

MEETING MINUTES

KEY CLUB INTERNATIONAL BOARD

November 16-17, 2012

A meeting of the Board of Trustees of Key Club International was held in Indianapolis, Indiana on November 16-17, 2012.

Those present for the board session: President Rebecca Riley, Vice-President Caitlin Stroup, and Trustees Marc Chen, Zack Dameron, Cecelia Ferguson, Yein Ha, Kayla Lash, Calvin Leung, Ratan Manohar, Colten Meisner, MaryAlice Peng, Betty Stearns and Jack Vielhauer. Also present were Amanda Spice, Key Club International Director, Charli Lehman, Key Club Leadership Specialist, and Warren Mitchell, Kiwanis International Trustee.

President Rebecca Riley called the meeting to order on November 16. The leadership reports were presented to the Board. A presentation concerning Hershey Track and Field Games and The Eliminate Project was given to the Board. The Board recessed with Committee meetings to take place on Saturday, November 17 as well as the official board meeting.

The Board reconvened on Saturday, November 17.

REPORT OF THE EXECUTIVE COMMITTEE

Amendment to the policy on elections

The committee reviewed the Key Club International Board Policy on elections.

RESOLVED: That the Key Club International Board approve the following change in the policy on elections:

Section J.5. h. Every candidate for International office must have submitted a completed statement of candidacy, an international officer's service agreement, proof of documentation that he/she will be able to travel to the U.S. to attend activities normally expected of board members, a biographical sketch and an outline of his/her platform, to the international director prior to any campaigning at the international convention. A prospective candidate wishing to have his/her name and personal information included in the "information on candidates" which will be inserted in the registration packet of voting delegates at the convention must submit the above forms to the international director by May 15th (received by date not postmark). The one page flier received from each candidate will be posted on the Key Club Web site as they are received.

ADOPTED

Strategic Intent: Not applicable

Procedure: Amend policy code

Capacity: No change

Finance: No impact

Metrics: None

REPORT OF THE COMMUNICATIONS COMMITTEE

Website resource reorganization plan

The committee discussed updating the plan to reorganize the resource section of the website in order to improve navigation for users.

RESOLVED: The Key Club International Board approves the reorganization plan. See Exhibit A.

ADOPTED

Strategic Intent: Not applicable

Procedure: In compliance

Capacity: No change

Finance: No impact

Metrics: None

Key Club International Key Chains

The committee discussed endorsing informal communications through Facebook pages to promote communication between district and club officers.

RESOLVED: The Key Club International Board endorses Facebook pages as official channels for officer communication.

FAILED

Key Club TV

The committee reviewed ideas proposed for Key Club TV and prepared input and suggestions to submit to staff.

RESOLVED: The Key Club International Board approves the ideas for Key Club TV. See Exhibit B.

ADOPTED

Strategic Intent: Not applicable

Procedure: In compliance

Capacity: No change

Finance: No impact

Metrics: None

Key Club Smartphone Application Service Source

The International Board discussed the proposal to create a feature for the Key Club International Smartphone application that allows members to search for service projects and add to the database projects of their own.

RESOLVED: The Key Club International Board approves the creation of a Service Source as a feature of the Smartphone application.

FAILED

REPORT OF THE EDUCATION AND DEVELOPMENT COMMITTEE

Key Club District Officer USB

The Committee has updated the content and organization of the Key Club USB.

RESOLVED: The Key Club International Board approves the reorganization plan.

ADOPTED

Strategic Intent: Not applicable

Procedure: In compliance

Capacity: No change

Finance: No impact

Metrics: None

REPORT OF THE KEY CLUB INTERNATIONAL BOARD

Amendment to the Robert F. Lucas Outstanding Lieutenant Governor Award

The Key Club International Board reviewed the Robert F. Lucas Outstanding Lieutenant Governor Award.

RESOLVED: That the Key Club International Board approve the following change in the Robert F. Lucas Outstanding Lieutenant Governor Award:

Robert F. Lucas Outstanding Lieutenant Governor Award

Section: D. Copies of all required documents must accompany the nomination. In order to be considered for this award, the nominee must accumulate a total of ~~1040~~ 1160 points out of the ~~1300~~ 1450 possible points. If a nominee accumulated less than ~~1040~~ 1160 points and still feels that he/she should be considered for the award because of extenuating circumstances, he/she must submit in writing why

he/she has not accumulated the total number of points along with his/her other requirements.

ADOPTED

Strategic Intent: Not applicable

Procedure: Amend Policy code

Capacity: No change

Finance: No impact

Metrics: None

Key Club International Special Committees

President Rebecca Riley presented her nominees for three special committees: the Bylaw Review Team, Global Task Force, and Service Ambassadors as required by the Key Club International Bylaws.

RESOLVED: That the International Board approve the nominees for the Bylaw Review Team, Global Task Force and Service Ambassadors.

