

# Advisor Webinars

September 2023



KEY CLUB®



# Welcome/Introductions

Where are you?  
How many years in Key Club?



# Key Club By The Numbers

Michelle Study-Campbell

Executive Director, Kiwanis Youth Programs



# Service Leadership Programs

Great programming and value



Consistent communication and  
outreach

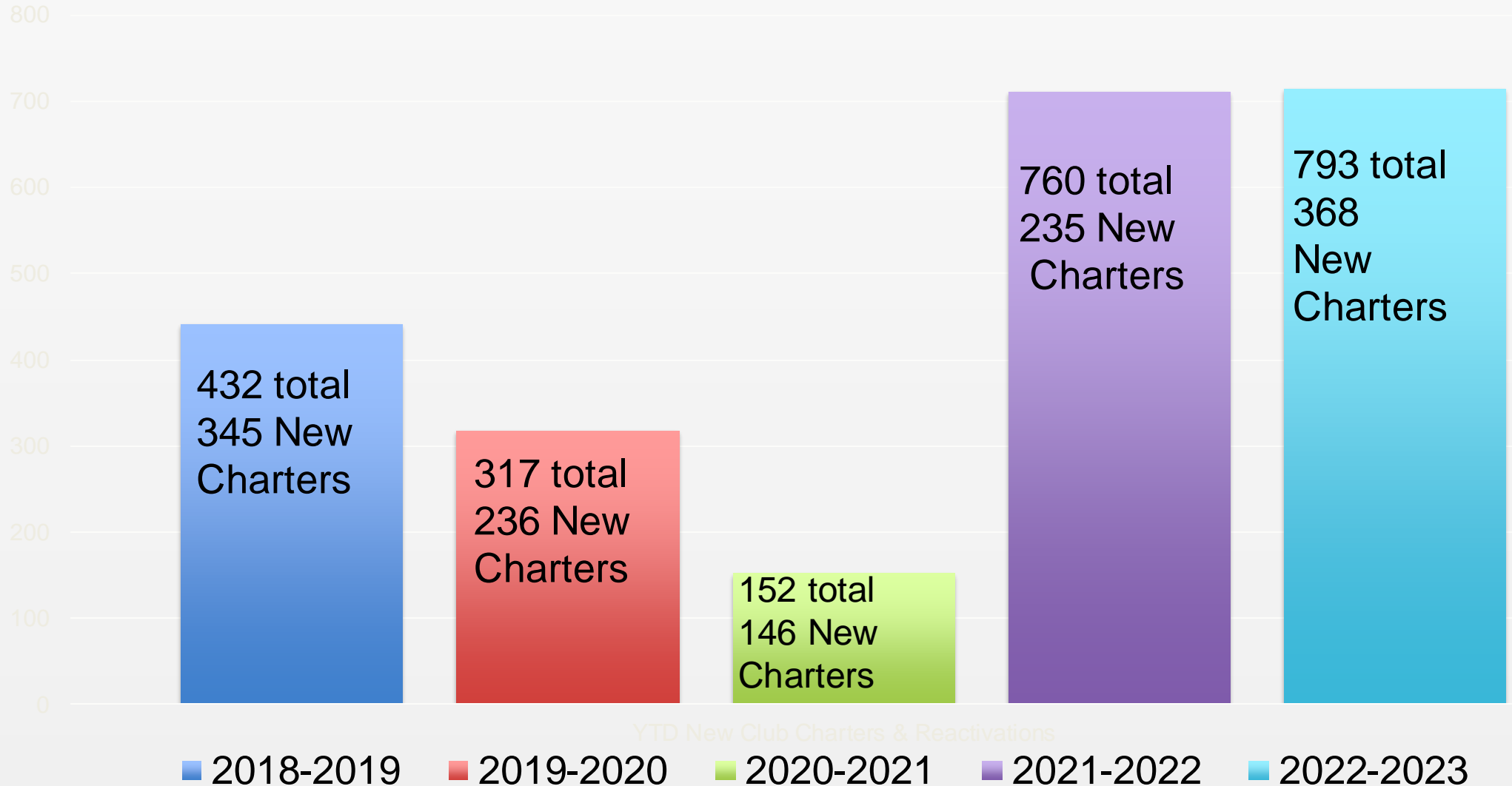


Greater growth and retention



# Current State of SLPs

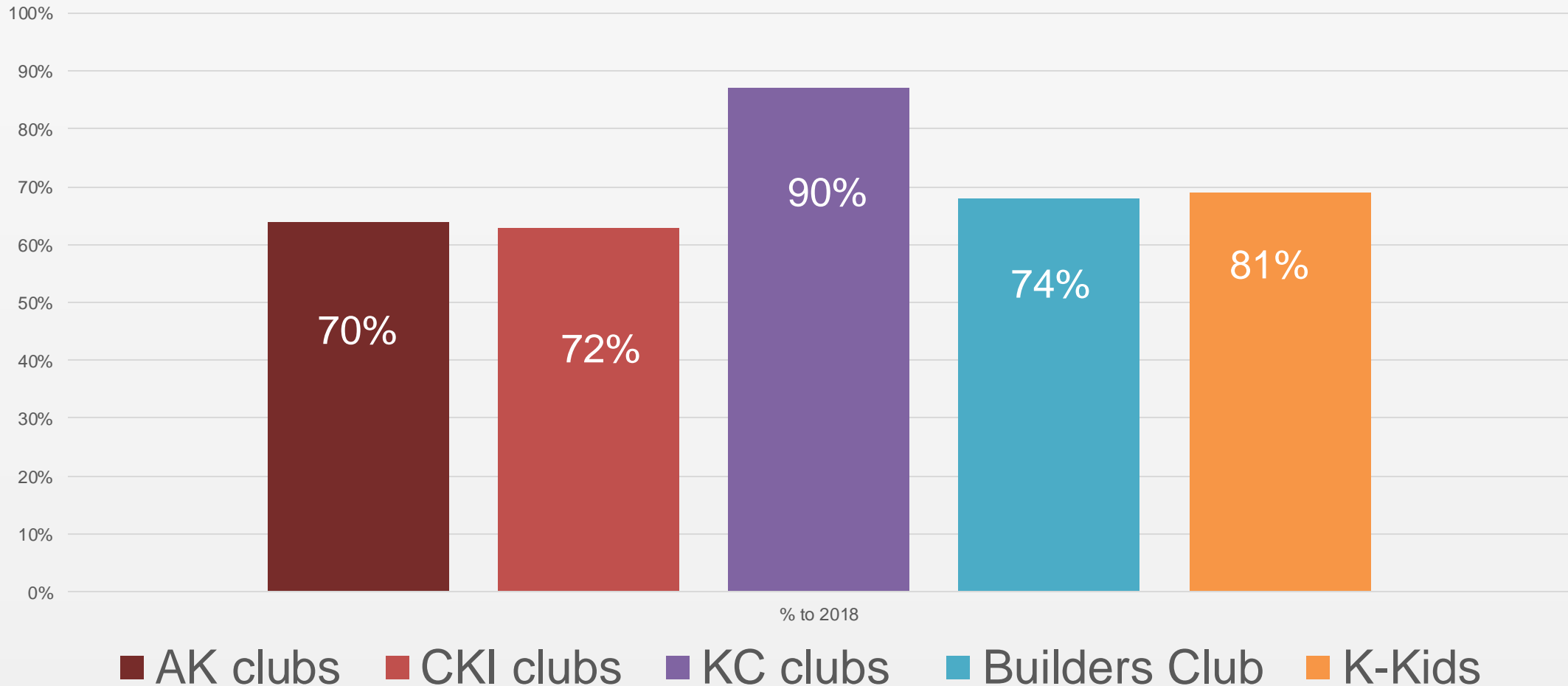
## Reactivations and New Charters





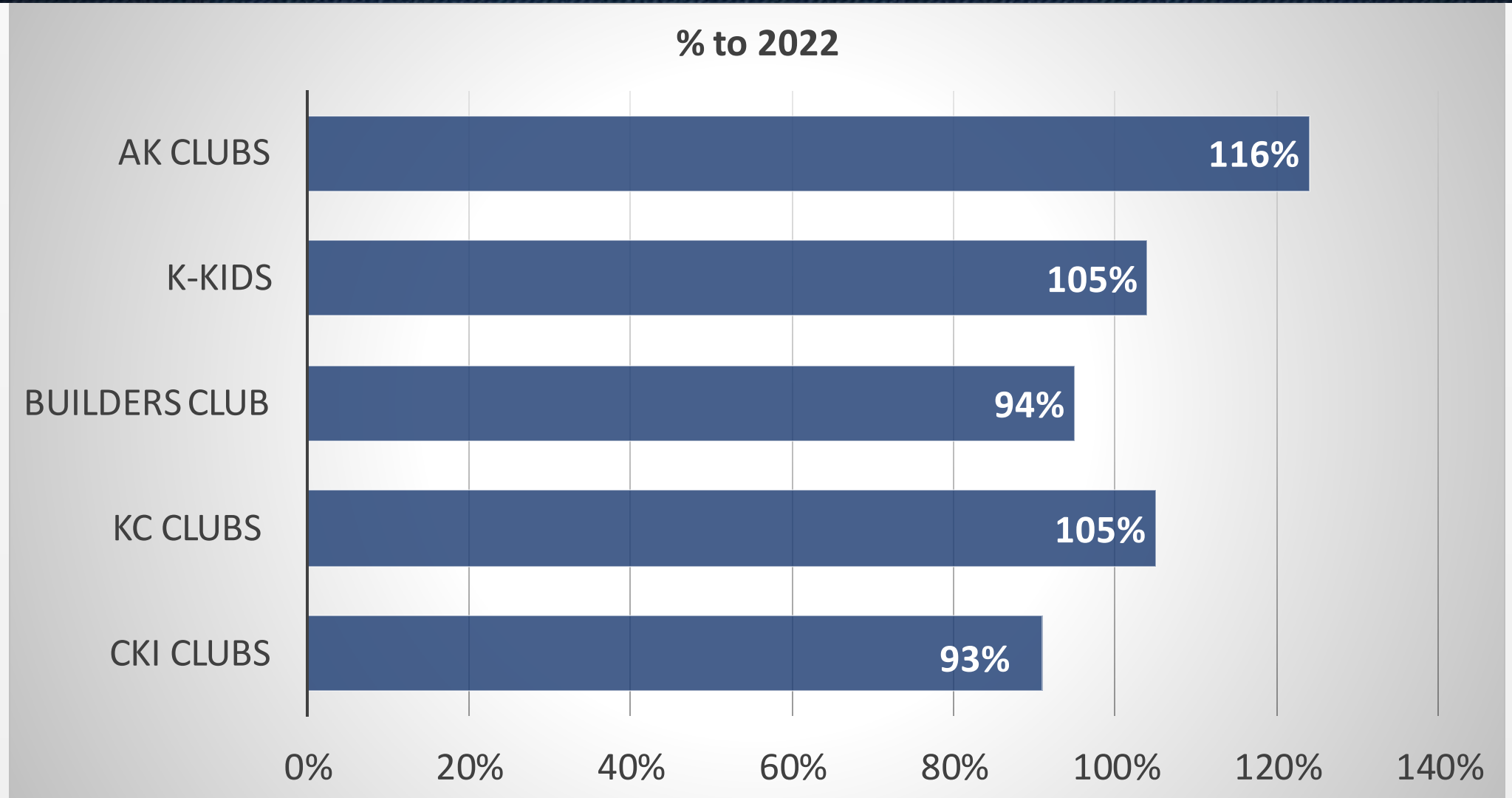
# Current State of SLPs Tracking to 2018

Reclaiming Clubs today vs 2018





# Current State of SLPs



# Key Survey Insights

94% of student participants agree that Key Club is fulfilling the mission of being an