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 Final Update (Lucy McDermott)
b. Communication Committee Final Update (Somya Gupta)
c. ExecutiveCommittee Final Update(Annie Lewandowski)
3. Consent Items
a. End of Year Report to be presented to the International Council.
4. Action Items
5. Closing Comments and Questions
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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 final update discussing the results of each directive and how well the committee worked together this year. The report will also include the number of committee meetings held since the January board meeting.

b. <u>Communications Committee Update</u>

Communications Committee Chair, Somya Gupta, will present a final update discussing the results of each directive and how well the committee worked together this year. The report will also include the number of committee meetings held since the January board meeting.

c. Executive Committee Update

Executive Committee Chair, Annie Lewandowski, will present a final update discussing the results of each directive and how well the committee worked together this year. The report will also include the number of committee meetings held since the January board meeting.

KEY CLUB INTERNATIONAL BOARD OF TRUSTEES BOARD COMMITTEE AGENDA

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

July 3-4, 2012

Orlando, Florida

Comn	nittee Members
	Annie Lewandowski, Chairman
	Catt Lovins
	Austin Wu
	Jared Greene
	Randolph McKinnie
	Mike Downs, Staff Liaison
	Sue Petrisin, Kiwanis Liaison
1.	Call to Order
2.	Information Items
	a. Board Performance
3.	Consent Items
	a. Key Club International Board Mission Statement Revision
4.	Action Items
5.	Adjournment

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.

Consent Items

a. Key Club International Board Mission Statement Revision

The Committee carefully reviewed the International Board's Mission Statement. And upon review have changed the wording of the mission statement to properly reflect the job done by the International Board. The changes have been made as seen below.

ARTICLE XXVII. AMENDMENTS TO BYLAWS

- B. KEY CLUB INTERNATIONAL
- □1. Mission Statement

□ Key Club is an international, student led organization providing its members with opportunities to perform service, build character and develop leadership. To represent Key Club International and to establish programs and policies that create a unified international organization that supports clubs, divisions, and districts to make more valuable our members' service to their home, school, and community.

KEY CLUB INTERNATIONAL BOARD OF TRUSTEES

Board Committee On:

Leadership

iv. Secretary- Treasurer International Awards

iii. Treasurer

b. International Awards

5) Adjournment

KEY CLUB INTERNATIONAL BOARD OF TRUSTEES

Board Committee On:

Leadership

July 4-8, 2012 Orlando, Florida

Information Items

- a. Advisor Training Workshop
 - a. The Committee and Staff will exam the newly created advisor training workshop to be used during the upcoming years.
- b. Kiwanis Family ELMINATE Service Projects in a Can
 - a. The Committee will review the project ideas for the ELMINATE project. The ideas will be used to help fundraise and raise awareness for the project.
- c. Key Club 101 Workshop
 - a. The Committee will review the Key Club 101 workshop information to be used to help educate Key Clubbers on our organization.

Action Items

- a) Key Solutions
 - a. The Committee will review the created Key Solutions for District Offices. The Key Solutions are going to correspond with the updated awards that the Committee approved in January.
- b) International Awards
 - a. Please see attached document for award revisions.

<u>Leadership Committee Award Revisions, Set Two</u> <u>International Trustee Rebecca Riley</u>

- 1) Major Emphasis Award**
- 2) Oratorical Contest
- 3) Talent Contest
- 4) Club Poster Contest
- 5) Club Video Contest
- 6) Year in Review (Scrapbook) Contest
- 7) Distinguished Club Award
- 8) Distinguished Club Award Form
- 9) Membership Growth Award
- 10) Single Service Award

NEW Major Emphasis Award

*The new major emphasis award is intended to be a combination of the former Major Emphasis Project Award and the Partners in Service Award.

The Major Emphasis Award is given to three Key Clubs that have demonstrated exceptional leadership and innovation in promoting our Major Emphasis ("Children: Their Future, Our Focus") in cooperation with our International Service Partners (Children's Miracle Network, UNICEF, and March of Dimes) during the year.

