

## January/February International Board Meeting 2020 Minutes

- I. Call to Order 2:46pm EST
- II. Roll Call
- A. Present
1. International President K'lana Schnack
  2. International Vice President Kaitlin Cirillo
  3. International Trustee Caroline Bushnell
  4. International Trustee Alex Drahos
  5. International Trustee Riley Feng
  6. International Trustee Conrad Gabriel
  7. International Trustee Alexis Henry
  8. International Trustee Aminhan Lobster
  9. International Trustee Brandon Orick
  10. International Trustee Indigo Parlin
  11. International Trustee Hannah Povroznik
  12. International Trustee Irin Shim
  13. International Trustee Rachel Zhang
  14. Key Club International Director Greg Stowers
  15. Program Specialist Laura Holloway
  16. Board Counselor George Delisle
  17. Kiwanis Youth Programs Executive Director Michelle Study-Campbell
- III. Approval of the Agenda
- A. Motion: Indigo Parlin
  - B. Second: Riley Feng
- IV. Old Business
- A. Approval of November Official Board Meeting Minutes
    1. Motion: Alex Drahos
    2. Second: Irin Shim
- V. New Business
- A. Public Relations Committee Report: the Public Relations Committee has since grown with 5 appointed Member Representatives to help create and develop content for the International Board. The projects they've been working on include the President's Project Guidebook (project/fundraiser ideas, graphics, the project itself). The committee is working with Conrad and the Communications Department to create ICON promo materials including the "100 Day Until ICON" post. They are also collecting videos depicting the average day of an International Trustee on a District visit with the "Day in the Life" IG TV series. The committee continues to collect and edit blog posts from various authors within the Key Club International community. Their Fally Rally Montage is in production. They narrowed the pictures down from 600 and are creating the video with Adobe. They are hoping to create Instagram and Twitter

posts for other international holidays, such as Earth Day on April 22nd. Lastly, the committee has been working to publish their "Meet the Board" pieces that each board member was tasked with creating. In the future, they will develop a design to be used by all board members in email correspondence. They hope this will make emails from a KCI officer distinct and recognizable.

- B. Member and District Resources Committee Report: The Member and District Resources has been able to accomplish many initiatives including the personal invite campaign, creation of growth and retention resources that are in the process of getting released, the development of the first-ever International Convention Subsidy Program, and various other resource-based items. The committee has put a focus on the importance of personal outreach and has been in communication with a large number of district board members throughout Key Club International with International Convention resources and distinguished award guides for potential applicants. We are currently focused on the release of the subsidy program and the grading process of those applications.
- C. International Opportunities Committee Report: The International Opportunities Committee focuses on the emphasis of Key Club's preferred charities: March of Dimes, UNICEF, and Children's Miracle Network. They have created promotional material and distributed it through personal social media and updates. Additionally they worked heavily on promoting the Youth Opportunity Fund, then grading the numerous applications distributing the YOF budget between many worthy applicants. The International Opportunities Committee has dedicated the remainder of the term to maximizing interaction with the service partners. Upon discussion within the committee, International Opportunities determined that Key Club International was not utilizing the service partner relationship to its fullest potential and would like to evaluate the flaws in the current service partner model along with creating solutions. The committee began with viewing the ongoing relationship with our existing service partners. International Opportunities created a small scale survey that they would send to various Key Clubbers holding a variety of positions to get a basic understanding of what current Key Clubbers feel about current service partners. The results of that survey found that most Key Clubbers were most excited to work with the Thirst Project as an organization and were exasperated by the numerous monetary-based incentives current service partners have. It was found that Key Clubbers desired a more direct way to interact with service partners and desired an easy way to maintain contact with service partners. From the finding of our small scale survey, they decided that they wanted to promote a more extensive scale survey, so they collected a new pool of data along with brainstorm possible new service partners that would fall under an

incentive-based model supporting a cause and not a particular organization. International Opportunities also concluded that potential new service partners need to be global. In conclusion, the committee wants to create the foundation to develop an incentive-based service partner model that takes into account the desire for direct service and incorporation of international districts using input from Key Clubber.

- D. Global Outreach Committee Report: They have been able to accomplish a lot so far. We have created the following resources: membership growth and retention document, chartering guide, charter ceremony script, folder of all resources that need to be translated, Truly International definition. They also work with the districts-in-information and the non-districted clubs, continuously providing resources in their newsletters, answering questions, and updating contact information. Furthermore, the Global Outreach Committee has created a survey to determine the main obstacles in chartering new clubs so plans to work through common obstacles can be formulated ahead of time. Lastly, they are in the process of devising a process of translating materials that they do not create on a monthly basis and translate themselves. These include many items, most importantly the chartering guide.
- E. Executive Committee Report: Since November, the Executive committee has continued to work on the pen pal system by finalizing pen pal picture and prompt submissions and submitting the Pen-Pal application to the content submission form. They've also finalized the completion of the International Competition, Community Initiative, and sent the information to the entirety of the International Council and District Administrators. Additionally, they have collaborated with the International Board to submit our ideas for the Strategic Plan.
- F. ICON Ad Hoc Committee Report: The ICON Committee has been extremely busy getting prepared prior to ICON. In December, they were able to add Trustee Indigo Parlin onto the committee. Items that they were able to complete included pushing out the ICON theme poll for voting, submitting sticker concepts for ICON, finalizing Keynote Speaker selections, drafting the ICON workshop skeleton, working with IVP Kaitlin to create a T-Shirt Design script and holding a discussion about the idea of having some form of candidate's tables at ICON. For January, many of these tasks carried over. However, they worked on a couple of new things: finalizing the release of the ICON theme, creating an ICON promo script, editing the ICON timeline and the beginning stages of editing ICON scripts for this year's sessions.
- G. Brand Guide Task Force Report: The new brand guide was sent to Kiwanis and should be shared by March 1, 2020.

VI. Adjournment

2:50pm EST

- A. Motion: Alexis Henry

B. Second: Indigo Parlin