

PNW District CKI 5-Year Strategic Plan

Strategic plan prepared by: 2021-2022 PNW District Board

Adopted by: ____

Revised by ____

Main Topics of Discussion

- K Family Relations
- CLE
- Membership Growth & Retention
- Diversity, Equity, & Inclusion (DEI)
- Leadership Positions

Topic #1: Kiwanis/K Family Relations

- Goal 1: K Fam Events
 - Increase the number of K Fam events by 10 events each year to have a total of 90 events by 2027
 - Maintain at least 50 K Fam events each year

K Fam Events

	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027
Goal	50	60	70	80	90
Actual					
Progress					

- Goal 2: Connecting with Kiwanis Advisors
 - Club officers should make sure to connect/communicate with their Kiwanis Advisor at least once each month, preferably more often
 - District Administrator team should keep regular contact with Kiwanis Advisors
- Goal 3: Promoting/Teaching About CKI

- Club officers should host at least 1 event where potential members have an opportunity to learn about CKI at the start of each quarter/semester, preferably more at the start of the new school year
- District Board should provide assistance to clubs in creating promotional materials and/or have District Officers visit clubs to assist promoting CKI if requested by a club

Reflection/Plan Moving Forward:

STRENGTH

- Some clubs have already hosted K Fam events/have experience with it
- We are promoting about CKI on our social medias
- Many clubs are inviting their Kiwanis advisor to attend their general and officer meetings
- CKI District Board is attending meetings and events hosted by Key Club officers when invited

WEAKNESS

- K Fam events are not occurring consistently and there are no set numbers for the number of K Fam events that will occur during each month
- Not all CKI clubs are involved in planning/hosting K Fam events
- Not all CKI clubs have strong ties with their Kiwanis Sponsors
- Many CKI general members do not know much about their sponsoring Kiwanis club
- Sponsoring Kiwanis club members usually do not know many (if any) CKI members
- It could be difficult to find a way/time to coordinate K Fam events that will work with everybody's schedule
- Not many people will know about K Fam events or may not be interested in attending them

OPPORTUNITIES

- One possible action we can take moving forward is to reach out to individual key clubs and their officers to plan possible joint events
- We could plan a list of K Fam events at the beginning of the year
- We could ask for K Fam events ideas from different Key Clubs and CKIs
- We could have annual events like a college workshops
- Encourage clubs to do college tours or help with them
- Maybe joint ventures with CKI and getting shirts

THREAT

- One possible threat/difficulty we could encounter is the location of the events; it could be difficult to pick a location that will be convenient for everyone
- Making sure the correct parties are cc'd in emails- working with minors must have the correct people and communication involved
- COVID policies
- Tensions with Key Club can leak through to future years and making sure we protect those relationships
- Any joint-ventures would have to have funds fairly figured out

Topic #2: CLE

- Goal 1: Prepping for CLE training
 - We should try to have CLE training materials ready by the end of August.
- Goal 2: Presenting the training
 - CLE Trainings should be conducted before school starts for clubs ideally
 - CLE should be kept as short and precise as possible
- Goal 3: Follow-up after CLE training
 - District Board officers should meet with club officers to see how they are inputting their training into their current positions and to see if they have any questions
 - There should be a reflection about the strengths and possible improvements for future CLE trainings each year

Reflection/Plan Moving Forward:

STRENGTH

- Our current CLE training program is very informative. There is a lot of crucial information that is presented
- All club officers go through the CLE training
- The CLE training is provided in a presentation slide format, so it could be revisited

WEAKNESS

- The presentation slide format could also be considered as a weakness because it provides less hands-on/collaborative opportunities
- The presentation can go rather long and interest can be fading
- Make sure to check in with your boards through-out the presentation to see if and when breaks are needed

OPPORTUNITIES

- One possible action we can take is planning for CLE trainings earlier on so we know what we have to include/what we have to fix
- We could ask for the club member's input
- Should be altered every year to figure out what works and doesn't
- Each board member working on it brings a unique perspective that can add to different sections and provide opportunity for diversity
- Provide different sources, ways of presenting the material, and ways to invoke new perspectives and voices
- Can bring in new studies of leadership, management, and non-profit/ service