- A) Each District or District-in-Formation of Key Club International may submit one entry for the Major Emphasis Award.
- B) Entries must be typed and neatly organized into sections (as specified in section G) and should be submitted in notebook or portfolio form. This is for ease of handling only and has no bearing on how the entry will be judged. Entries should state clearly which International Service Partner(s) have been worked with.
- C) Winners of the Major Emphasis Award will be announced at International Convention. Just because three awards are granted each year does not necessarily mean that each award will be granted to a project concerning a different Service Partner. First place, second place, and third place awards will be given based on the scoring of the entries received; Key Club's three International Service Partners may or may not be represented in the efforts of the three award recipients.
- D) Entries should specifically highlight efforts to better the lives of children while also specifically highlighting work with Key Club's International Service Partners throughout the year. Entries will be graded according to what extent the group fulfilled these instructions.
- E) An entry may include newspaper clippings, substantiating photographs, or other pertinent information. Entrants may detail multiple projects in their submissions, but including a single project is totally acceptable. Both hands-on service and fundraising efforts are

^{**} Proposed award

- acceptable projects. (If you have an exceptional service project which serves to better the lives of children but does not include involvement with our International Service Partners, please consider applying for the Single Service Award.)
- F) To be eligible for the Major Emphasis Award, all entries must be received by the Key Club International Office (3636 Woodview Trace, Indianapolis, IN 46268-3196) no later than the first Friday in May.
- G) The decisions of the judges are final, and no changes, alterations, or regradings will take place after the results have been certified by the judges.
- H) Entries should elaborate on the points below:
 - 1) THE INSPIRATION: Why did you decide to serve the children of the world in this way? Describe the motivation for the project(s) and the need(s) they are meeting.
 - 2) INTERNATIONAL SERVICE PARTNERS: Why did you choose this International Service Partner? Describe your exceptional involvement with this International Service Partner and provide proof. (This may include newspaper clippings, copies of emails, photographs, flyers, etc.)
 - 3) THE PROJECT(S): Describe the purpose of your project, its intended course of action, its organization, and its projected impact.
 - 4) IMPLEMENTATION: Describe how your project was carried out.
 - 5) IMPACT: How have you bettered the children of the world through your service project? What long-lasting impact will your project have?
 - 6) RELATIONSHIPS FORMED: What bonds and partnerships did you form with others over the course of the project, be they members of the K-family, a representative from an International Service Partner, or a member of the community? How will these new relationships help you serve others more effectively in the future?
 - 7) PUBLICITY: Describe how you spread the word about the Major Emphasis, Key Club's International Service Partners, and your project(s).
 - 8) OVERALL REFLECTION OF THE MAJOR EMPHASIS: Provide a summation report detailing how you not only *have* served the children of the world through your service project(s), but how you *currently* serve the children of the world on a daily basis. Include any plans on how you *will continue* to serve the children of the world in the future.

Oratorical contest

- **A.** The subject for all orations is to be predetermined and distributed to clubs via general mailing.
- **B.** The first place orator from each of the organized Key Club Districts will be eligible to compete in the International Oratorical Contest. In the case a District does not hold a District contest to determine the first place orator, the District may select an orator by other means and so certify him/her by signature of the District Administrator. Orators located within a non-Districted area shall submit DVDs containing videos of their speeches to Key Club International.

- **C.** The subject matter of the oration and the presentation must be original and completely developed by each orator. These factors will be considered equally in determining who is to receive the awards. Content and presentation will be considered equally in judging.
- **D.** Each orator will be allowed a maximum of five minutes for his/her presentation. Exceeding the time limit may result in a penalty.
- **E.** Each orator must be an official member in good standing with Key Club International and his/her local club.
- **F.** Judging and point awarding will be based on the following criteria:

SPEECH-75-50 Points

Clarity of message and projection of ideas	<u>20</u> - <u>25</u> points
Depth	<u>10-5</u> points
Originality	<u>10-5</u> points
Organization	20 points
Reference	5 points
OrganizationReferenceGrammar/word choice	10 points
Structure (including organization, grammar, transitions, flow, etc.)	15 points

DELIVERY—25-50 Points

Posture Presence (composure posture, gestures, and engagingness)	10 - <u>15</u> points
Voice (tone, diction, effectiveness, pronunciation, and inflection)	10 - <u>15</u> points
Ease of presentation and intimacy with audience	15 points
Attention of audience	5 points