international, student-led organization that provides its members with opportunities to provide service, build character and develop leadership.



**Kiwanis**<sup>®</sup>



# Key Survey Insights

## Leadership

- 92% agree that Key Club offers a variety of leadership opportunities for members of all skill sets and interests

## Character Building

- 94% feel safe at Key Club events
- 92% believe Key Club has had a positive impact on their high school experience






# Dues Deadlines

Matt Ellis

Program Manager, Key Club International



# Dues Deadlines

Early: November 1

Regular: December 1

Late: February 1



# October Resources

Laura Holloway

Specialist, Key Club International

For advisors

For students

# October Resources

[keyclub.org/resources/fall-advisor-webinar](https://keyclub.org/resources/fall-advisor-webinar)



[keyclub.org/key-club-fall-resources/](https://keyclub.org/key-club-fall-resources/)



# Recruitment Resources

Laura Holloway



# Recruitment

Keyclub.org

**These resources  
help make it easier  
to grow your  
school's Key Club:**

- [Recruitment video](#)
- [Personal Club Invite](#)
- [Recruitment flyers](#)
- [Recruitment posters](#)
- [Tri-fold brochure](#)



The background features a large, light gray watermark of the Zeta Phi Beta International Key Club logo. The logo is circular with a laurel wreath border. Inside the circle, the words "ZETA PHI BETA INTERNATIONAL" are written around the perimeter, and "KEY CLUB" is written at the top. In the center is a shield with a key and a ring.

