash ____ Austin Wu Amanda Spice, Staff Liaison 1. Call to Order 2. Information Items a. Addition of New Directives b. Key Club International Website c. Smartphone Application d. The Key Chain e. Translation Application f. Facebook Profile Picture Overlays g. Service Directory h. Touch Cards i. Key Club Week Manual 3. Consent Items 4. Action Items 5. Adjournment

KEY CLUB INTERNATIONAL BOARD OF TRUSTEE COMMENTS ON AGENDA ITEMS

BOARD COMMITTEE ON COMMUNICATION

a. Addition of New Directives

The committee decided upon three new official directives in addition to their then-current seven directive. They have been approved as stated below.

- 8. Establish Key Club as a school-wide name through an advertising campaign.
- 9. Continue to add to and revise the service directory throughout the year.
- 10. Revise the graphics and content of the current touch cards to be more visually appealing and to provide an accurate depiction of Key Club International to someone with no previous knowledge of the organization as well as devise a plan to produce and promote the touch cards.

b. Key Club International Website

To further ensure that the Key Club International website provides visitors with no dead ends and/or frustrations, committee members have each been assigned a section of the website. Their task has been to comb through for possible broken links, revisions to content and for minor site layout revisions. The Committee will discuss any issues they have found as well as suggestions for the improvement of the site.

c. Smartphone Application

The Committee decided upon tentative features of the upcoming Key Club smartphone application for the iPhone and Android OS. Promotion of the application has begun by districts being told to be on the lookout for the release of upcoming promos and the release of this application throughout this fall. The Committee will continue to bring up the hype for the application as the release date nears by leaking bits of news and screenshots of the application. The release date for the application has not yet been confirmed.

d. The Key Chain

It was decided upon that the Key Chain would be a set of four Google Groups or "reflectors". These four groups being: Secretary and Secretary/Treasurer, Treasurer, Editor and Lieutenant Governor. These reflectors are safe, monitored outlets to meet Key Clubbers from different districts, share ideas, ask for feedback, etc. Each reflector is facilitated by a

Communications Committee member(s). Their sole purpose is to ensure conversation does not die down for extended periods of time. The facilitators do not in any way participate in the conversations themselves. The facilitators have been assigned and approved as follows: Secretary and Secretary Treasurer (Yoo Eun Kim), Treasurer (Jared Greene), Editor (Kayla Lash), Lieutenant Governor (Somya Gupta and Austin Wu).

e. Translation Application

After thorough review of the translation application created by the 2010-2011 Voice Committee, the current Communications Committee agreed that the application aptly validates whether the applicants needs for translated resources are legitimate or not. To further promote use and accessibility of the application, the committee agreed that an online version of it would be appropriate. A PDF version of the application is currently being created.

f. Facebook Profile Picture Overlays

To take advantage of the large outlet of high school students that Facebook provides, the committee decided to roll out a advertising campaign utilizing the profile pictures of Key Clubbers that use Facebook. Instead of creating a profile picture graphic that offers no personalization, the committee has agreed that an appealing profile picture overlay template would be in our best interest. This template would be a file, downloadable by any Key Club member. The member would drag-and-drop a picture of themselves into the template. Overlaying their picture would be catchy graphics that advertise the Key Club name. In creating such a template, members do not have to give up the need for a Facebook profile picture featuring themselves.

g. Service Directory

To build upon the service directory that the 2010-2011 Voice Committee created, the current Communications Committee has taken it upon themselves to continue adding to this directory. Governors and their districts have been asked to submit ideas for new projects. A list of these submissions has been compiled for further review.

h. Touch Cards

Touch cards provide individuals with a convenient business-sized card that includes important information about the organization. The committee felt that the touch cards created by the 2010-2011 Voice Committee were plain and that the information they contained was not sufficient in truly explaining what Key Club International is. The current Communications Committee decided on creating two variations of these touch cards. The first, informational touch cards, would be similar to what was originally intended and will quickly sum up what Key Club International is. The second, meeting touch cards, are for clubs to personalize with their meeting location and time

to be given to students at their respective high schools. A draft for the informational touch cards has been created.

i. Key Club Week Manual

In addition to being an exciting way to motivate members and increase club involvement, Key Club Week is also being directed towards member recruitment. The 2010-2011 Voice Committee created a comprehensive recruitment manual for Key Club Week 2011. Not only does it inform members of what each day during Key Club Week is, but provides an outlet for recruitment ideas. The current Communications Committee finished the manual as an unofficial directive by adding two new service projects for "Your Way Friday". The manual has been posted to the Key Club International website. Further distribution has yet to occur.

KEY CLUB INTERNATIONAL BOARD OF TRUSTEES BOARD COMMITTEE AGENDA

BOARD COMMITTEE ON <u>LEADERSHIP</u>

October 13-15, 2011 Orlando, Florida

Comm	ittee Members
	Lucy McDermott, Chairman Rebecca Riley
	Alan Wang
	Randolph McKinnie
	Nick DePorzio
	Cole Hickman
	Amelia Miller, Staff Liaison
1.	Call to Order
2.	Information Items
	a. Review of Committee Directives
	b. International Awards Updatec. Definition of high performing Key Club
	d. Definition of an outstanding advisor
	e. Webinars
	f. Key Club International Convention workshops
3.	Consent Items
4.	Action Items

5. Adjournment

AGENDA WITH COMMENTS BOARD COMMITTEE ON LEADERSHIP

KEY CLUB INTERNATIONAL BOARD OF TRUSTEES COMMENTS ON AGENDA ITEMS

BOARD COMMITTEE ON LEADERSHIP

Information Items

a. Review of Committee Directives

The Committee will review the current directives that are being worked on and further define the role of the Committee as it progresses through the year. Each member will present an overview of their work thus far and a plan for the next few months culminating in the January 2012 Board meeting in New Orleans.

b. <u>International Awards Update</u>

The Committee has reviewed the awards program of Key Club International and will continue to further define and develop award programs for clubs and members. The Committee will review present modifications to the Awards Addendum of the Policy Code for review and vote at the January 2012 meeting.

c. Definition of a high performing Key Club

The Committee has been receiving input from clubs and districts concerning what constitutes a high performing Key Club. The Committee will review all of the input that has been received and will work to further define essential elements for a Key Club. The Committee will use this information to possibly modify the Annual Achievement Report for the 2012-13 year and beyond.

d. <u>Definition of an outstanding advisor</u>

The Committee has been receiving input from clubs and districts concerning what constitutes an outstanding advisor. The Committee will review all of the input that has been received and will work to further define essential traits for an outstanding advisor.. The Committee will use this information to possibly create new resources for advisors beginning with the

e. Webinars

The Committee will work with Staff to determine the proper use of Webinars as they relate to Key Club. The Committee will determine if and when webinars should be used and set a schedule for future webinars. Staff will provide an overview of the previous webinars conducted and give a recommendation on future topics

f. Key Club International Convention workshops

Staff will discuss the process of identification and selection of workshops and workshop presenters with the Committee. The Committee is tasked with brainstorming new and innovative ideas to be included in the educational offerings at the Key Club International convention in Orlando.