- **G.** During International Convention, elimination trials will be held (time and place to be announced in the Convention program), and no more than three orators <u>may will</u> be selected to appear before the entire convention. <u>Oratorical finalists may be expected to address the convention.</u>
- **H.** The three outstanding orators Oratory finalists will receive suitable awards and recognition for their excellence in public speaking.
- **I.** Winning orations, in written and electronic form (video), will become the property of Key Club International. Key Club International reserves the right to publish winning orations on KeyTV or in the Key Club magazine, providing appropriate credit to the orator.
- **I.** Oratorical finalists may be expected to address the convention.
- The decision of the judges is final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contests, and the Board Counselor of this contest. (11/94)

Talent Contest

- **A.** The Key Club International Convention Talent Contest will be conducted according to the following rules.
- **B.** The first place talent act from each of the organized Key Club Districts will be eligible to compete in the International Talent Contest. In the case a District does not hold a District contest to determine the first place talent act, the District may select an act by other means and so certify it by signature of the District Administrator. Talent acts located within a non-Districted area shall submit a video of their performance to Key Club International.
- **C.** Each Key Club may participate in no more than one act entered in the International Talent Contest.
- **D.** A Talent Contest entry may take any form as long as it is entertaining and in good taste.
- **E.** All participants in an act must be official members of a Key Club in good standing with Key Club International. In the case of a group act, all members must be from the same club or District.
- **F.** All acts entered in the International Talent Contest will be required to demonstrate their ability and entertainment appeal at preliminary auditions (time and place to be announced in the Convention program). At this time, the most entertaining six to eight acts will be selected to appear in the International Talent Show as finalists.
- **G.** Selection of acts by the judges at the preliminary auditions, in so far as they are consistent with high quality performance, will be final.
- **H.** Suitable awards will be presented to finalist acts.
- **I.** The time limit on each performance of the acts talent performance at a General Session of the Convention should not exceed will be six minutes.
- **J.** Any materials (props, instruments, costumes, etc.) that are needed for each performance must be supplied by the contestants who participate in that performance.
- **K.** Any Key Club entertainment on the Convention program prior to the International Talent Show cannot participate as a judged act.

Personal evaluation......20 points

M. The decisions of the judges are final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the judges, and the Board Counselor of this contest. (1/01)

Club poster contest

Each Key Club may enter one of the two following contests.

1. Non-Digital Poster

- **A.** The Key Club International Non-Digital Poster Contest will be conducted according to the following rules.
- **B.** The <u>first place Non-Digital Poster Contest winner</u> 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. (10/02)
- **C.** The poster should be designed to recruit new members for Key Club, and should not bear the name of any school, community, or District.
- **D.** Entries in this category may not include material produced through electronic means, such as cameras and computer software. The poster dimensions should be 18 inches by 24 inches, with the actual height and width not varying more than one-half inch for the prescribed contest dimensions. The poster should not measure more than one-eighth inch in thickness.
- **E.** The following information must be submitted with each entry:
- 1. Name of the Key Club and District.
- 2. Contact name and information for the artist(s) producing the poster. The artist(s) must be a Key Club member(s).
- **F.** Posters will be judged according to the following criteria:

Originality/Creativity	<u>10-25</u> points
Creativity	10 points
Artistic ability	10 points
Promotion of Key Club	15 points
Effectiveness for membership recruitment	<u>15-25</u> points
Ability to reproduce the poster via printing	10 points
Overall appearance Appearance and artistic expression	<u>30-50</u> points

- **G.** Suitable awards will be presented to first, second, and third placesplace non-digital posters at International Convention.
- **H.** Winning entries will become the property of Key Club International, and will not be returned to clubs. Key Club International reserves the right to reproduce any contest winners, providing appropriate credit to the Key Club and artist(s). Although a poster will not be selected based on its ability to be reproduced, keep in mind that a printer-friendly poster is more likely to be circulated following International Convention than one that is difficult to reproduce.

