

Circle K International July-August 2021-2022 Board Book




Table of Contents

I. Circle K International July Board Meeting Minutes	P. 3
II. Circle K International August Board Meeting Minutes	P. 6
III. International Presidents Updates-Kyle Lank	P. 9
IV. International Vice Presidents Updates-Leah Reiser	P. 10
V. International Trustee Updates	P. 11
VI. International Committee Updates	P. 19
VII. Appendix	P. 20
A. Appendix A	P.20
B. Appendix B	P.21
C. Appendix C	P. 22
D. Appendix D	P. 23
E. Appendix E	P.33

July International Board Meeting Minutes

Saturday, July 17 at 4:27 PM EST | Zoom

- I. President Kyle Lank calls the meeting to order at 4:27 PM EST
- II. Roll Call
 - A. President Kyle Lank, New Jersey District- Here
 - B. Vice President Leah Reiser, Georgia District-Here
 - C. Trustee Madeleine Eichorn, Capital District- Here
 - D. Trustee Chelsea Jordan, Caribbean District- Here
 - E. Trustee Tyler Kearns, New York District- Here
 - F. Trustee Alissa McIntyre, Southwest District- Here
 - G. Trustee Liz Sevigny, New England District- Here
 - H. Trustee Katelyn Van Buren, Wisconsin Upper-Michigan District- Here
 - I. Trustee Jonathan Varano, New Jersey District- Here
 - J. Trustee Isabelle Wang, New York District- Here
 - K. CKI Executive Director Jeff Harris- Here
 - L. CKI Programs Specialist Samantha Wagner- Here
- III. President Kyle Lank entertains a motion to approve the July International Board Meeting Agenda
 - A. Trustee Liz Sevigny so moves
 - B. Trustee Katelyn Van Buren seconded
 - C. No discussion
 - D. Motion carries
- IV. President Kyle Lank entertains a motion to approve the 2021-2022 International Board Goals (See Appendix A)
 - A. Trustee Alissa McIntyre so moves
 - B. Trustee Tyler Kearns seconded
 - C. No discussion
 - D. Motion carries

- 
- V. President Kyle Lank entertains a motion to approve the Trustee Pairing Assignments (See Appendix B)
 - A. Trustee Jonathan Varano so moves
 - B. Trustee Katelyn Van Buren seconded
 - C. No discussion
 - D. Motion carries
 - VI. President Kyle Lank entertained a motion to approve the 2021-2022 Committee Structure (See Appendix C)
 - A. Trustee Katelyn Van Buren so moves
 - B. Trustee Tyler Kearns seconded
 - C. Discussion
 - 1. Trustee Tyler Kearns: Will trustees be allowed to serve as committee chairs?
 - a) Vice President Leah Reiser: Trustees may apply to be a committee chair if they would like but will be considered with the other applicants.
 - 2. Trustee Alissa McIntyre: If a trustee becomes chair will they still be responsible for the committee?
 - a) President Kyle Lank: The trustee would be responsible for the role of chair.
 - 3. CKI Executive Director Jeff Harris: What is the timeline for this to be done?
 - a) President Kyle Lank: Applications will be given to Jeff and Sam next week and will be published two weeks after that.
 - D. Motion carries
 - VII. Strategic Vision Amendments
 - A. No Strategic Vision Amendments were made
 - VIII. President Kyle Lank entertained a motion to approve the Kiwanis International CKI Task Force Findings (See Appendix D)
 - A. Trustee Liz Sevigny so moves
 - B. Trustee Alissa McIntyre seconded
 - C. No discussion
 - D. Motion carries
 - IX. Open Floor

- A. Trustee Chelsea Jordan thanked everyone for making the virtual accommodations this weekend.
 - B. President Kyle Lank stated that the International Board will sit down next week to discuss a timeline and will also have a newsletter session the following week.
- X. President Kyle Lank entertains a motion to adjourn the meeting at 4:55 PM EST
 - A. Trustee Alissa McIntyre so Moves
 - B. Trustee Katelyn Van Buren seconded
 - C. No discussion
 - D. Motion carries