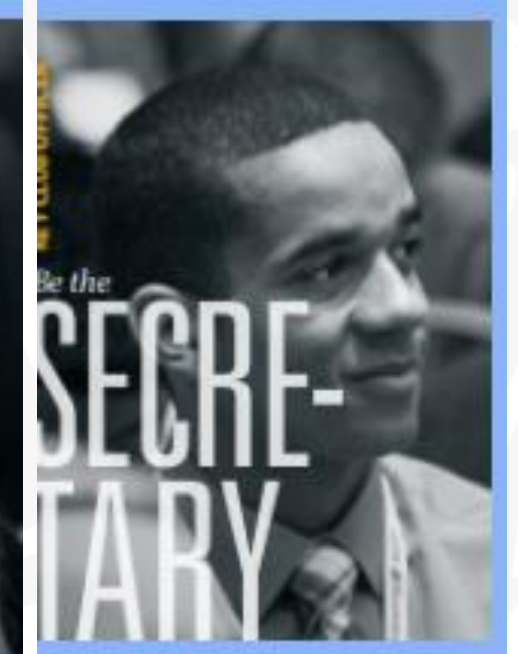
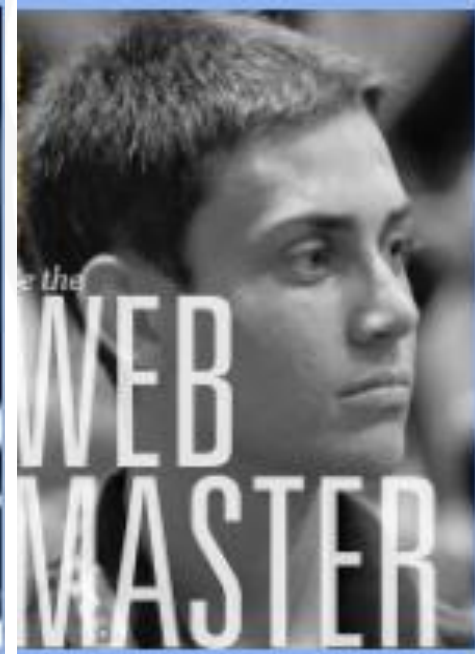
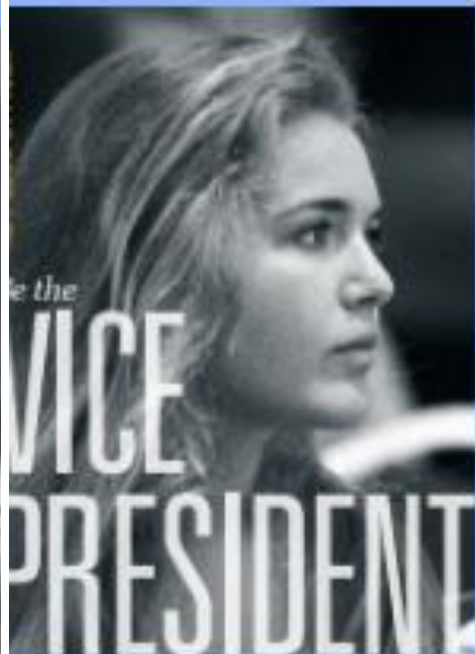
# Student Officer Guides