- **I.** All entries shall be in good taste and appropriate to the standards set by the Objects of Key Club International.
- **J.** The decision of the judges is final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contests, and Board Counselor of this contest. (1/01)

2. Digital Poster

- **A.** The Key Club International Digital Poster Contest will be conducted according to the following rules.
- **B.** The <u>first place Digital Poster Contest winner</u> 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. (10/02)
- **C.** The poster should be designed to recruit new members for Key Club, and should not bear the name of any school, community, or District.
 - **D**. Entries in this category may include materials produced with electronic means, such as cameras and computer software. The poster dimensions should be 18 inches by 24 inches, with the actual height and width not varying more than one-half inch for the prescribed contest dimensions. The poster should not measure more than one-eighth inch in thickness.
 - **E.** The following information must be submitted with each entry:
 - 1. Name of the Key Club and District.
 - **2.** Contact name and information for the artist(s) producing the poster. The artist(s) must be a Key Club member(s).
 - **F.** Posters will be judged according to the following criteria:

Originality	.10 points
Creativity	.10 points
Artistic ability	.10 points
Promotion of Key Club	.15 points
Effectiveness for membership recruitment	.15 points
Ability to reproduce the poster via printing	
Overall appearance.	30 points
Originality/Creativity	
Effectiveness for membership recruitment	
Appearance and artistic expression.	
Appearance and artistic expression	באוווטק טכי

- **G.** Suitable awards will be presented to first, second, and third placesplace digital posters at International Convention.
- **H.** Winning entries will become the property of Key Club International, and will not be returned to clubs. Key Club International reserves the right to reproduce any contest winners, providing appropriate credit to the Key Club and artist(s). Although a poster will not be selected based on its ability to be reproduced, keep in mind that a printer-

<u>friendly poster is more likely to be circulated following International Convention than one that is difficult to reproduce.</u>

- **I.** All entries shall be in good taste and appropriate to the standards set by the Objects of Key Club International.
- **J.** The decision of the judges is final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contests, and Board Counselor of this contest. (1/01)

Club video contest

- **A.** The Key Club International Club Video Contest will be conducted according to the following rules.
- **B.** The <u>first place club video contest winners</u> from each of the organized Key Club Districts will be eligible to compete in the contest. In the case that a District does not hold a District contest using the <u>prescribed rules of this contest rules prescribed below</u>, the District may select an entry by other means and so certify <u>the entry</u> by signature of the District Administrator. Clubs existing within a non-Districted area shall submit their entries to Key Club International. (10/02)
- **C.** The video must be produced by club members only at a cost not to exceed US\$\frac{250}{300}.
- **D.** The video should be promotional for Key Club as an organization and/or the Key Club within its respective school/community.
- **E.** The length of the completed video/DVD segment should be no more than 60 seconds.
- **F.** The video must be submitted on a DVD in QuickTime format containing no copyrighted music.
- **G.** The following information must be submitted with each entry:
 - **1.** Name of the Key Club and District.
 - **2.** Contact name and information for a Key Club member responsible for the submission.
 - **3.** Itemized listing of all costs associated with the video/DVD production, including cost of the cassette or DVD.
- **H.** Videos/DVDs will be judged according to the following criteria:

Originality	10 points
Creativity	10 points
Promotion of Key Club	20 points
Clarity of message	
Quality of production	 ,
a. Projection of idea	10 points

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a. Projection of idea	10 points
ba. Sound quality	10 points
eb. Picture quality	10 points
rerall impression	20 - <u>30</u> points

I. Suitable awards will be presented to first, second, and third place <u>at International</u> <u>Convention</u>.

- **J.** All entries will become the property of Key Club International and will not be returned to clubs. Key Club International reserves the right to reproduce or broadcast any contest entries. Winners of the International club video contest shall be uploaded to the KeyTV YouTube channel following International Convention provided they are in QuickTime format and contain no copyrighted music or inappropriate content.
- **K.** All entries shall be in good taste and appropriate to the standards set by the Objects of Key Club International.
- **L.** The decision of the judges is final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contest, and the Board Counselor of this contest. (1/01)

Year in Review Contest

Each Key Club may enter one of the two following contests.

1. Traditional Scrapbook

- **A.** A Key Club may enter a scrapbook containing pictures, souvenirs, examples, newspaper clippings, etc. of its activities during the club administrative year (defined as being from District Convention to District Convention). Each scrapbook must be divided into these categories: service to school, service to community, fundraising projects, assistance to Kiwanis projectsK-family functioning, Major Emphasis Program involvement, and miscellaneous. Each category must be tabbed accordinglyseparated accordingly by tabs. Pages must also be numbered with a table of contents included at the beginning of the scrapbook. Judges will deduct five points for missing tabs and five points for a missing table of contents. Only the first and second place District winners in each category will be eligible to compete in the International contest. Clubs existing within a non-Districted area shall submit their entries to Key Club International. (11/08)
- **B.** Each entry is required to be submitted in a scrapbook binder measuring no larger than 14 inches wide and 14 inches high. The cover may be decorated.
- **C.** Judging of the scrapbook will be on a point system as follows:

Miscellaneous10) points
(10/02)	

- **D.** A sheet of paper must be affixed to the inside front cover of the scrapbook containing the following: Key Club name, city, state/province, District, and an itemized statement of the total expenditures and donations associated with the creation of the scrapbook. If this sheet of paper is not affixed to the inside front cover of the scrapbook, the judges will deduct ten points. This statement must be signed by the Key Club president and Faculty Advisor, stating the scrapbook's retail cost value (including photographic materials) does not exceed the amount of US\$200300. Work done by Key Club members such as hand-lettering, artwork, etc. need not be included as cost items. Failure to comply with this rule will result in disqualification.
- **E.** Each scrapbook being judged at the International Convention MUST be the exact same scrapbook judged at the District Convention. Any alterations in the scrapbook will result in disqualification.
- **F.** Entries shall be submitted to the Key Club convention contest office during specified hours as listed in the convention program.
- **G.** Suitable prizes will be awarded for <u>first</u>, <u>second</u>, <u>and third place</u> scrapbooks judged best on the basis of <u>format</u> visuals and <u>general</u> content.
- **H.** The decisions of the judges are final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contest, and the board counselor of this contest.
- **I.** No audio, visual, or computer equipment will be allowed as part of the entry. The entry must be sturdy to allow handling by judges as necessary. (10/00)

2. Non-Traditional Scrapbook

- **A.** A Key Club may enter a non-traditional scrapbook or composition of other media containing pictures, souvenirs, examples, newspaper clippings or other representations of its activities during the club administrative year (defined as being from District Convention to District Convention). Clubs existing within a non-Districted area shall submit their entries to Key Club International. (10/02)
- **B.** Each entry should adequately portray the following categories: service to school, service to community, fundraising projects, assistance to Kiwanis projects K-family functioning, involvement with Major Emphasis Program involvement, and miscellaneous.
- **C.** Judging of the entry will be on a point system as follows:

CREATIVITY PRESENTATION – 50 Points

Uniqueness/-creativity of project presentation	10 points
Artistic value and visual appeal2	20 points
Participation by club members2	20 points
Newspaper clippings and photographs2	20 points

GENERAL CONTENT-60 Points

Service to school	10 points
Service to community	10 points
Fundraising projects	10 points
Assistance to Kiwanis projects K-Family Functioning	10 points
Involvement with Major Emphasis Program involvement	10 points
Miscellaneous	10 points
(10/02)	

- **D.** A sheet of paper must be submitted with the entry and contain the following: Key Club name, city, state/province, District, and an itemized statement of the total expenditures and donations. This statement must be signed by the Key Club president and Faculty Advisor, stating the entry's retail cost value (including photographic materials) does not exceed the amount of US\$300. Work done by Key Club members such as hand-lettering, artwork, etc., need not be included as cost items. Failure to comply with this rule will result in disqualification.
- **E.** Entries shall be submitted to the Key Club convention office during specified hours as listed in the convention program.
- **F.** Suitable prizes will be awarded for <u>first</u>, <u>second</u>, <u>and third place</u> scrapbooks judged best on the basis of <u>format presentation</u> and general content.
- **G.** The decisions of the judges are final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contest, and the board counselor of this contest.
- **H.** No audio, visual, or computer equipment will be allowed as part of the entry. The entry must be sturdy to allow handling by judges as necessary. (10/00)

Distinguished Club Award

- The Distinguished Club Award program shall provide recognition to individual Key Clubs for their overall performance in the combined areas of club administration, membership and leadership development, Kiwanis family involvement, service, and fundraising as judged against a pre-established standard of excellence.
- **A.** Entries shall use the official Annual Achievement Report form. All entries in the Club Achievement Awards program shall be dually entered in the Distinguished Club program.
- **B.** Entries shall be judged based upon achieving a percentage of accumulated points in the categories of the club Annual Achievement Report. Clubs achieving a predetermined score shall be designated as a Distinguished Club. The Key Club International Board shall set the minimum number of points required for this designation.
- **C.** Only activities which occurred during the District administrative year shall be included on the report. Clubs existing within a non-Districted area shall report activities occurring between May 1 and the following April 30.
- **D.** Judging of each entry in the Club Achievement Awards program shall determine the point total upon which recognition shall be provided as a Distinguished Club.
- **E.** Disqualification from the Club Achievement Award program shall also constitute disqualification from the Distinguished Club Award program.
- **F.** Suitable recognition will be provided by Key Club International to each District for presentation to Distinguished Clubs at the District Convention. The decision of the judges is final.
- **G.** The point value to achieve the Distinguished Club–Diamond Level shall be a predetermined number set by the Key Club International Board of Trustees. (6/99)