August International Board Meeting

Sunday, August 29 at 8:02 PM ET | Zoom

- I. President Kyle Lank calls the meeting to order at 8:02 PM EST
- II. Roll Call
 - A. President Kyle Lank, New Jersey District- Here
 - B. Vice President Leah Reiser, Georgia District- Here
 - C. Trustee Madeleine Eichorn, Capital District- Here
 - D. Trustee Chelsea Jordan, Caribbean District- Here
 - E. Trustee Tyler Kearns, New York District- Here
 - F. Trustee Alissa McIntyre, Southwest District- Here
 - G. Trustee Liz Sevigny, New England District- Here
 - H. Trustee Katelyn Van Buren, Wisconsin Upper-Michigan District- Here
 - I. Trustee Jonathan Varano, New Jersey District-Here
 - J. Trustee Isabelle Wang, New York District- Here
 - K. CKI Executive Director Jeff Harris- Here
 - L. CKI Programs Specialist Samantha Wagner- Here
 - M. CKI Board Counselor Michael Mulhual-Here
- III. Guests
 - A. Kiwanis International President Designate Peter Mancuso
 - B. Key Club International President Salma Eldeeb
 - C. Key Club International Vice President Melanie Kim
 - D. Service Leadership Programs Executive Director Michelle Study-Campbell
- IV. Introduction and Remarks from Kiwanis Family Guests
 - A. Key Club International President Salma Eldeeb
 - B. Key Club International Vice President Melanie Kim
 - C. Circle K International Executive Director Jeff Harris
 - D. Service Leadership Programs Executive Director Michelle Study-Campbell
 - E. CKI Board Counselor Michael Mulhual

- F. Kiwanis International President Designate Peter Mancuso
- V. President Kyle Lank entertains a motion to approve the July Board Meeting Minutes
 - A. Trustee Liz Sevigny so moves
 - B. Trustee Tyler Kearns seconded
 - C. No discussion
 - D. Motion carries
- VI. President Kyle Lank entertains a motion to approve the August Board Meeting Agenda
 - A. Trustee Liz Sevigny so moves
 - B. Vice President Leah Reiser seconded
 - C. No discussion
 - D. Motion carries
 - 1. Trustee Hannah Spargur so moves
 - 2. Trustee Tyler Kearns seconds
 - 3. No discussion
 - 4. Motion carries
- VII. Approval of Florida District CKI Bylaws
 - A. President Kyle Lank entertains a motion to block amendments 1-7
 - B. Trustee Katelyn Van Buren so moves
 - C. Trustee Alissa McIntyre seconded
 - D. No discussion
 - E. Motion carries
 - F. President Kyle Lank entertains a motion to approve amendment block 1-7
 - G. Trustee Tyler Kearns so moves
 - H. Trustee Jonathan Varano seconded
 - I. No discussion
 - J. Motion carries
 - K. President Kyle Lank entertains a motion to table amendment proposal 8
 - L. Trustee Jonathan Varano so moves
 - M. Trustee Liz Sevigny seconded
 - N. No discussion
 - O. Motion carries
- VIII. Dues Waiver

- A. Hancock Junior College
 - 1. President Kyle Lank entertains a motion to table this motion until the December Board Meeting
 - 2. Vice President Leah Reiser so moves
 - 3. Trustee Liz Sevigny seconded
 - 4. No discussion
 - 5. Motion carried
- B. International Committee Directives (See Appendix E)
- C. Advisor Strategic Plan
- D. Upcoming International Events
 - 1. CKI Week
 - 2. Active Minds Townhall
- E. Looking Ahead
 - 1. CKI Around the World
 - 2. Key to College Mini Series
- F. Open floor
 - 1. International Club Officer Training
- G. President Kyle Lank moves to adjourn the meeting
- H. Vice President Leah Reiser so moves
- I. Trustee Tyler Kearns seconded
- J. No discussion
- K. Motion carries
- L. President Kyle Lank adjourned the meeting at 9:43 PM EST

International President Update – Kyle Lank

Current Projects

- Board Training
- International Board Goals
- Trustee and District Pairings
- International Committee Directives
- New Committee Structure
- Advisor Strategic Planning
- CKI Week Planning
- CKI Around the World
- Key to College Mini-Series
- Picking 2021-2022 International Committee Chairs
- Website Audit

