



Kiwanis[®]
CALIFORNIA-NEVADA-HAWAII DISTRICT

District Board of Trustees
CNH District of Kiwanis International
Strategic Planning Retreat

November 14, 2020

1:00 pm to 2:30 pm

Via Zoom

Our retreat will be framed by the following ideas:

Resources: Prior Strategic plan and related detail work sheets

Objectives:

1. Identify and agree on what to add and subtract from the prior plan.
2. Choose teams from the board to work on separate elements.
3. Build more detailed action plans with concrete, measurable outcome and objectives.
4. Assign out District committee responsibility for execution of action – accountability
5. Finally, determine if we should meet again to continue to finish – we want to approve a plan at the midyear conference board meeting.

STRATEGIC PLAN FOR CAL-NEV-HA DISTRICT, 2018-2021

A. Membership Growth

1. Increase membership in existing clubs by adding and retaining members.
 - (a) by use of inviting prospective members to new member events called open house or special guest day; and use of different types of membership with different dues structures;
 - (b) by engaging current members in club operations; and
 - (c) each division to be plus five (5) members on October 11 of each year.
2. Create new clubs that are sustainable.
 - a) to serve communities presently not served by Kiwanis including communities where a Kiwanis club has ceased to exist unless community no longer economically viable;
 - b) through use of club opening process where community leaders are identified, contacted and invited; and
 - c) provide new club and new member orientation training.
3. Financial Viability. Educate members and clubs on dues structure, including financial budgeting and fundraising training.

B. Education

1. Resources. Create and provide resources and officer training which includes club leadership succession training with Club Leadership Education and convention seminars that teach nuts and bolts methods for membership growth.
2. Convention Attendance. Increase attendance at midyear and District conventions by having no less than two members of each club attend one convention each year.

C. Service

1. Hours. Increase total service hours performed and reported by 5% each year;
2. Kiwanis Family. Enhance relationships with Sponsored Leadership Programs.
3. Foundation investment. Increase commitment to District and KI Foundations.

D. Image

1. Communication. Better and clear communication within club and community.
2. Visibility. Outreach to community through presence in social media, use of publicity and signature projects. Each club shall have one signature project reported each year.

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
1. 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
1. 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 Cuning 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

Education - Gary Gray (Chair), Russ Kiner, Rocio Brooks, Lanie Wheeler

1. Resources

- a. For clubs less than eighteen months old:
 - Survival skills - the vital “must do” actions
 - > Organize and run efficient meetings (whatever the frequency)
 - > Organize and execute a successful membership drive
 - > Organize and execute a successful fund raiser
 - > Organize a new service project (prefer SLP support)
 - > Fundamental concepts in volunteer leadership

- b. For “mature” clubs
 - Growth of the club and Kiwanis, development and strengthening of members:
 - > Extended development of leadership skills - committees and board.
 - > Succession planning in leadership - club and Division
 - > Best practices in Achieving Club Excellence
 - > Best practices in sponsoring and opening a new club
 - > Extending club service through giving to Kiwanis Foundations (Children’s Fund and CNH Foundation)

2. Delivery

- a. For “traditional” clubs:
 - > Promote District and International Conventions, Mid-Year Conferences, Regional Training Conferences (the Trustees must deliver) and club attendance at CLE.
 - > Incentives: A club registers and sends two Delegates to DCON and the club is awarded two half-price registrations to new members at the next DCON or MYC (for example).
 - > Develop and post videos of all elements of Kiwanis training and education.
 - > Live-stream significant elements of our conferences and convention
 - > Build a District website that includes an information and communication portal, a list-serve chat and access to all of our training materials.

- b. For new and “non-traditional” clubs, in addition to all of the above:
 - > Make CLE available not only live but also as a remote video link
 - > Provide all training and education via videos, recorded webinars, and on-line self-study text curriculum.

3. Implementation

- a. Curriculum content for all educational product to be provided by the District Education Committee
- b. Ensuring the consistent presentation for live training to be provided by our District's Master Trainers
- c. Video production, web-based education and all other non-traditional presentation to be implemented by the District Technology Committee (new).

4. Timing

All of the above initiatives to be commenced immediately with progress reports to the Board of Trustees from each responsible group at least twice a fiscal year. All to be reviewed, evaluated and updated every second year.

Education - Gary Gray (Chair), Russ Kiner, Rocio Brooks, Lanie Wheeler

1. Resources

a. For clubs less than eighteen months old:

- Survival skills - the vital “must do” actions
 - > Organize and run efficient meetings (whatever the frequency)
 - > Organize and execute a successful membership drive
 - > Organize and execute a successful fund raiser
 - > Organize a new service project (prefer SLP support)
 - > Fundamental concepts in volunteer leadership
 - > Procure sufficient quantity of KI material (e.g. Leadership Guides) to distribute to new clubs

b. For “mature” clubs

- Growth of the club and Kiwanis, development and strengthening of members:
 - > Extended development of leadership skills - committees and board.
 - > Succession planning in leadership - club and Division
 - > Best practices in Achieving Club Excellence
 - > Best practices in sponsoring and opening a new club
 - > Best practices in sponsoring and supporting SLPs
 - > Extending club service through giving to Kiwanis Foundations (Children’s Fund and CNH Children’s Fund)

2. Delivery

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- > Promote District and International Conventions, Mid-Year Conferences, Regional Training Conferences (the Trustees must deliver) and club attendance at CLE.
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b. For new and “non-traditional” clubs, in addition to all of the above:

- > Make CLE available not only live but also as a remote video link
- > Provide all training and education via videos, recorded webinars, and on-line self-study text curriculum.
- > Develop training modules for President, Secretary, Treasurers and

- members of new clubs
- > Appoint a club coach for each new club who will attend meetings regularly and share their experience and knowledge

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EDUCATION TASK FORCE

STRENGTHS OF CURRENT SYSTEM

We have a core of experienced and certified trainers from throughout the district.

We have developed material to supplement the presentation we receive from KI that makes our training more relevant to CNH clubs

We have developed material that emphasizes leadership and team building aspects of board officers

We are beginning to develop materials specifically directed to new club officers and members

We provide trainings for officers at our DCON and at our Mid-Year conferences in addition to CLE trainings

We post the materials from our DCON and Mid-Year training sessions on our CNH website

We are beginning to provide live streaming of our DCON general sessions

We have in the past provided webinar sessions for select club officers

WEAKNESSES OF CURRENT SYSTEM

We need to recruit and train additional trainers who are willing to be available year round

We need to develop a shorter version that addresses the immediate needs of new clubs

We are still in the beginning stages of developing materials that will give new clubs the essential information for a successful startup

We should provide separate sessions for new clubs specifically designed to answer their questions and address their needs

We need to post more materials and develop the capacity to interact with clubs

We need to re-institute webinars on select training topics (perhaps using Zoom) that allow for trainee participation