KEY CLUB

Key Club Annual Achievement Report 2011-12

Each Key Club is required to complete and submit this report prior to its district convention, according to the guidelines set by its own district. PLEASE READ THE RULES BEFORE COMPLETING THIS FORM.

KEY CLUB INTERNATIONAL DISTINGUISHED CLUB RULES

- The filing of the Annual Achievement Report is required for every Key Club, per Key Club International Board policies.
 Part One and Part Two of the report must be printed in black or blue ink, or typed.
- 2. Part Two report attachments must be produced as computer-printed documents.
- Follow the instructions as indicated on this form. Failure to comply with any rule may result in disqualification from the contest.
- 4. The Annual Club Report should contain club activities occurring between the 2011 and 2012 district conventions.
- Upon completion of the report, the club may score its own report according to the scoring directions shown in the righthand column on each page; tabulate the scores from each section in Part Three.
- This report should be submitted to the Key Club district prior to its convention, as directed by the proper Key Club district official(s).
- 7. The district may recognize clubs achieving predetermined scores as "Distinguished Club" or "Distinguished Club-Diamond Level."

Key Club:	Club ID Number:			
District:	Faculty a	dvisor:		
School address:	City:			
State/province:	Country:		Postal Code:	
Telephone: Business ()		lome ()	
CLUB MEMBERSHIP				
1. Enter the total number of actual	club members as of (a) Decem	ber 1, 2011	(b) February 1, 2012	
2. Average the numbers entered in the average in the box. This is the				
CERTIFICATION				
These signatures certify the validity signatures cannot be by the same p		on contained	herein. The school and Kiwanis club	
Key Club president	Kiwanis club president or ac	 lvisor	Principal or faculty advisor	

Change Key Club International Distinguished Club Rules 7 to "The district may recognize clubs achieving predetermined scores as 'Distinguished Club' or 'Distinguished Club-

Diamond Level." to reflect that the International Board sets the standard for Distinguished Club and Distinguished Club-Diamond Level.

Membership Growth Award

The Club Membership Growth Award program shall provide recognition to individual Key Clubs for exhibiting outstanding club membership growth in a single year.

- **A.** A qualifying club shall be defined as a Key Club in good standing for at least two years in good standing that has paid dues for two consecutive years.
- **B.** A report on growth will be produced on April 15 to analyze club growth percentages over a one-year period.
- **C.** Clubs shall compete with other clubs of similar size within four membership categories based upon membership from the previous year: Bronze, being 35 members or less; Silver, being 46 to 60 members; Gold, being 61 to 85 members, and Platinum, being 86 members or more.
- **D.** The club with the largest growth percentage in each of the membership categories shall be deemed the first place winner. Suitable recognition should be provided to clubs achieving first place at International Convention. No changes, alterations, or regradings will take place after the growth report has been produced.

Single Service Award

The Club Single Service Award program shall provide recognition to individual Key Clubs for their single best service project.

- **A.** A qualifying single service project shall be defined as a club service project planned, organized, and produced by the Key Club occurring on a single day, consecutive days, or recurring on different days. Projects acceptable for this award may include both hands-on service projects and fundraising efforts. In the case of a recurring project, it is the same project that must be repeated for the purpose of achieving the same service goal.
- **B.** Entries shall use the official Single Service Report form and shall be submitted to the District for competition according to the guidelines as set by the District. Clubs existing within a non-Districted area shall submit their entries to Key Club International. The winning Single Service project from each District shall advance to the International level for competition.
- **C.** Clubs shall compete with other clubs of similar size within four membership categories: Bronze, being 35 members or less; Silver, being 36 to 60 members; Gold, being 61 to 85 members; and Platinum, being 86 members or more. First, second, and third best Single Service projects in each category shall be recognized.
- **D.** Entries shall be judged based upon an accumulated total of points allocated to the following categories:

Service need	10 points
Project plan	20 points
Project implementation	20 points
Final results	25 points

Public awareness	15 -10 points
Member participation	 .
E. Only activities which occurred during the District administrative	 -
on the report. Clubs existing within a non-Districted area shall re	port activities occurring
between May 1 and the following April 30.	_
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KEY CLUB INTERNATIONAL BOARD OF TRUSTEE BOARD COMMITTEE AGENDA

BOARD COMMITTEE ON COMMUNICATION

July 3, 2012	Orlando, Florida
Somya Gupta, Chairperson Jared Greene Yoo Eun Kim Kayla Lash Austin Wu Amanda Spice, Staff Liaison	
1. Call to Order	
 2. Information Items a. Revision of the Resources Tab b. Analysis of the Key Chain c. Club Website Template d. Content-based Club Website Guidelines e. Club Chartering Emails f. ICON Graphic Overlays 	
 3. Consent Items a. Timeline b. Revised Service Directory c. Touch Cards d. Revised Key Solutions e. Kiwanis One Day Guide 	
Action Items a. Promotional Video Vision	

5. Adjournment

KEY CLUB INTERNATIONAL BOARD OF TRUSTEE COMMENTS ON AGENDA ITEMS

BOARD COMMITTEE ON COMMUNICATION

Information Items

a. Revision of the Resources Tab

The committee strove to increase functionality of the international website and to allow members to more easily navigate through resources. To do so, a plan to reorganize the resources tab on the international website was created. This plan reorganized resources into subcategories. The reorganization will be implemented during the 2012-2013 term.

b. Analysis of the Key Chain

During the 2011-2012 term, the committee used Google Groups, dubbed the 'Key Chain', as a method of mass communication between individuals of the same position from varying districts. The incoming committee will continue work on their vision of a method of mass communication. To allow for a starting point, an analysis of the methods used for creation and execution of the Key Chain, statistics regarding usage and a recommendation for future boards was created. This analysis will only be presented to the 2011-2012 International Board for review and 2012-2013 International Boards for use in their endeavors.

c. Club Website Template

A request to the International Staff by the committee was submitted for the creation of an aesthetically pleasing website template. This template would allow for uniformity amongst club websites with options to customize it and use with sites providing the creation of free websites. This project is marked for the 2012-2013 term.

d. Content-based Club Website Guidelines

To be used in conjunction with the club website template, the committee created a set of guidelines providing club webmasters with a multitude of information that should ideally be included for members on their website. The guidelines will be published with the website template.

e. Club Chartering Emails

Emails regarding the chartering of Key Clubs were created to further the knowledge of district board members about this process. These emails were then sent out to International Board and then forwarded on to their respective district boards.

f. ICON Graphic Overlays

The committee created two sets of graphic overlays in PowerPoint for use by Key Club members attending International Convention 2012 in Orlando, Florida. The graphic overlays allow members to add Key Club graphic standards in either pink or blue to a picture of their choice and show off their Key Club spirit.

Consent Items

a. Timeline

To aid new and old Key Clubs alike, a document called the 'Timeline' was created. The Timeline walks clubs through the Key Club year, month by month, telling them tasks that should be completed or information that is important to know.

b. Revised Service Directory

To continually provide more service opportunities for its members, the Committee updated the current version of the Key Club International Service Directory. Revisions to current projects were made as well as the addition of brand new project ideas.

c. Touch Cards

The touch cards were created to allow for those individuals that are not a part of the Kiwanis Family to learn a bit about what Key Clubs provide to their communities and hopefully become involved in an appropriate branch. One front design features statistics set in the shape of a key and two backs, one with further information and the other with spaces to fill in with meeting dates/times.

d. Revised Key Solutions

The current set of Key Solutions were revised to ensure that all material is update to date and information is current to all the resources to better serve our members. Additionally, graphics were updated as well.

e. Kiwanis One Day Guide

A Kiwanis One Day guide was created to allow members to better understand how to connect with other branches of the Kiwanis Family on this day and to provide them with project ideas as well.

Action Items

a. Promotional Video Vision

After the approval of \$40,000 for the creation of a new promotional video for the 2012-2013 term, the committee went about putting together the vision that they had created for this promotional video. This vision is by no means the final version of what the promotional video will be and will merely serve as a starting point of ideas for the incoming committee.