

**KEY CLUB INTERNATIONAL BOARD OF TRUSTEES
BOARD COMMITTEE AGENDA**

**BOARD COMMITTEE ON
COMMITTEE CHAIRS**

February 6, 2010
8:00 P.M.

Memphis, Tennessee
[Click here and type meeting room]

Committee Members

_____ Lance Wilson, Chairman
_____ Abigail McKamey
_____ Jenelle Yee
_____ Eileen Lee
_____ Mike Downs, Staff Liaison

1. Call to Order
2. Action Items
3. Consent Items
4. Information Items
 - a. Committee Chair Duties
 - b. Vice President Duties
 - c. New Directives
7. Adjournment

**KEY CLUB INTERNATIONAL BOARD OF TRUSTEES
COMMENTS ON AGENDA ITEMS**

**BOARD COMMITTEE ON
COMMITTEE CHAIRS**

Information Items

a. Committee Chair Duties

The Committee Chair members sought out a new effective way of working together with a set of guidelines. These guidelines entail calling each committee member on a weekly basis and conferencing with the Vice-President on a weekly basis, assigning at least one task per month to each committee member, hosting a committee meeting every other week and beginning an End of the Year Report. Agendas must be prepared and distributed three days prior to a meeting and minutes are to be sent out no later than three days following the meeting.

b. Vice-President Duties

The duties of a Vice-President are often portrayed as vague so the committee has established added guidelines for the office of Vice-President. These duties require the Vice-President to conference with the President and Committee Chairs weekly while calling each board member twice a month. A Vice-President also follows the Committee Chair Duties.

c. New Directives

Committee Directives were revised or created for each committee following the completion of many earlier set directives. Directives that are complete have a double-strikethrough.

**KEY CLUB INTERNATIONAL BOARD OF TRUSTEES
BOARD COMMITTEE AGENDA**

**BOARD COMMITTEE ON
EXECUTIVE**

February 6, 2010
8:00 P.M.

Memphis, Tennessee

Committee Members

_____ Abigail McKamey, Chairman
_____ Lance Wilson
_____ Jared Doles
_____ Nancy Zhang
_____ Anna Nguyen
_____ Mike Downs, Staff Liaison
_____ Amanda Spice, Staff Liaison

1. Call to Order
2. Action Items
 - a. Board Policies Revisions.
3. Consent Items
 - a. Key Club Alumni Program
 - b. Youth Opportunities Fund
 - c. Key Club Audit
 - d. Key of Honor Nominations
 - e. Release of funds to Swaziland
4. Information Items
 - a. 100 K Lead the Way
 - b. Board Performance
 - c. Kiwanis One Day
 - d. Key Club International Convention 2012
7. Adjournment

**KEY CLUB INTERNATIONAL BOARD OF TRUSTEES
COMMENTS ON AGENDA ITEMS**

**BOARD COMMITTEE ON
EXECUTIVE**

Action Items

a. Board Policies

Background: The Executive Committee members have spent a period of time considering major factors that apply to the International Board, its officers, and the candidates who wish to be a part of the board. With this time of consideration, the committee would like to open discussion on various proposals regarding International Officer Duties, Election Policies, and the Code of Conduct. These changes are meant to tighten an already workable system and enhance the good qualities to make the experience of the International Board more worthwhile and beneficial to the entire organization.

Consent Items

a. Key Club Alumni Program

Background: The Executive Committee has spent several weeks working on a program that will further the name of Key Club International and encourage graduating members of the organization to stay involved not only with Key Club as supporters but also as members of other Kiwanis Family Organizations. The program would, in theory, be launched at the Key Club International Convention in Memphis. This would be an online based program that would connect all members of Key Clubbers from the past, provide an opportunity for past members to donate to one of three service partners, and give an opportunity for the organization to expand as a household name.

b. Youth Opportunities Fund

Background: The Executive Committee has revised the criteria for the YOF grants to be more suitable to the needs of the clubs and the organization. A vote is needed to put these new standards into practice. The committee would like to propose that the minimum amount requested be \$100.00. Also, it is proposed that the number of grants given to a club is limited to one.

c. Key Club International Audit

Background: The Committee will review the audit of the 2009-09 administrative year at this meeting as it was prepared by the accounting firm selected by Kiwanis International.

d. Key of Honor Nominations

Background: The Committee will review all submissions for the Key of Honor Award and certify them to be judged by the entire Board of Trustees.