THREAT

- Information from CLE training may not be retained
- LTG'S might not follow up with checking up, MSGP and CNA reports, or just try to skim through material with the length of material
- Club boards might not be full and timing of it might get delayed
- It is one of the first interactions between LTG' and clubs, so first few impressions count

Topic #3: Membership Growth & Retention

Goal 1: Club Charters

- Gain 1 more active club each year for a total of 5 additional active clubs by 2027

New Charters

	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027
Goal	1	1	1	1	1
Actual					
Progress					

- **Goal 2: Active Club Retention**

- Maintain at least 10 active clubs each year

Active Clubs

	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027
Goal	11	12	13	14	15
Actual					
Progress					

- **Goal 3: Membership Count**

- Increase membership by 20 new members each for a total of 100 new members by 2027

New Members

	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027
Goal	240	260	280	300	320
Actual					
Progress					

Reflection/Plan Moving Forward:

STRENGTH

- Some of our clubs have seen tremendous increase in membership + returning members
- We are gaining new charters
- New service opportunities post- COVID

WEAKNESS

- Some clubs are no longer active
- We are losing communication with some clubs
- Not all clubs have a full leadership team so it could be hard to recruit new members

OPPORTUNITIES

- One possible action we can take moving forward is to reach out to a larger audience via social media, flyers, events, etc.
- We can provide a detailed explanation about the benefits of being a paid member/what the fee of the membership is being used for

THREAT

- COVID
 - Online classes
 - Last minute changes
 - Etc.
- Membership fluctuations
- New international dues structure may cause larger clubs to pass on an increase in dues
- Charters not lasting past a +year
 - A lot of clubs that fail do so within 7 years

Topic #4: Diversity, Equity, & Inclusion (DEI)

- Goal 1: New Learning Topics
 - We should focus on bringing awareness to at least 1 topic each month
 - We should expand that ways we present these topics
- Goal 2: DEI Events
 - We should plan/host at least 1 DEI event each quarter
- Goal 3: Communication
 - We should work to include DEI topics of particular interest to clubs and importance to the PNW region

Reflection/Plan Moving Forward:

STRENGTHS

- We started addressing different topics and are currently focused on different organizations associated with each topic
- We are sharing the information on our social medias so many people have access to it
- We are not only providing resources to diverse groups, but allowing people options within those organizations/ opportunities and not limiting it
- Encourages more people to step forward, have stronger and more active positions in their clubs, and help feel like the district supports them
- Encourages joint-venture projects with DEI clubs on campus, which can also lead to larger participation on/ off campus
- Proves to CKI members we back what we support because we mean it and not just for mediocre social validation

WEAKNESS

- We currently haven't planned any big DEI events yet due to the pandemic
- Not many club members or officers are currently involved in/has an input in our DEI events/
- We could use more members of color

OPPORTUNITIES

- One possible action we can take is to plan a list of DEI events at the beginning of the year, making sure to ask for input from club members and all officers
- In addition to presenting only the organizations, we can include more information about the topic and in different formats. This could include but are not limited to things such as newsletter, presentation, etc.

THREAT

- Measures written but never fully taken in the level required to make it successful
- Need to show that these events are with the right intentions and not to fill a 'quota'

Topic #5: Leadership Positions

- Goal 1: Club Officers, Chair Positions, District Board Officers
 - We should recruit more members to apply for these positions
 - We need to promote these positions better by providing detailed explanations on what each position entails, how you can apply, and other necessary information
- Goal 2: Leadership Events
 - We should plan/host at least 1 district-level event around the topic of leadership

Reflection/Plan Moving Forward:**STRENGTH**

- We have officers who can share their experiences with club members and provide details about running for office
- We have many opportunities for members to speak with officers
- There is now the ability to serve on both a club board and district board at the same time

WEAKNESS

- Not everybody knows about the different officer positions
- People could be intimidated/nervous to apply for a position
- DCON attendance cost can prevent possible candidates from running for district office

OPPORTUNITIES

- Before the end of each term, club officers should have a meeting where they talk about possible leadership positions and leadership topics
- Board members should speak to club members at the end of their term about their experiences

THREAT

- Members may prefer to stay at club level
- Members don't always understand role of district and international