

## **CAL-NEV-HA DISTRICT 2018-2021 STRATEGIC PLAN**

### **SUBCOMMITTEE ACTION PLAN**

- A. Determine Goals
- B. Include and list specific steps required to accomplish goals
- C. Determine how steps can and should be carried out by reference to what persons or processes in the district can be utilized

### **EDUCATION** Chair Gary Gray, Russ Kiner, Rocio Brooks, and Lanie Wheeler

1. Resources
  - a. Develop education materials about leadership succession
  - b. Develop seminars with nuts and bolts of membership growth  
Example: New member guest day event
2. Convention Attendance
  - a. Increase attendance by promotion to clubs
  - b. SPECIFIC GOAL: Two members per club attend at least one convention each year

### **MEMBERSHIP GROWTH** Chair Angel Luevano, Dave Wallach, Tony Montalbo and Bob Larsen

1. Increase Membership Growth in Existing Clubs
  - a. New member events
  - b. Engage members in club operations
  - c. SPECIFIC GOAL: Every division to be Plus 5 on October 11 of each year
2. Create New Clubs with proper process and sponsor involvement
  - a. Target communities with no present Kiwanis club
  - b. Use club opening process to identify community leaders
  - c. Provide new club and new member orientation training  
CROSS REFERENCE TO EDUCATION: Develop orientation materials specific to new clubs

### **SERVICE** Chair Jim Koontz, Gary Dove and David Pinuellas

1. Hours  
SPECIFIC GOAL: increase service hours and increase reports of hours by 5% each year
2. Kiwanis Family  
--enhance relationships with SLP
3. Foundation Investment  
--increase commitment to CNH and KI foundations

### **IMAGE** Chair Steve Geraci, Tim Cunning and Mark Waronek

1. Communication: create better and clear communications within club and community
2. Visibility: use of social media, publicity and signature projects  
SPECIFIC GOAL: one signature project reported per club per year