Events & Meeting Attendance

- | | |
|--|--|
| • July Trustee 2:1's | • Panama Logistics Meeting |
| • I-Council Office Hours | • Website Audit Meeting |
| • International Board Trainer | • New Jersey Kiwanis Family Picnic |
| • July International Board Meeting | • International Board Recruitment Planning Meeting |
| • July Executive Committee Meeting | • Governor 1:1's |
| • New Jersey Kiwanis Meetings | • International Committee Chairs 2:1's |
| • Weekly Staff Calls | • International Committee Chair Training |
| • Key Club Call | • Club Officers Office Hours |
| • Board Newsletter Session | • August International Board Meeting |
| • August Executive Committee Meetings | • New Jersey Recruitment Event |
| • International Chair Interviews | • New Jersey Kiwanis District Convention |
| • August Trustee 1:1's | • August Governors Forum |
| • August District Administrators Meeting | |
| • CKI HWIC Personal Branding Event | |

International Vice President Update – Leah Reiser

Current Projects

- Prepared all records for official meetings
- Board Training
- International Board Goals
- Trustee and District Pairings
- International Committee Directives
- New Committee Structure
- CKI Week Planning

Events & Meeting Attendance

- Weekly Staff Calls
- Trustee 2:1's
- Transition Call with Immediate Past International Vice President Joey Cain
- 1:1 with Kyle
- International Board Trainer
- July International Board Meeting
- July Executive Committee Meeting
- Office Hours
- July Key Club International Board Meeting
- Board Newsletter Making Session
- Indiana District Club Officer Training
- August CKI District Administrators Call
- Ohio District Scavenger Hunt
- International Board Recruitment Plan Workshop
- International Committee Chair Interviews
- International Committee Chair 2:1's
- International Chair Training
- Panama Logistics Meeting
- Georgia Kiwanis District Convention
- August Georgia Key Club Board Meeting
- International Committee Member Interviews
- August Executive Committee Meeting
- August International Board Meeting
- August Governor's Forum
- Governing Documents Call

International Trustee Update – Madeleine Eichorn

Current Projects

- Transition into Districts
- Resources for Governors
- Governor Social
- Sistrict social media
- Sistrict CKI Week Challenges

Events & Meeting Attendance

- Trustee Transition Calls
- August Governor 1:1's
- New Jersey Kiwanis Service Project
- Trustee Office Hours
- Board Trainer
- August International Board Meeting
- July Governors Forum
- Kiwanis K-Family Picnic
- Western Canada Officer Training
- August Governors Forum

International Trustee Update – Chelsea Jordan

Current Projects

- Sistrict activities and names
- Trustee Newsletters
- Presentations for Caribbean Lieutenant Governors
- Sistrict logo and social media set up
- Sistrict WASH-a-thon
- Recruitment strategies

Events & Meeting Attendance

- July Governor 1:1's
- International Board Newsletter Making Session
- August International Board Meeting
- Caribbean District Paradise Division Workshop
- Texas-Oklahoma District Bulletin Editors Workshop
- December Sister District Governor Social
- St. Hugh's High School for Girls Key Club and University of the West Indies Mona Circle K International- Online Cross Country Event
- International Board Trainer
- Welcome Meeting and Lunch Event for Kiwanis International President Art Riley and First Lady Vickey Riley
- Caribbean District Board Meetings
- August Governors Forum
- August Governor 1:1's

International Trustee Update – Tyler Kearns

Current Projects

- Website Audit Project
- Fall Start Up Kit
- August Trustee Newsletter
- Recruitment and Retention Workshop
- Recruitment Resources
- New York District Workshop
- Sistrict
- Panama Districting Strategic Plan
- Service Calendar Creation
- Award Tracking Materials

Events & Meeting Attendance

- Georgia District Board Meeting
- July Executive Committee Meeting
- District Transition Meetings
- Trustee Transition Meetings
- International Board Trainer
- July New York Conferences and Conventions Committee Meetings
- 2:1 with Kyle and Leah
- Trustee Introduction 1:1
- August Executive Committee Meeting
- August Trustee 1:1
- August Governor 1:1's
- New York District CBS Workshop Series
- Panama Logistics Meeting
- Website Audit Meeting
- International Board Recruitment Plan Meeting
- August New York Conferences and Conventions Committee Meetings
- August International Board Meeting
- St. Lawrence University Home Club Meetings

International Trustee Update – Alissa McIntyre

Current Projects

- Newsletter and Sistrict names
- Scholarship Ideas for Global Development Committee
- Sistrict Event List

Events & Meeting Attendance

- International Board Trainer
- July Pacific Northwest Board Meeting
- Florida Board Meeting
- July Governor 1:1's
- July Executive Committee Meeting
- July Board Meeting
- August Sistrict Event
- August Pacific Northwest District Board Meeting