Laura Holloway



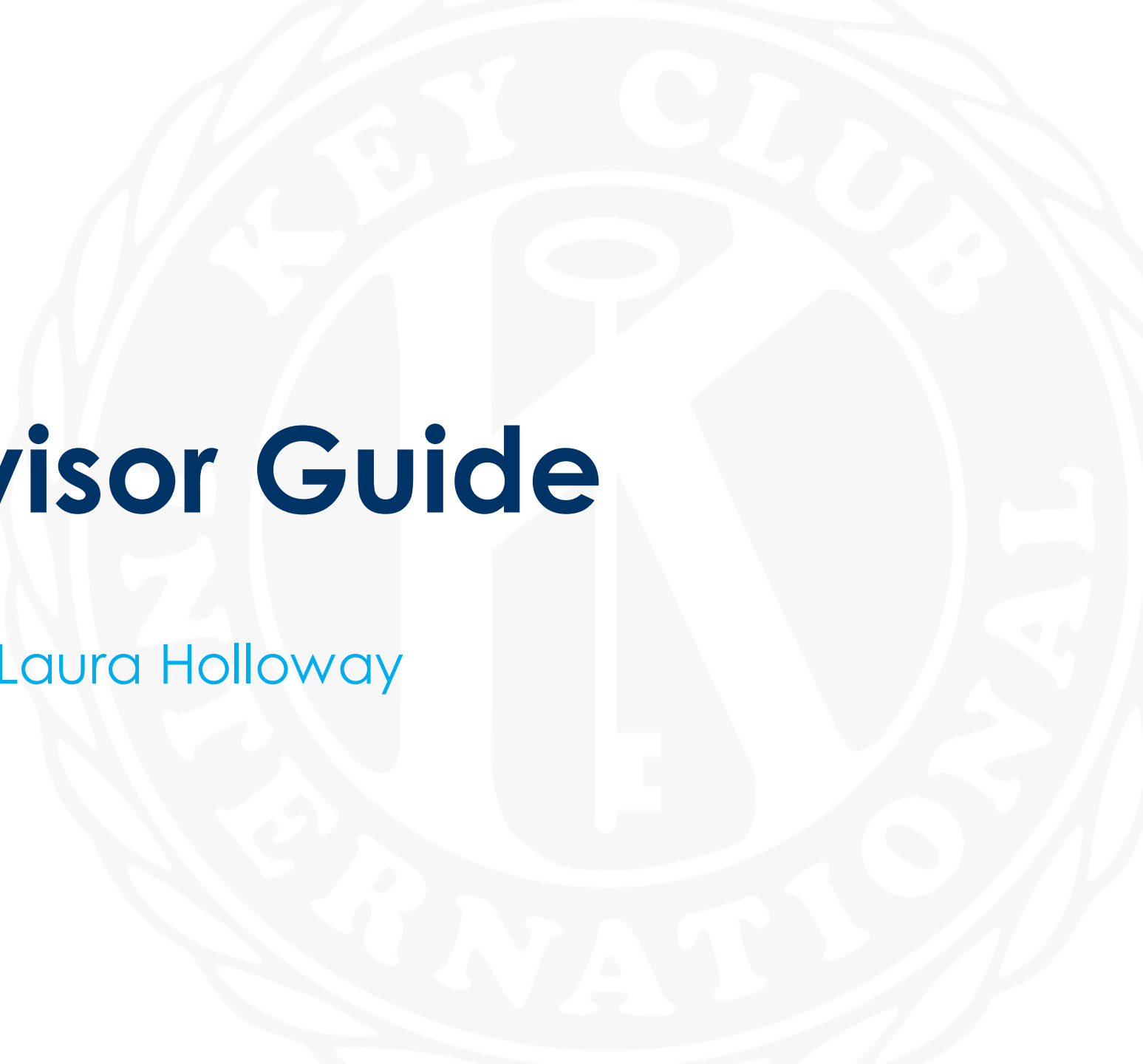
# Updated Officer Guides

[Keyclub.org/officer-guides](http://Keyclub.org/officer-guides)



# Advisor Guide

Laura Holloway



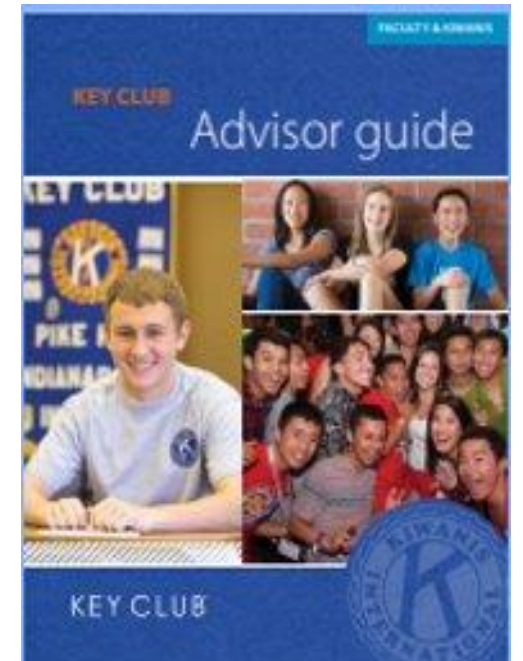
# Digital Advisor Guide

[Keyclub.org/advisor-education](https://keyclub.org/advisor-education)

Printed version: Contact Kiwanis  
Member Services to order a copy.

[Memberservices@kiwanis.org](mailto:Memberservices@kiwanis.org)

Limit two books per club per year.



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A large, light gray watermark of the Zephyr Club International logo is centered in the background. The logo is circular, featuring a central shield with a key and a banner, surrounded by the text 'ZEPHYR CLUB INTERNATIONAL' and a laurel wreath border.

# Meeting Kits

Laura Holloway

# Key Club

## Ready-to-Go Meeting Kits

- Sample agendas
- Timely topics
- Suggested next steps



# Global Leadership Certificate

Melissa McMann

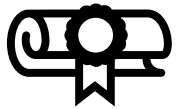

SLP Education & Training Administrator





# Global Leadership Certificate

## What is Global Leadership certificate program?

-  Single largest investment in leadership development in decades
- 100% delivered online
-  Each module includes PDF handout, assessment or reflective questions

Designed with core values

- Fellowship
- Leadership
- Service

Each core value corresponds with 3- 5 competencies and each competency will have 3-5 modules. Currently

- 3 core values
- 12 competencies
- 39 courses/modules

# GLC- Course Catalog Launch

## Full GLC courses launch



2020-2021  
STUDENT  
PILOT



2022-23  
LAUNCHED  
39 COURSES



ADVISORS CAN  
AUDIT  
COURSES



STUDENTS  
LEARN AT THEIR  
OWN PACE



LESS CLICKING  
& MORE  
SCROLLING

The screenshot shows a user interface for the GLC Course Catalog. At the top is a navigation bar with links for Dashboard, Catalog, My Learning, Admin, and Test Authoring. The main content area is divided into several sections:

- Welcome:** A message congratulating users on their journey toward the Global Leadership Certificate, highlighting the focus on traditional leadership skills and in-demand soft skills like emotional intelligence and empathy.
- Reminders:** A message for Key Club International members, stating they have access to up to 29 courses, with 10 more to be added this summer. It also mentions that users will receive a certificate of completion upon finishing the catalog.
- Featured Courses:** A prominent blue box with the text "GLOBAL LEADERSHIP CERTIFICATE".
- My Courses:** A section displaying two course cards. The first is "Circle K International Global Leadership..." with a "Launch Program" button. The second is "Key Club Global Leadership Certificate..." also with a "Launch Program" button.
- About Us:** A section describing Kiwanis International as a global community of clubs and partners dedicated to improving the lives of children one community at a time.



