

CIRCLE K INTERNATIONAL

Club Leadership Education





Club Leadership Education (CLE) is a dynamic presentation of proven leadership skills. Through group participation, attendees learn the skills each club leader should practice in the day-to-day operation of a successful Circle K International club. The training improves club operations, makes meetings and fellowship more meaningful, evaluates club projects and activities and allows for more effective recruitment and retention of members.

During the seminar, participants will look at the CKI commitment on campuses and discuss the challenges facing our organization. They will learn how to explore new approaches within their clubs and share successful ideas with fellow CKI members.

All club officers should participate in CLE training each year, as facilitated by their district board.

CKI Club Leadership Education

Basic logistics

WHEN WILL IT HAPPEN?

It is recommended that CLE training take place in the spring when incoming officers are planning for the year ahead. **Ask the following questions when selecting a date:**

- What activities does your club have planned for the spring?
- What are the exam schedules of clubs' universities?
- Are there other CKI or Kiwanis family events that should be considered?
- How long will your event last?
- Can you accommodate people traveling longer distances?

WHERE WILL IT BE HELD?

CLE training can happen anywhere as long as your members can reasonably travel there. **Keep the following in mind when determining a location:**

- Will you have multiple locations (by division) or a centralized location?
- Will you host it at a school, hotel or local community venue?
- What is your budget for securing space and feeding participants?
- Will participants need overnight accommodations?
- Is online CLE training your best option?

HOW MUCH WILL IT COST?

You can spend a lot or a little making a CLE come to life. Both avenues require creativity!

Consider the following:

- Will you charge a registration fee?
- Will you ask local Kiwanis clubs or your Kiwanis district to sponsor the event?
- Will you seek food or other donations from local companies?
- Is there a concentration of members where the event is being held who can house traveling members?
- Will you provide food or tell participants to pack their own meals?

WHO WILL PLAN AND/OR FACILITATE THE TRAINING?

Thoughtful planning and preparation will make CLE training more effective. ***Think about these pros and cons when deciding who will be involved in the training:***

- Outgoing/past district board and club board members.
Pros: Knowledgeable in their areas and have many tips to offer after having served at least a year in their role.
Cons: May be burnt out or unwilling to do it.
- Incoming/new district board members.
Pros: Optimistic and enthusiastic about the new year.
Cons: May not have enough experience.

WHAT WILL THE STRUCTURE BE?

Your CLE training could be comprised of general sessions, breakout sessions, roundtable discussions or a combination of the three. ***Consider which of these formats will work best for your event:***

- General sessions: Participants receive the same information from the presenter.
Pros: Great way to convey consistent information and a uniform message.
Cons: Some information might not be applicable to all participants.
- Breakout or workshop sessions: Information is shared with specific groups.
Pros: Information will be tailored to specific officer positions.
Cons: Might run into difficulties finding space, time and presenters.
- Roundtable discussions: The club board or a group of officers gather to discuss and brainstorm important topics.
Pros: Increases collaboration among the group and gets the brain juices flowing.
Cons: Might have some awkward silence at the beginning.

WHAT EQUIPMENT WILL BE NEEDED?

Here is a suggested list of equipment to bring:

- Projector(s)
- Computer(s)
- Microphone(s)
- Easel pad
- Markers
- Handouts or workbooks
- CKI merchandise
- CKIx promo materials

Content

To prepare for your CLE training, develop a list of topics club officers need to know during the year. Topics can also cover issues that came up during the previous service year.