International Trustee Update – Liz Sevigny

Current Projects

- Sistrict communication
- Meeting Districts
- Helping the Kentucky-Tennessee District reach out to inactive clubs
- Sistrict events

Events & Meeting Attendance

- July Board Meeting
- International Board Trainer
- July Carolinas District Board Meeting
- Georgia District Social
- Membership Experience Committee Chair Interviews
- Carolinas District Game Night
- Caribbean Kiwanis Family Rally
- International Board Recruitment Plan Meeting
- August Governor 1:1's
- August International Board Meeting
- Southwest District Board Meeting
- Together Sistrict Event
- Club Officer Office Hours
- August International Board Meeting
- Carolinas District Board Meeting
- Kentucky-Tennessee District Board Meeting
- New York District Kiwanis Family Picnic
- Ohio District Scavenger Hunt
- 2:1 with Kyle and Leah
- Trustee 1:1
- Website Audit Meeting

International Trustee Update – Katelyn Van Buren

Current Projects

- Publications for districts
- West Virginia and Capital Districts merger
- Newsletter
- Sistrict Communication
- Sistrict Recruitment Event
- Montana club contacts
- Wash 6Ks

Events & Meeting Attendance

- July Governor 1:1's
- Trustee Transition Meetings
- July International Board Meeting
- International Board Trainer
- July Executive Board Meeting
- August Governor 1:1's
- August Executive Committee Meeting
- August International Board Meeting
- New England District Board Meeting
- 1:1 with the Capital District Administrator
- 1:1 with the former West Virginia District Administrator
- August Governors Forum
- Wisconsin Upper-Michigan Board Meeting
- Trustee Office Hours

International Trustee Update – Jonathan Varano

Current Projects

- Reviewing district transition packets
- Newsletter preparation
- Membership and Recruitment presentation for the Indiana District
- Cyberbullying and online etiquette presentation for the Caribbean District's Paradise Divisional Conference
- Presentation for the Caribbean District's UWI Training Workshop
- District social media and events
- Governing Documents review

Events & Meeting Attendance

- July Wisconsin Upper-Michigan District Service Night
- July Governor 1:1's
- Caribbean District Palm Division Social
- Trustee Transition Meetings
- International Board Trainer
- July International Board Meeting
- August Governor 1:1's
- Indiana District Board Meeting
- Caribbean District Kiwanis Family Rally
- Indiana District Club Officer Training
- Caribbean District University of the West Indies Training Session
- Caribbean District University of the Commonwealth of the Caribbean Leadership Presentation
- Caribbean District Paradise Divisional Conference
- Louisiana Mississippi West Tennessee Board Meeting
- New Jersey Kiwanis Family Picnic
- International Board Recruitment Plan Workshop
- Wisconsin Upper-Michigan Board Meeting
- August International Board Meeting
- New Jersey Kiwanis District Convention

International Trustee Update – Isabelle Wang

Current Projects

- Newsletter Preparation
- Governor Support

Events & Meeting Attendance

- Trustee Transition Calls
- July Governor 1:1's
- New York University Circle K Meetings
- Alabama District Board Meeting
- Ohio District's President Council Meeting
- August Governors Forum
- New York District Conferences and Conventions Committee Meetings
- International Board Newsletter Making Session
- New York District Regional Training Conference
- New York University Executive Board Meetings
- Ohio District Governor Office Hours
- Alabama District Board Meeting
- August International Board Meeting
- Ohio District Council Meeting
- Trustee Office Hours
- International Board Recruitment Plan Meeting
- Sistrict Governors Meeting
- Website Audit Meeting

International Committee Update

On August 10th, 2021, six International Committee Chairs were elected.
The 2021-2022 International Committee Chairs read as followed:

Jenna Turner, Indiana District- Diversity, Equity, and Inclusion Coalition Chair

Kyle Nunes, Caribbean District- Events and Awards Committee Chair

Nancy Mi, Illinois Eastern-Iowa District- Global Development Committee Chair

Hannah Spargur, Minnesota-Dakotas District- Governing Documents Committee
Chair

Denna Fisher, Eastern Canada District- Membership Experience Committee
Chair

Annamarie McGuire, Ohio District- Research and Finance Committee Chair

International Committee Member Interviews are currently being
conducted and will be decided in September.