# GLC - Leadership Competencies

Building career and personal development skills

1. Connection
2. Inclusion
3. Empathy
4. Resilience
5. Self-awareness
6. Vision
7. Critical Thinking
8. Communication
9. Volunteerism
10. Civic engagement
11. Change agent

# GLC – Course Examples

- Core value: Fellowship
- Competencies: Connection, Inclusion, Empathy
- Connection: Courses include:



<u>Course Name</u>	<u>Course Content</u>	<u>Course Assessment</u>
Building Meaningful Relationships	Online learning with in-person and virtual challenges	Reflection & essay questions
The Power of Community Connection	Testimonial videos from Kiwanis members	Quiz
Building and Implementing a Community Connection Plan	Facilitated group activity, virtual or in person	Uploaded plan and Results report
The Value of Networking	Testimonial video from Kiwanis members and skills video	Quiz
Building and Implementing Your Networking Plan	Facilitated personal activity via video	Uploaded plan and Results reflection

# GLC - Leadership Competencies

Feb. 2022 – Current: # of Students taken GLC courses

Total GLC Numbers		#
	Enrolled	1872
	Students Who Have Begun Coursework	1015
	Courses Completed	16,722
	Avg. # Courses/Student	16.5



# Youth Opportunities Fund



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**HURRY.**  
*Grant applications  
close soon.*

**11:59 p.m. ET  
October 15**

# Successful YOF Applications

- The need is clearly defined with **surveys and facts** about the population.
- The timetable is **clear, detailed, and well-outlined.**
- The service project **fits the needs** of the population.
- The budget is **itemized** with proposed expenses.



# Do's and Don'ts for advisors

## Youth Opportunities Fund grant application



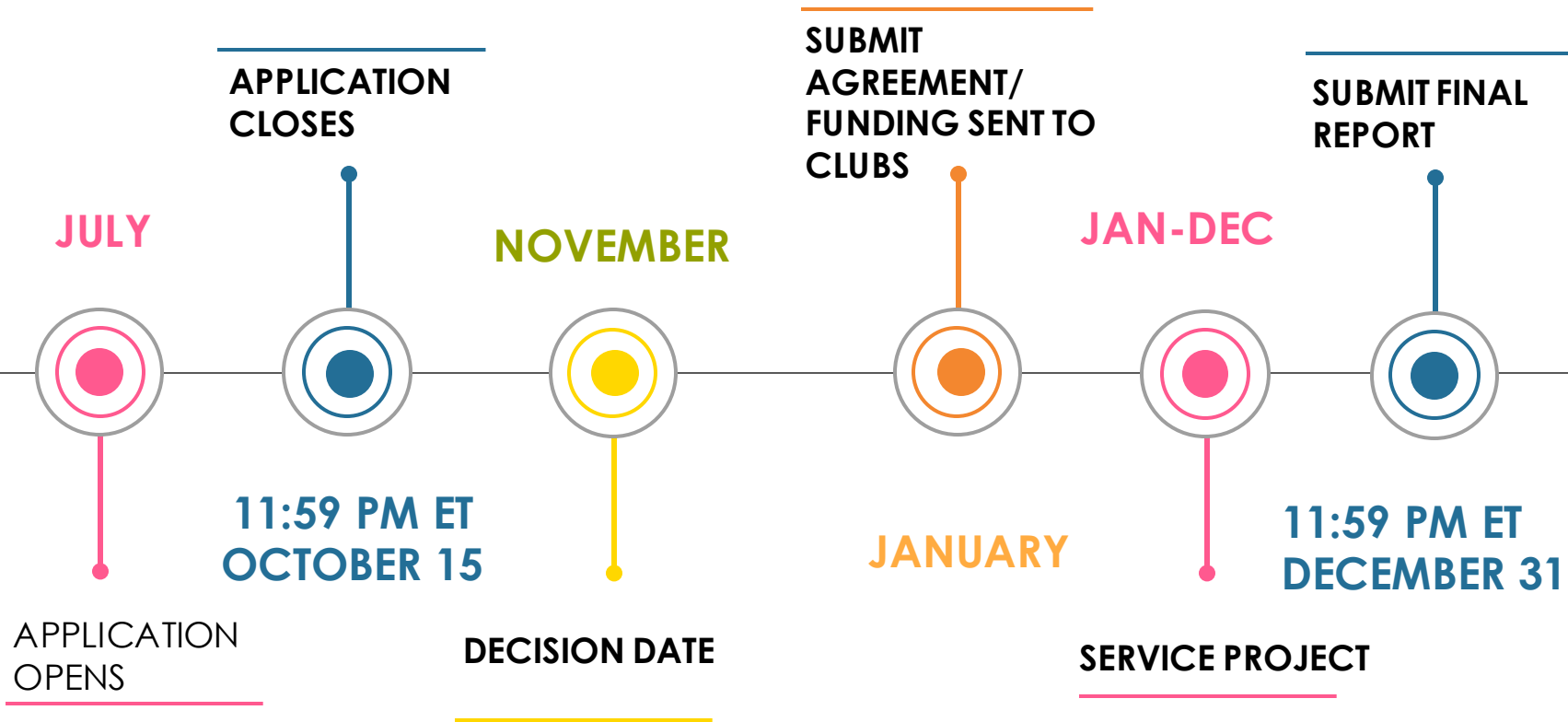
### Do...

