

**DIVISION 2 Report to District CNH
March 2017**

First and foremost, we at Division 2 apologize for the delay in a status update from the division. This is totally due to miscommunication and accounting for each other's responsibility. Not one person or isolated group should be blamed for this as this is a cumulative Division 2 error. That said, Division 2's Modus Operandi for the past year has been progression and not regression. Some would say that slight progression would be quite adequate, but Division 2 has moved forward in all aspects of club development with the focal point being to increase our membership with each club contributing in unique and progressive fashion.

As for individual club progress reports, the key word is "forward" as far as developmental direction is concerned. To compare our D2 to the human body, we would say that our body was under serious injury and fatigue. The largest injury of all would probably be the state of our Albany/El Cerrito organization, which was on the verge of having to dissolve as an autonomous club. Though sheer willpower, desperation, and strong Kiwanis-Family links, they have been our best success story in that the Albany/EC club has gotten back to Charter strength at this point with a few more prospective members in the pipeline. Our mortal injury has healed. Also moving forward are the Oakland, San Leandro, and Richmond clubs. They have made strides towards membership increase as well. In fact, the San Leandro and Richmond clubs have increased their membership by one member with more prospects in the pipeline.

Alameda and Berkeley have been putting in the most noticeable increases by taking two distinctly different approaches. Alameda packs the strongest punch by really engaging the public and bringing in new non-Kiwanians into the fold, something Alameda has been so good at in the last few years. If Alameda has the strongest punch, Berkeley could be said to have been providing the strongest kick as far as forward movement in membership development, but their difference is that all of their new members the past three years have been from Division 2's most established Circle K club, the Berkeley Circle K organization which they essentially treat as a part of Kiwanis by creating so much mobility rather than segregation between the two entities. Their three-year tale has been eight members all being under the age of 25 due to natural progression from Circle K to Kiwanis. (Because, as I mentioned, Circle K and Kiwanis are the exact same organization when you think of it; and if you don't think of it as the same, why not?)

While we are marching forward with membership development, Division 2 continues to move forward with serving the children and communities of the world by spreading service in various educational institutions. Berkeley has shown that approach does eventually have the passive benefit of future members. Hayward/Castro Valley not only has one Circle K club at the moment, they have two and the new Lake Chabot College Circle K has made an impact in the Circle K landscape as a strong Circle K powerhouse similar to Division 26's Diablo Valley College and Los Medanos College. Richmond and Oakland are fighting the good fight in preserving the strong legacy of Key Club's sister organization, the KIWINS Clubs, which some might argue to be a more impactful relative to Key Club due to its storied history, fighting spirit, and lower saturation in comparison to Key Club which has become excessively saturated.

There is not one way we are regressing and we even have the auxiliary project of opening a new Hayward club. Through that we have sought out Valarie Brown who has become an amazing asset and friend to Division 2 in our march forward

towards becoming a strong division once again. At our last DCM we set an objective going forward for us. If we get the new club, great, but our focus should be to sprint forward in accumulating new membership. In that, the clubs have assured us of the effort being put in by fostering our relationships with our SLPs as well as engaging the public, increasing Kiwanis transparency, and welcoming new members. In fact, there's a club in the division that's dubbing the month of March *the March 4 Membership*. At the top of this article we apologized for the delay in getting this report out to you and at the end of this article, we apologize for the long-winded nature of this article; but to be completely honest, we couldn't fit our progress into a single paragraph or statement that would truly reflect the progression in membership that Division 2 is showing. We hope this article is clear enough and if you need any questions that need clarification feel free to contact us as we are an open book.

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Lt. Governor

John Moore
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