ADOPTED

Strategic Intent: Not applicable

Procedure: In compliance

Capacity: No change

Finance: No impact

Metrics: None

CLOSING COMMENTS

President Riley adjourned the meeting at 11:45 a.m. on November 17, 2012.

Communication Committee



Directive 5: Continue to reorganize the Key Club International Website by following up on last year's organizational outline, implementing search tags for the resources on the Key Club International Website, and creating a master list of Key Club resources.

The goal for this directive is to make the Key Club International Website more user-friendly. It is a general consensus that the resource page is the hardest to navigate. To solve this problem, we plan to reorganize the resources in the most logical way for the members, develop tags for the resources to make them easier to search for, and to edit the descriptions of each resource on the website to make them more understandable. Another idea tossed around was the creation of a master list of resources for the use of the International Board and Governors. It would not be useful for the website because resources are constantly being put up and taken down, so it would always need to be changed.

Resources Tab- Reorganization Outline

1. Advisor & Administrator Resources

- A. Key Club 101 (Power Points, SLP parent and information brochure)
- B. Adult Advisor Resources (G. Harold Brochure, Schaffer Honorary, Faculty and Kiwanis Advisor resources)
- C. Letter Template to Faculty and Administrators

2. Communication and Marketing

3. Public relations

- A. KC Photo Release/News Release for TV News
 - i. Service project, services, Key Club Week Proclamation, Lieutenant Governor Election
- B. Key Club Public Relations Planning
- C. Business Cards
- D. Envelopes
- E. Thank you post cards
- F. Key Club Magazine Report Form (from contests and awards)

4. Graphic Standards

- A. Guidebooks
- B. New Releases
- C. Guide Key Club Key Club Style Sheet

Communication Committee



- D. Key Club Image Library
- 5. Graphic Downloads (Separate by JPEG and PG)
 - A. Newsletter
 - i. Templates
 - 1. District Letter Head Template
 - B. Pencil Headers - further subcategories by color
 - i. Scribble
 - ii. Doodle
 - C. Keys Graphics
 - D. Circles
 - E. Headers
 - i. Lines
 - F. Key Club Logos - further subcategories by color
 - G. Key Club Word marks - further subcategories by color
 - H. Doodle Graphics
 - I. PowerPoint Template
 - J. Overlays
 - K. Recruitment/Posters
 - i. Invites
 - ii. French
 - iii. Post Card
 - iv. Brochure
 - v. Ads
 - L. Public Service Announcement Template
- 6. **Contests, Awards, and Applications**
- 7. Contests
 - A. Poster
 - i. Non-digital poster contest entry form
 - ii. Digital poster contest entry form
 - B. Video
 - i. Video contest entry form
 - C. Scrapbook
 - i. Year in Review Cost Sheet
 - D. Judges

Communication Committee



- i. Contest score sheets
- 8. Awards
 - A. Single Service Award 2013
 - B. Major Emphasis Award 2013
 - C. Distinguished Officer Binder Tabs
 - i. Secretary-Treasurer
 - ii. Editor
 - iii. Governor
 - iv. RFL Lt. Gov
 - v. Secretary
 - vi. Treasurer
- 9. Scholarships
 - A. Linda Canaday
 - B. \$1000 Linda Canaday Memorial Scholarship
 - C. Cuant International
- 10. YOF
 - A. Youth Opportunities Fund Form
- 11. Translation App
 - A. Translation Application
- 12. Events and Conventions**
- 13. Events
 - A. Key Club Week (from Communication and Marketing)
 - B. Key Club Week Manual (from Governance)
- 14. ICON
 - A. Registration
 - 1. Registration form
 - 2. Charity Walk Form
 - 3. Candidate Booklet
 - 4. KC Confirmation Packet
 - 5. Medical Release/Code of Conduct
 - 6. Delegates Certificate of Election
 - B. Promotion
 - 1. Flyer
 - 2. Overlays