AGENDA WITH COMMENTS
BOARD COMMITTEE ON EXECUTIVE

e. **Release of funds to Swaziland**

Background: Key Club International pledged US\$2 million to fund Neighborhood Care Points in Swaziland in cooperation with UNICEF. Staff will present an update on the program and the final amount to be released to finalize the commitment.

Information Items

a. **100 K Lead the Way**

Background: The Committee is tasked with furthering the growth of Key Club. The Committee will hear from various members and contributors as too proposals that can take place to further this initiative. The hope will be to leave a detailed outline or plan of action for the International Board Members of 2010-2011.

b. **Board Performance**

Background: The Committee is tasked with reviewing the performance of Board members at each meeting. The Committee will review any and all negative reports of the board and seek to make proper judgments of offenses as needed.

c. **Kiwanis One Day**

Background: The Executive Committee will finalize all proposals for the International Office with the intent to make Kiwanis One Day an event that brings Key Clubbers together and connects them with the entire Kiwanis Family.

d. **Key Club International Convention 2012**

Background: The Committee is tasked with reviewing potential sites for the 2012 International convention. Staff will present the Committee with options that have been presented and prepare a formal recommendation for the July Board meeting.

**KEY CLUB INTERNATIONAL BOARD OF TRUSTEES
BOARD COMMITTEE REPORT**

**BOARD COMMITTEE ON
LEADERSHIP**

February 6, 2010
8:00 pm

Memphis, Tennessee

Committee Members

_____ Eileen Lee, Chairman
_____ Larmon Luo
_____ Jared Doles
_____ Anna Nguyen
_____ Nancy Zhang
_____ Amelia Miller, Staff Liaison

1. Call to Order
2. Consent Report
 - a. District Officer Distinguished Award Criteria
3. Action Report
 - a. Service Partner Proposal
4. Information Report
 - a. Key Club Guidebook
 - b. Online Survey
 - c. Principal's Guide for Key Clubbers
 - d. Advisor Informational Material
 - e. District Officer Duties
 - f. CKI Promotion
5. New Business

KEY CLUB INTERNATIONAL BOARD OF TRUSTEES

REPORT OF THE BOARD COMMITTEE ON LEADERSHIP

Consent Report

a. District Officer Distinguished Award Criteria

Background:

The Distinguished District Officer Award criteria found in the Guidebook is certainly an important section for District Officers. Many District Officers strive to achieve this award throughout the entire service year, and though the Officer criteria have been used for years in the past, the committee suggests some modifications. The Committee will present any changes to the Board at this meeting to take effect for the 2010-11 administrative year.

Action Report

a. Service Partner Proposal

Background: The Committee has been discussing the feasibility of having an additional service partner. The members of the committee researched possible partners including hands on service partners and fundraising service partners. Addressing Directive 13, weighing the pros and cons of adding another partner that particularly deals with service projects not fund raising, the committee presents the following:

Recommendation #1: That the Key Club International Board adopt the Boys and Girls Clubs of America as an official Service Partner.

Strategic Intent: Not applicable

Procedures: In Compliance

Finance: US\$10,000 in the 2010-11 administrative budget for promotional materials and updates to currently printed resources

Capacity: No change in workload anticipated

Metrics: Participation with Boys and Girls Clubs of America

Information Report

a. Key Club Guidebook

The Guidebook has become more of a governance document that contains the Bylaws and Policy Code rather than an inclusive manual of information for Key Club members to use as a reference. In order to encourage Key Club members to use the Guidebook as a resource to find important information and make the material easier to understand, the committee has

REPORT OF THE BOARD COMMITTEE ON LEADERSHIP

completed the creation of a Table of Contents and Index. The Committee will decide whether the Table of Contents and Index will be included in the printed version of the upcoming Guidebook for 2010-2011 or placed as an online resource on the International website.

b. Online Survey

In December, an online survey was sent to the International Council to receive feedback on the board members' leadership experiences. Questions pertaining to board bonding, communication, resources, and opinion about another service partner were asked. The survey ended on January 10, and the results will be compiled to help the Committee address the directives and make better decisions to help the entire organization.

c. Principal's Guide for Key Clubbers

Background:

A Principal's Guide addresses Directive 15, "Compile information on resources that could be utilized and beneficial for school authorities. The end goal would be to provide material that serves as a quick reference to school Principals. This hopefully will spread a wider understanding of the works of Key Club International as well as the encouragement by the school to attend conventions, run for higher office, and increase membership."