- Plan ahead
- Require research
- Help create an itemized budget and thorough timeline
- Require a community needs assessment
- Require collaborating with other organizations

### Don't...

- Wait until the last minute
- Use unknown acronyms or lingo
- Neglect the timeline or budget
- Rely solely on the grant for funding
- Write the application for your club without involving students

# YOF Timeline



**TRICK OR TREAT**  
FOR UNICEF

**KEY CLUB**

Kiwanis  
**Builders Club**  
Building Leaders

# **WANT TO ADD SOME MEANING TO YOUR HALLOWEENING?**

*When you Trick-or-Treat for UNICEF you will support UNICEF's early childhood development work in Zambia*



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[keyclub.org/start-strong-zambia](https://keyclub.org/start-strong-zambia)

# **Benefiting Start Strong: Zambia**





unicef



# #KeyClubWeek



NOVEMBER 6-10

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# Youth Protection

Michelle Study-Campbell





# Kiwanis Student & Youth Protection Goals

**Protect, educate, and engage all Kiwanis members - youth and adult**

- Protect youth members from predators
- Provide youth with skills and development tools designed to inspire and engage future leaders to be their best
- Empower and educate adult members with best practices when working with youth



# Youth Protection ABC's

- ✓ **A – Accessible, high-quality training and resources**
- ✓ **B – Background checks and beyond**
- ✓ **C – Culture of Care**





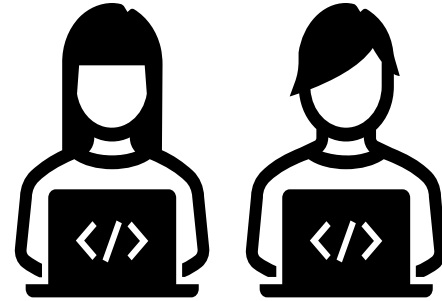
# SLP District Admins & Kiwanis Advisors



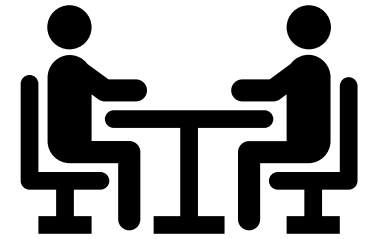
Must have a cleared and current Kiwanis background check on file with Kiwanis



Review & follow all Kiwanis youth protection policies & procedures



Complete online Youth Protection Praesidium Training courses



Monitor and supervise students

Report red-flag incidents to SLP event coordinators

# Chaperone-to-Student Ratio Requirements

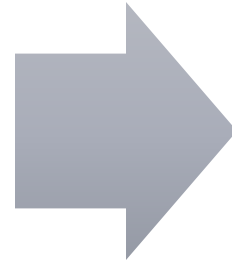
- **Single-day SLP event** = A minimum of 1 background checked adult per 50 youth
- **Overnight SLP event** = A minimum 1 background checked adult chaperone per 10 SLP members
  - 1 adult male for each 10 youth males or part of 10 youth males AND
  - 1 adult female for each 10 youth females or part of 10 youth females
  - Adults MAY NOT share sleeping quarters with students unless it is their child





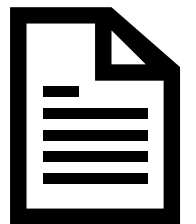
# Youth Protection Report Troubling Behaviors

If a Kiwanian observes troubling behavior involving a youth at a Kiwanis event, or becomes aware of a situation that is illegal or potentially unsafe for a young person at a Kiwanis event, or if the Kiwanian becomes aware of the troubling behavior after the event:



Kiwanian **must** immediately:

- Contact leaders of the event
- Provide notification to law enforcement personnel as appropriate
- Follow all local, state, provincial and federal laws regarding reporting