Appendix A
2021-2022 International Board Goals

- 1.) Circle K International will have 9,000 members and 400 paid clubs by International Convention.
- 2.) Circle K International will fundraise \$55,555 for UNICEF's Water, Sanitation, and Hygiene (WASH) project.
- 3.) Circle K International will have 30 Tomorrow Fund Grant Submissions
- 4.) Circle K International will have 400 members at International Convention
- 5.) Circle K International will have thirteen service hours per member for a total of 117,000 service hours by International Convention.

Appendix B

Trustee Paring Assignments

The 2021-2022 Trustee and District Parings are as followed:

Trustee Madeleine Eichorn: Kansas District, Missouri-Arkansas District, New Jersey District, Western Canada District

Trustee Chelsea Jordan: California-Nevada-Hawaii District, Michigan District, New York District, Texas-Oklahoma District

Trustee Tyler Kearns: Georgia District, Nebraska-Iowa District, Panama District, Rocky Mountain District

Trustee Alissa McIntyre: Eastern Canada, Florida District, Minnesota-Dakotas District, Pacific Northwest District

Trustee Liz Sevigny: Carolinas District, Colombia District, Kentucky-Tennessee District, Southwest District

Trustee Katelyn Van Buren: Capital District, Montana District, New England District, Pennsylvania District

Trustee Jonathan Varano: Caribbean District, Indiana District, Louisiana-Mississippi-West Tennessee District, Wisconsin-Upper Michigan District

Trustee Isabelle Wang: Alabama District, Illinois-Eastern Iowa District, Ohio District, Utah-Idaho District

Appendix C

International Committee Structure

The 2021-2022 International Committee Structure is as followed:

- The Diversity, Equity, and Inclusion Coalition
- The Events and Awards Committee: This committee is comprised of what was previously the CKI International Committee and the awards portion of the Governing Documents and Awards Committee.
- The Global Development Committee
- The Governing Documents Committee: This committee is comprised of what was previously the governing documents portion of the Governing Documents and Awards Committee.
- The Membership Experience Committee: This committee is comprised of what was previously the Service Committee, Kiwanis Family Relations Committee, and Membership Development and Education Committee.
- The Research and Finance Committee: This committee is comprised of what was previously the Research and Development Committee and the Finance Committee.

Appendix D

Kiwanis International Circle K International Task Force Report

Kiwanis International

CKI Task Force Final Report

Submitted 06.10.21



CKI Task Force



Kiwanis[®]

Members:

Justin Hahn-Wisconsin Upper Michigan (Chair)

Scott Bearby-Indiana (Finance Lead)

Alvin “Peck” Fox- Alabama (Membership Lead)

Jason Stewart-Minnesota Dakotas (Structure Lead)
Sarah Al-Midany-Southwest (19-20 CKI Board)
Carol Clyde Gallagher-Kansas
Katrina Baranko-Georgia
Cathy Szymanski-Pennsylvania
Michael Mulhaul-New Jersey
Austin Underwood-Ohio (20-21 CKI Board)
Billy Hackett-Florida (19-20 CKI Board)
Greg Faulkner-New York
Joey Cain-New York (20-21 CKI Board)
Staff Liaisons: Michelle Study Campbell, Jeff Harris, Lori Martin

Background

At the April 23, 2020 Board of Trustees meeting, the board passed a resolution creating a taskforce to examine the continued growth of Circle K International. The Kiwanis Youth Programs and Service Leadership team has been gathering resources and framing the work of the taskforce as we look to launch this important work. The taskforce is to examine areas of the organization and think broadly about solutions and interventions that will support the CKI organization in 2020 and beyond. Working with staff, current members, former members and Kiwanis International leadership, the taskforce is encouraged to complete this work as efficiently and effectively as possible. Members for the task force were recruited late August and the task force commenced meeting in the first week of October. The task force is broken up into several subcommittees to target various topics at the same time.

The task convened once monthly as a larger group and at least once monthly in the various subcommittees. Subcommittees formed were Finances, Membership and Structure. Subcommittees were asked a series of questions and were tasked with directives to formulate discussions that lead to priorities and recommendations for the organization. Subcommittees also worked in tandem with CKI International Committees and had representation of CKI members in all discussions. Subcommittees solicited and gathered data from focus groups, membership surveys, advisor surveys, history and so on. Data was analyzed and discussed leading to the following recommendations and action steps that support longevity and strength of Circle K International.