Suggested topics to cover during CLE training:

- **Club officer roles**
 - President
 - Vice president
 - Secretary
 - Treasurer
 - Recruitment and orientation officers
 - Committee chairs
- **Kiwanis family**
 - Branches of the Kiwanis family
 - Mentorship and networking through the Kiwanis family
- **Recruitment and retention**
 - Club membership growth strategic plans
 - Year-round recruitment strategies
 - Your CKI elevator pitch
 - Sample tabling scenarios
 - Year-round retention strategies
 - Orientation and initiation of members
- **Dues and finances**
 - How to pay dues
 - Benefits for dues-paid members
 - Fundraising procedures
 - Kiwanis financial support
 - Affinity licensing and branding
- **Service**
 - Sustainable service
 - Community needs assessment
 - Service project planning
 - Signature service projects
 - International service initiatives and partners
- **Board management**
 - Setting expectations
 - Accountability
 - Setting directives
 - Creating a healthy team dynamic
 - Self-care and avoiding burnout
- **Goal Setting**
 - Set SMART goals with action steps
 - Reviewing goals throughout the year
 - Bringing club members into the goal-setting process. Include goals for districts, divisions and Circle K International.

Here are some topics that explain why being a member of CKI is bigger than joining a campus club:

- District structure
 - District board
 - Policies and procedures
 - District map
- District and governor's projects
- District goals and initiatives
- District and international-level CKI awards or scholarships
- District and international-level CKI events and conventions
- International structure
 - Board
 - Committees
 - Map

ACTIVE ENGAGEMENT

Keeping officers and participants engaged is the key to effective CLE training.

Here are some tactics to use during training:

- Leadership development activities.
- Team building exercises.
- Icebreakers to build relationships.
- Frequently asking questions during presentations.
- Making space for collaborative idea-sharing.
- Forum or panel-style sessions to compliment lectures.

Things to keep in mind

When developing your content, you should keep the following in mind:

- **Time**
When you develop your list of topics, make sure presentations fit the allotted time.
- **Presenters**
Ensure you have knowledgeable and experienced presenters.
- **Intentionality**
Ensure the topics benefit your audience and equip them with the right tools and resources to serve in their roles.
- **Invite list**
While the CLE training is intended for club officers, consider inviting all district members and creating complementary programming for general members' benefit.
- **Host venue**
The CLE training can be at a venue (such as a campus) central to the district, split into a series of regional or divisional trainings or if necessary, be hosted virtually. Which would be the most cost-effective and produce the best results for your district?

Timeline

Impactful and intentional CLE training is planned at least two months in advance.

Here is a suggested timeline:

- **8-10 weeks:**
 - Develop and plan the logistics.
 - Confirm preliminary logistics with host venue.
 - Announce the time, date, location and registration details.
 - Distribute the registration form.
- **6-8 weeks:**
 - Finalize content and presenters.
 - Promote event to officers and district members.
- **4-6 weeks:**
 - Ensure presenters have their session(s) prepared.
 - Finalize logistics with the host venue.
 - Confirm meal logistics, if applicable.
- **3 weeks:**
 - Continue promotion.
 - Reach out to club members personally, inviting them to participate.
 - Confirm presenters' arrival times and when they will be speaking.
 - Coordinate registration procedures with administrators and district board members.
- **2 weeks:**
 - Send confirmation emails to everyone who has registered, notifying them of logistics:
 - Parking information
 - Materials list
 - Costs of attendance
 - Location of the venue
 - Start and end times
 - Print handbooks, folders, programs or schedules for attendees.
- **1 week:**
 - Send a friendly reminder to everyone and share that you are excited.
 - Prepare any last-minute materials.
- **Day of CLE:**
 - Be well-rested and present.
 - Give a warm welcome to each participant.
 - Gather contact information to create group chats for club officers across the district.

Following up

The lasting effect that CLE training will have on club officers depends on how effectively you follow up. ***Here are recommended practices to maximize impact and gather feedback to pass on to your successor:***

- Thank participants individually for attending.
- Email presentations and materials to participants and to officers who were unable to attend.
- Follow up with any outstanding questions.
- Create and distribute a feedback form to improve next year's training and incorporate responses into transition materials.
- Take note of which presenters were engaging and enthusiastic. You might want to invite them to speak again later in the year.
- Provide additional trainings to your clubs throughout the year to ensure club leadership is continually being developed.



Circle K International Office

OFFICE HOURS

Monday through Friday 8:30 a.m.–4:45 p.m. ET

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