# Youth Protection Abuse Reporting Helpline

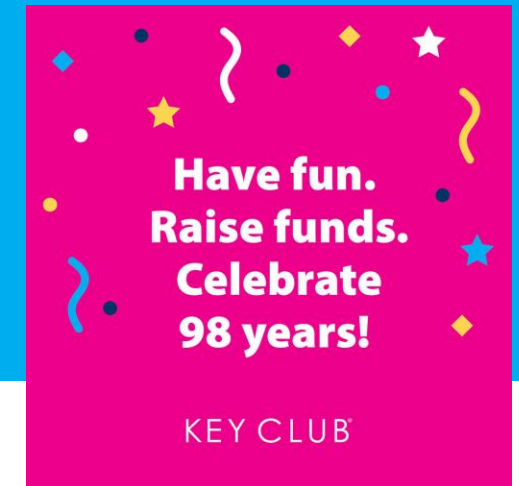
YOUTH PROTECTION HELPLINE 866-607-SAFE (7233)

- Staffed 24 hrs/7 days a week by trained professionals
- Kiwanis SLP and adult members can report inappropriate behavior, abuse, or policy violations
- Calls routed to Youth Protection team
- Callers may remain anonymous



# Key Club International's 99<sup>th</sup> Birthday!

Celebrated March 23!



As we lead up to the 100<sup>th</sup> anniversary of Key Club's founding, we will be increasingly recognizing distinguished alumni, celebrating achievements, and highlighting impactful service projects. We will also have a club fundraising challenge with exciting rewards!

# Key Club International Convention

July 10-14, 2024

Atlanta, GA



# Key Club Alumni Network

[Keyclub.org/alumni](http://Keyclub.org/alumni)

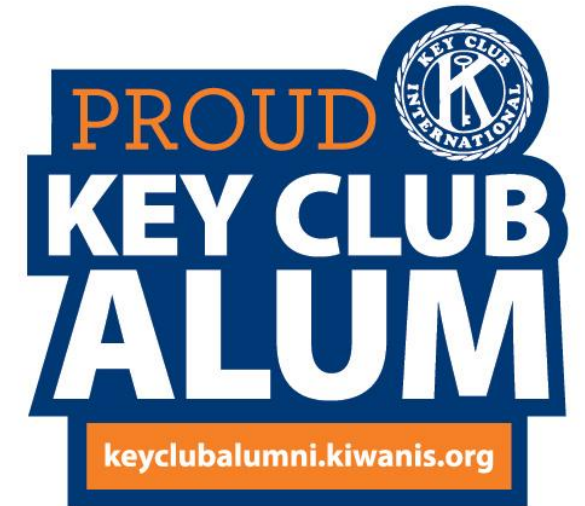


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# ReMember- Alumni Project

- Almagest platform
  - Networking
  - Job posting
  - Online events
  - Mentoring component
  - Fundraising

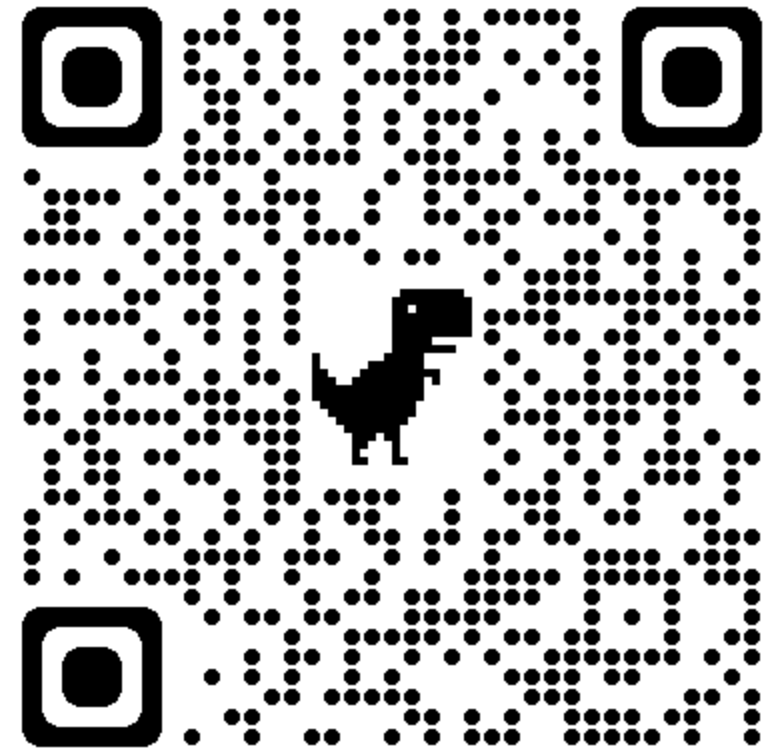




# Key Club Alumni



- Who can join?
- Any Key Club member currently a Senior or graduate.
- How do I join?



**Thank you!!!**