Finance Final Recommendations

Priority #1

- A dues payment is important to reinforce member commitment to the organization. The task force is in support of an individual dues commitment.
 - The CKI International Council will vote in June 2021 on the current dues proposal of a per member fee structure set at \$23USD per member. The task force supports the \$23 USD per member proposal no matter the outcome of the vote.
 - Assess budgetary data every 3 years regarding the percentage of equity paid by membership and what is subsidized by Kiwanis. Provide this information to the club level and adjust per member fees as necessary to work towards CKI being the higher stakeholder of the organization.

Priority #2

- There should be a more standardized financial commitment from Kiwanis to Circle K. Inconsistency of support from sponsoring Kiwanis creates economic uncertainty that ripples up to the International level.
 - Club Level
 - Establish financial contributions expectation at time of charter and/or at time of budgeting for the upcoming year.
 - Consider each District sets a formula for its sponsoring clubs to follow.
 - Goal to be established for minimum support; define and recognize exceptional support.
 - Steady, long-term commitment (consistency in funding).
 - Collect data on club operating expenses and funding to make available as a resource.
 - Add financial commitment to obligations of sponsorship and other relevant resources.
 - Sponsoring Kiwanis clubs add a line item in their budget to assist CKI clubs with dues and other financial assistance if needed, i.e. convention fees, service project supplies.
 - District Level
 - Solicit financial contributions from non-sponsoring Kiwanis club (Outreach funding).
 - Establish an Outreach Fund program at the District.
 - Establish recognition/appreciation standards to incentivize contributions.
 - Connect Circle K clubs to Kiwanis clubs.

- There be a financial commitment from a sponsoring Kiwanis District to their Circle K District.
 - Establish stability in level of financial commitment.
 - Add a specific line item to support Circle K District operations, i.e. board meetings.
 - Conduct an annual meeting between Circle K and Kiwanis leadership to discuss CKI financial needs.

Priority #3

- There should be efforts to obtain greater financial support from the colleges and universities that are home to Circle K clubs.
 - Create and distribute materials geared to university officials noting the benefits to the school that come with Kiwanis structure/support, i.e. insurance provided by Kiwanis.
 - Create resources and training geared to CKI students on grant writing for the purpose of writing grant request to student governing bodies.
 - Establish transparency about what per member fees are and why this should not be of concern to a campus/university.
 - Conduct a meeting with campus leadership at the time of charter to establish upfront communication about the expectations of campus.

Priority #4

- Funding for International, and District, operations must be more diversified and never reliant on member dues. Corporate sponsorships should be sought from the approach of what CKI and its students can provide for them.
 - Identify corporate partnerships that are aligned with the ideals of CKI.
 - Harness the power of social media and messaging by CKI members to support corporate philanthropic initiatives.
 - Emphasize alumni contributions at the Club and District levels.
 - Explore an Alumni association at the International level.
 - Establish parameters about how funding will be used.

CKI Task Force



Kiwanis[®]

Membership Final Recommendations

Priority #1

- Refine CKI's offering of service initiatives, partners, and resources to better connect with the interest of members in civic engagement, sustainable community-based service opportunities and non-partisan issue advocacy.
 - The membership should be surveyed for in-depth opinions of all existing service initiatives, partners, and resources.
 - Examine the marketplace to determine what opportunities exist for CKI members to get involved in civic engagement, sustainable community-based service opportunities and non-partisan issue advocacy.
 - Promote use of the Community Outreach Report (COR) for clubs to identify the roots of community needs and develop sustainable community-based service projects. For example, build COR into club leadership and achievement International awards and otherwise incentivize / highlight COR projects.
 - Establish and make available resources and opportunities to train members in advocacy.

Priority #2

- Provide membership recruitment materials to clubs as a part of the “dues” payment transaction.
 - Review and revise all membership recruitment materials, whether printed or digital.
 - Develop a module to train District Board members and club officers in recruitment and retention.
 - Offer a certain number/type of recruitment materials (e.g. brochures, posters) to each club as a part of the “dues” payment transaction.
 - Include instructions or suggested recruitment activities / best practices in recruitment kits for clubs to consider (e.g. printed Membership Growth Strategic Plan tools, Phired Up tools).