The Principal's Guide includes:

- A letter to the Principal: This letter educates the Principal about what Key Club is about as a whole and discusses the impact that Key Club members have on the community.
- Conversation Prompt: This handout helps a Key Club member discuss the necessary business with the school Principal and also includes helpful tips for talking to a Principal.
- Key Club 101: This fact sheet gives the basic information about Key Club and gives a brief overview of the organization.
- Fund raising Ideas: This list includes possible ideas and suggestions for projects that Key Club members can hold in their communities.

d. Advisor Informational Material

Background:

The Advisor Informational Material created by the Committee addresses Directive 1, create resources that Key Club advisors can use to uplift club members. The following are the documents that were created:

Advisor Helpful Hints:

At times, Key Club advisors may become stressed about the duties required of them. The "Advisor Helpful Hints" resource includes tips that advisors may find useful while working with a Key Club. Some helpful hints include letting the club members lead the club, planning events well in advance, and encouraging a strong relationship with the school Principal.

AGENDA WITH COMMENTS
BOARD COMMITTEE ON LEADERSHIP

Ways to Encourage Members:

It is important for the Key Club advisor to not only encourage the inactive members, but also recognize the members who actively participate in all events. This resource offers some tips to help keep members active throughout the entire service year.

e.. District Officer Duties

Background: The Committee has been discussing the necessity of leadership materials that educate District Officers on their specific office and help enhance Board Retention. The recommendations address both the directives to “design content for the Key Club Website that educates District Officers on their specific office” (Directive 6) and “work to create materials that encourage District Executive Officers about Board Retention” (Directive 8). The Committee will present Staff its recommendations as it relates to education of district officers.

f. CKI Promotion

Background: After Key Club, the Committee hopes that everyone will join Circle K or start one at their college. The Committee feels that CKI promotion is important to educate Key Club members and entice them to join Circle K. Currently, there is little information on the International Web site about Circle K except a very brief overview and a link to the Circle K International Web site. The Committee will present Staff with suggestion on how to promote CKI through Key Club channels.

**KEY CLUB INTERNATIONAL BOARD OF TRUSTEES
BOARD COMMITTEE REPORT**

**BOARD COMMITTEE ON
VOICE**

February 6, 2010
8:00 pm

Memphis, Tennessee

Committee Members

_____ Jenelle Yee, Chairman
_____ Susan Kim
_____ Shari-Ann Baker
_____ Tony Wong
_____ Shelby Goodfriend
_____ Will Robertson
_____ Amanda Spice, Staff Liaison

1. Call to Order
2. Consent Report
 - a. Key Club Week Insert
3. Action Report
 - a. Translation Proposal
4. Information Report
 - a. Service Partners
 - b. Club Web site Contest
 - c. New Member Handbook
 - d. Key Club Video Magazine
 - e. Key Club International Convention Promotional Video
 - f. Key Club International Web site

KEY CLUB INTERNATIONAL BOARD OF TRUSTEES

REPORT OF THE BOARD COMMITTEE ON VOICE

Consent Report

a. Key Club Week

Background: A Key Club Lieutenant Governor from New Mexico got November 2-6 officially declared Key Club Week by the Governor of New Mexico. By executing state proclamations through government officials, Key Club will be promoted on a wider scale, achieving the goal of becoming a “household name.” Developing a detailed and helpful Key Club Week kit will better guide members and club officers to set up more promotional socials and projects for a wider array of participation.

Recommendation #1: That the Key Club International Board recommend a Key Club Week How-to-Kit to be created and distributed for Key Club Week 2010.

Strategic Intent: Make Key Club a Household Name

Procedures: In Compliance

Finance: US\$10,000 in the 2010-11 administrative budget

Capacity: No change in workload anticipated

Metrics: More participation in Key Club Week

Action Report

a. Translation Proposal

Background: Currently, Key Club International only provides materials in English to all clubs. In an effort to further Key Club International, preparations must be made to insure that any large scale commitment is effective.