Communication Committee

3. Logo

C. Schedule

1. Program

2. Schedule

3. Speakers

a. Eden Sher

D. Planning

1. Workshop Instruction Proposal

2. Workshop Instruction Proposal Form

3. Production team program and application

4. Exhibit Sponsor Application

5. Beads of Courage Carry a Bead Card

6. Shuttle Coupon for Indiana

15. Adult Liability

1. Adult liability guidelines presentation

2. Conferences in a Can

16. Sponsorship

1. Event key club sponsorship toolkit

2. PowerPoint

3. Key Club Endorsements (from Governance)

17. **District and International Operations**

18. International Board Resources

1. Board meeting Minutes

1. July 2012

2. January 2012

3. October 2011

4. July 2011

5. February 2011

6. November 2010

7. July 2010

8. March 2010

9. February 2010

10. October 2008

2. Board meeting Agendas/Programs

Communication Committee



1. July 2012
2. January 2012
3. October 2011
4. July 2011
5. February 2011
6. November 2010
7. February 2010
8. October 2010
9. Proposed Amendments 2012, 2011 & 2010
3. International Reports
 1. 2010-2011 Audit Report
 2. 2010-2011 Annual Report
 3. 2008-2009 Annual Report
19. District Resources
 - A. Lieutenant Governor Resources
 - i. Officer Training Conference Agenda
 1. Reducing Stress
 2. Time Management
 3. Key Club Etiquette 101
 - ii. Officer duties
 - iii. Newsletter (from Communication and marketing)
20. **Club Operations**
 - A. Key Club 101
 1. KC Guidebook
 2. Guidebook Table of Contents
 3. KC District Map (2)
 4. Administrative structure
 5. Policies and Procedures
 - B. Officer Resources and Duties
 1. Duties of Club Board of Directors
 - a. Certificate of Election for Club Officer
 2. President
 - a. Meeting Agenda
 - b. Board Meeting Agenda Template

Communication Committee



3. Vice President
4. Secretary
 - a. Annual Achievement Report-Fillable form (from Contests and Awards)
 - b. How to Annual Achievement Report Information (from Contests and Awards)
 - c. Minutes of Board Meetings
 - d. Minutes of Club Meetings
 - e. Point system
 - f. Key Club Roster and Service hours form
5. Treasurer
 - a. Youth Opportunities Fund Form (from Contests and Awards)
 - b. Key Club Budget Form
 - c. Fundraising, finances, charitable, giving
 - d. Roster form of Membership
6. Editor
 - a. Newsletter production 101
7. Webmaster
 - a. Web site How to
8. Club Class Director
9. Committee Chairs
 - a. Committee Report
 - b. Key Club Public Relations Committee Planning (from Communication and Marketing)

C. Starting and Growing your Club

- i. New Member handbook
- ii. Chartering
 1. Charter presentation tips
- iii. Membership
 1. Builder Club Co-Sponsorship
 2. Middle school orientation
 3. Membership recruitment guide

Communication Committee



4. Recruitment (All from Communication and Marketing)
 - a. Recruitment/Posters
 - b. Invites
 - c. French
 - d. Post Card
 - e. Brochure
 - f. Ads
 - iv. Club management
 1. Operation an Extra Large Club
 - v. Ceremonies
 - i. New member ceremony
 - ii. Key Club Installation of Club officers
 - iii. Graduating Seniors Ceremony
 - iv. Appreciation program for parents and advisors
 - vi. Certificates (All from Contests and Awards)
 1. Member of the Month
 2. Outstanding Advisor Certificate Presentation
 3. Outstanding Faculty and Kiwanis Advisor
 4. Outstanding Kiwanis Advisor
 5. Outstanding Faculty Advisor
21. **Service**
22. Service Directory
- A. Moderate
 - B. Easy
 - C. Difficult
 - D. Complete
23. Service Partners
- A. Key Club MEP History
 - B. Hershey Company Great 8 Job Descriptions
 - C. MOD Fundraising Form 2012
 - D. March for Babies 2011
 - E. MOD Fundraising Form

Communication Committee



24. Kiwanis Family
 - A. Circle K Invitation
 - B. K-Kids service projects
 - C. Key Club Week Manual
25. Service Project/Fundraising ideas
 - A. Service Bulletin Service Project Ideas
 - B. Guide fundraising project ideas
 - C. Fun and unique ways to support
26. Project Planning
 - A. Project Evaluation form
 - B. Planning form
 - C. Project Survey



Kiwanis
Service Leadership Programs

www.keyclub.org

KEY CLUB

Key Club Television

Directive: Redirect the use of Key TV to make episodes more applicable and informative to better educate members.

Vision for directive: To create fun and educational clips and segments to help educate and enthuse Key Clubbers.

Ideas:

Meeting Service Projects

- Show fun and creative crafts that would be easy to implement into club meetings.
 - Examples: Turning Key Club t-shirts into reusable bag or quilts, making decorations for patients at Nursing Homes and children's hospitals, decorating cards for terminally ill children, ect.

Monthly Themes

- Clubs send in a video each month to be shown on Key Club TV involving a Theme.
 - Example: Theme 1-preferred charities month, so have a video of a service project for a preferred charity. Theme 2-Meetings, so have a video about how to hold an efficient meeting, effective leadership skills, and membership retention.

Officer Videos

- Explain what each officer shall do on the club and district level to better educate club level members and encourage them to run for higher office and have a better understanding of the Key Club structure.

Key Club Member Highlight

- Have applications for a highlight to be done on Key Club members that have performed exceptional service.

Board Meeting Updates

- At each board meeting, have short updates from the International President and each committee chair about the progress made at the meeting.