Priority #3

- Place greater emphasis on leadership development initiatives.
 - Revise the CKI website to have a “Leadership Development” tab under the “About” tab at the top (parallel with the Service Initiatives tab), with subcategories of available leadership development opportunities.
 - Review all membership recruitment materials to ensure that proper emphasis is placed on the tenet of leadership development.
- Expand the promotion and availability of the Global Leadership Certificate program as a centerpiece of CKI leadership development offerings.
 - Increase publicity of the Global Leadership Certificate program, in printed materials, the website and through social media.
 - Design a public relations program to enhance the program’s reputation, making it more attractive as an offering to CKI members.
 - Seek accreditation to bolster the Global Leadership Certificate program among Kiwanis SLP members and students beyond Kiwanis programs.

Priority #4

- Develop a new model for training and utilizing Kiwanis and Faculty advisors.
 - Develop an online training module for Kiwanis and Faculty advisors, and District Administrators to be administered along with the background check.
 - Develop a series of webinars to allow advisors to receive additional training on certain portions of their jobs, such as club finances, etc.
 - Review and update all written materials regarding to the training of advisors.
 - Review and update as necessary the Advisor and Administrator Guides.

Priority #5

- Continue to work on effective development of a CKI Alumni Network.
 - Ask for development of a committee or task force including Kiwanians, CKI members, and CKI alumni to formulate recommendations to better attract recently graduated CKI alumni into Kiwanis.
 - Utilize membership contact information from graduating CKI members to develop a more effective outreach program for the Alumni Network.
 - Increase publicity of the Alumni Network, in printed materials, the website and through social media.
 - If fees are required to join the Alumni Network, it should be made clear to interested alumni for what purpose(s) that money will be used. Recent graduates should be exempt from paying a fee to join, or pay greatly reduced fees, up to a certain number of years out of college.

Priority #6

- Revitalize and expand the Kiwanis Mentorship program with focus on post-college career development.
 - Ask Kiwanis International leadership to appoint a committee of interested Kiwanians to develop an approach to more effectively attract numbers of interested Kiwanians to serve as mentors.
 - Increase publicity of the mentorship program, in printed materials, the websites and through social media.
 - Coordinate through the International office so that all Kiwanis districts are encouraged and supported to start mentorship programs, and to share information and data.

Priority #7

- Revise the current membership model so there are better options for smaller institutions and two-year schools, rather than a “one size fits all” approach.
 - Study and analyze current membership levels and five-year trends for each of three categories of institutions: larger institutions, smaller institutions, and two-year schools.
 - Develop methods of differentiating in the membership and club models to allow for each type of campus to prosper.
 - Consider expanding the model for community-based clubs beyond regions outside of North America and Canada, based on research findings.
 - Promote the ability for an internet-based club for smaller institutions and community colleges, if passed at the 2021 CKI International Council.

Priority #8

- Enhance the CKI social media presence and communications.
 - Improve utilization of all platforms, including growing the open and click-through rates on all communications.
 - Increase student involvement in the content development and voice of CKI social media and all communications.
 - Ensure the focus of CKI social media and communications remain student focused and not Kiwanis focused.
 - Ensure that CKI social media and all communications follow proper brand guides and appropriate use of emojis, gifs, etc.

- Increase emphasis in social media of service initiatives and the Global Leadership Certificate program.
- Incorporate more highlights of club members, service projects, and additional CKI events that take place across the world on a daily basis. Develop a reliable process to solicit these stories and photos from everyday members.

Priority #9

- Refine the periodic CKI newsletter.
 - Increase student involvement in the content of the periodic CKI newsletter.
 - Take steps to ensure that the newsletter is sent to all members and alumni registered with CKI.
 - Greater emphasis in the newsletter of services and opportunities offered to members, increasing the value of membership.
 - Include member stories and club service project highlights in the newsletter, to incentivize active readership and a reciprocal relationship between clubs and International.

CKI Task Force



Kiwanis[®]

Structure Final Recommendations

Priority #1

- Decrease the size of the International Board. Current membership numbers and budget does not support the current size of the International Board.
 - Suggested size of the International Board should be a President, Vice-President and 5 Trustees.
 - As the organization grows or declines, the number of Trustees can be adjusted upon approval by future House of Delegate sessions.
 - Explore Governing Documents to propose any changes to align with new size of the International Board.

Priority #2

- Evaluate the requirements of District status.
 - Establish a process for a probationary period for Districts that fall below requirements of Districts.
 - Solicit Kiwanis support in growing their Circle K District.
 - Solicit International Board support and engagement for Districts in a probationary period.
 - Establish a merge and split option for Districts that fall below requirements of District status.
 - Add to the requirements of District status the election of a Governor.