The Eastern Canada District is one of the only bilingual Districts in the organization. For years they have been requesting that resources be translated into French. During his first visit to the District, Trustee Will Robertson requested the top 5 resources that the District would like translated. Below is the list received in priority:

1. All chartering materials
2. Key Club in your community guide
3. Effectively sponsoring a Key Club

REPORT OF THE BOARD COMMITTEE ON
VOICE

4. Sponsorship resource guide

5. Faculty Advisor resource guide

The Key Club in your community guide is the resource that targets anyone involved in Key Club. The universality of the resource should promote wide usage. Below is the estimated cost of translation for the resource:

of words in guide (preliminary count): 2,754

Cost of translation: US\$0.25

Estimated cost to translate resource: US\$688.50

The goal of this proposal is to both provide one of the organization's Districts with a valuable resource while at the same time using the District as a case study for translation of future resources.

Recommendation #1: The International Board requests the translation of the Key Club in Your Community Guide into French.

Strategic Intent: Not in compliance

Procedures: Not in compliance

Finance: US\$688.50 allocated from current budget

Capacity: No change in workload anticipated

Metrics: More charters in Canada.

To ensure that finance is available for future translation needs, the International Board should set aside a small amount of money for future International Boards to use for immediate translation needs.

Recommendation #2: The International Board create a \$5,000 item in the budget dedicated to translation of resources or other translation related expenses authorized by the International Board.

Strategic Intent: Not in compliance

Procedures: Not in compliance

Finance: US\$5000.00 allocated to the 2010-22 budget

Capacity: No change in workload anticipated

Metrics: Unknown

Information Report

a. **Service Partner Information**

AGENDA WITH COMMENTS
BOARD COMMITTEE ON VOICE

Background: The Committee brainstormed issues concerning the current promotion of Key Club International service partners. The Committee believes that new resources should be developed to further explain each partner and the work that is being done by Key Club. The Committee will present ideas to Staff for further development of the partnerships with UNICEF, Children's Miracle Network, and March of Dimes.

b. **Club Website Contest**

Background: The Committee has been discussing the lack of feasibility regarding a club web site contest. The Committee has determined that the best solution is to provide clubs with information on how to create a successful Web site. This educational piece has been created and will be posted online at keyclub.org.

c. **New Member Handbook**

Background: The new member handbook is the resource that new Key Club members receive every year, and is arguably one of the most important resources of the organization because it lays the first impressions of the organization as well as the club. Although the older version of the new member handbook has pictures, the Key Club Objects do not serve as an effective way to show what our organization is about. The Committee examined the new member handbook, deciding that the fundamentals of the organization (e.g. the pledge, core values and objects) were too wordy and did not fully show members what Key Club is and why it is a good club to join.

The committee, after reviewing the handbook, approached the problem by separating the original content and placing them in the appropriate distributions. Additionally, several modifications are outlined to increase the appeal of Key Club by describing conventions, service partners, and etc. The Committee will present Staff its recommendations to be utilized when updating the New Member Handbook.

d. **Key Club Video Magazine**

Background: The Committee has evaluated the Key Club Video Magazine including topics and the number of views the videos have attracted. The Committee will discuss the future of the video magazine along with topics to be included if the videos are continued. The contract for the video magazine will expire December 21, 2010. The Committee will brainstorm with Staff topics to be included this calendar year.

e. **Key Club International Convention Promotional Video**

Background: In order to attract greater attendance to the 2010 Key Club International Convention, the Committee brainstormed ways to incorporate video clips from past conventions into a promotional piece. The Committee believes this will help members become more personal with the idea of informational service workshops, Keynote Speakers, the Service Fair, district

REPORT OF THE BOARD COMMITTEE ON
VOICE

spirit competitions, and even running for office. The Committee will discuss with Staff the current progress of the Call to Convention video.

f. **Key Club International Web site**

Background: The Committee has reviewed and continues to evaluate the Web site. The Committee feels that the site may be improved in aspects of generating more videos by including more visuals, shortening articles, and adding innovative ideas for easily accessible fundraisers. A “New Member” handbook would prove useful to the Web site as well, for basic information about International Service Partners and holding your first service project just to mention two topics. The Committee will provide Staff with a list of ideas for implementation.