Priority #3

- Restructure the size and types of International Committees.
 - International Staff needs to collaborate with CKI Board and create a streamlined and more timely process for communications approval of resources, social media, and all communication platforms to make committee work more productive and efficient. The current process takes too long, and timetables are not efficient for the CKI year.

- Move International Committees to a one-year term beginning October 1st resulting in higher productivity. Consider appointing committee chairs to allow for overlap of leadership for the purpose of training continuity.
- International President and Vice-President interview and appoint a Vice Chair to each of the International Committees.

Priority #3 (continued)

- Reduce number of International Committees to 5 committees. Committees can create subcommittees to focus on additional topics. More committees do not equal more efficiency.
- International Trustees should not be required to serve on International Committees. Trustees serving on Committees will be assigned by the International President and Vice-President as needed.
- Explore Governing Documents and make any proposals to align with new committee structure.
- Move International Committees to ad-hoc committees. By making committees ad-hoc rather than standing, committees can be appointed as needed rather than making every committee mandatory.
- Solicit structured reports from the International Committees via Board meetings or regularly scheduled chair meetings.

Priority #4

- Districts should assess what their District structure looks like.
 - Identify the need of Lieutenant Governors, President Council, or other governing structure for the counsel of clubs.
 - Charge Districts to create a task force that assesses their current structure and report to International.
 - Develop language in the Standard Bylaws that allows flexibility in the structure of the District.

Respectfully Submitted,



Justin Hahn
CKI Task Force Chair
JustinHahn1128@gmail.com

Appendix E

International Committee Directives

International Committee Directives

Research and Finance

1. Creating a plan to implement the new dues proposal
 0. Going into effect June 2022
2. Creating a strategic plan to improve CKI financial stability moving forward
 0. Finding other sources of revenue (corporate partnerships)
3. Cost-Benefit Analysis to compare benefits across our regions
 0. Exploring new member benefit partnerships
 1. Exploring corporate partnerships
4. Making CKI more affordable on the club and district levels
 0. How can we encourage CKI members to reach out to school and Kiwanis clubs for money?
5. Researching how other (collegiate) service organizations operate inside/outside their campus environment
6. Work with Membership Experience for a membership experience survey
7. Explore further collaborations with other committees

DEI Coalition

1. Exploring our club experience
 0. How do we create a more inclusive club experience?
2. Making leadership opportunities more accessible with collaboration from all committees
3. Making international events and opportunities more accessible
4. Working with committees and their members to accomplish any DEI-related goals
5. Collaborate with other committees to include gender-inclusive language throughout all CKI literature
6. Creating a “district anti-racism and inclusivity plan” guide (New England as example)

Global Development

1. Continuing ASPAC Conferences and other international events
2. Working with Research and Finance to improve member benefits for Regions 3-7 clubs
3. Chartering in other regions
4. Provision procedure - international club support (collaboration with governing documents and executive committee)

Events and Awards

1. Executing a hybrid International Convention
 0. How do we make it accessible while still encouraging members to attend in-person?
 1. How do we do it on a budget?
2. Planning fellowship night and workshops at International Convention
 0. GOAL: 400 International Convention attendees in Austin, TX
3. Embracing the history of CKI into awards and International Convention
4. Catering International Convention to advisors, Kiwanians, and graduating Key Club members
5. Re-tool the CKI Hall of Fame Award (and other awards)
 0. Nomination based
 1. Getting rid of the current member status

Membership Experience

1. Service
 0. Expanding upon sustainable service and advocacy
 1. Promoting the WASH project
 2. Transitioning back into in-person service
 3. Service Learning Institute
 4. Tomorrow Fund applications
2. KFR
 0. Continuing the Key Club senior night
 1. Finding ways to support Key Club members throughout their entire experience
 2. Execute the Key to College Mini-Series
 3. Promote inter-clubs and service projects with K-Kids, Aktion Club, Builders' Club
 4. Complete execution of the Kiwanis Mentorship Program
3. Membership Development and Education
 0. International Club Officer Training
 1. Membership Experience Survey
 2. CKI Podcast - promote stories of CKI members throughout the organization
 0. Non-official, posted on CKI President and Vice President Instagram, President YouTube

Governing Documents

1. Work on a rewrite of our governing documents
2. Collaborate with the international board on any proposed governing documents changes

Thank you for reading! Please feel free to reach out to me with any questions:
vicepresident@circlek.org.

Yours in Service,

Leah Reiser

Circle K International Vice President