

## BACK TO SCHOOL

### 1. Welcome

- a. Introductions.
  - i. Ice breaker — [Check out these ideas](#).
  - ii. Introduce officers if applicable.

### 2. Old business

- a. Officer elections (if needed).
  - i. Watch [Key Club election video](#) to see what a typical election process looks like in a normal year.
  - ii. [Instructions](#) on how to conduct an election.
- b. Review 2019-2020 year — What projects should be continued? Where did we leave things?

### 3. New business

- a. Watch [Key Club “Shoes” video](#). (If you are holding a virtual meeting, share your screen so members can watch together. Also remember to click “share audio.”) After watching, discuss the video with your club.
  - i. What ideas have come from this video?
  - ii. What do we see as our challenges for this club and school?
  - iii. Why do we exist as a club? What purpose do we serve — especially in this unusual year?
  - iv. How does being part of a big service family feel?
- b. Community assessment
  - i. What community needs can we address as a Key Club this year?
- c. Brainstorm community assessment activities:
  - i. [Community assessment worksheet](#).
  - ii. [SWOT analysis example](#).
  - iii. [SWOT analysis worksheet](#).
- d. Challenge club members to invite at least one potential member to the next club meeting. Discuss other ways to recruit new members.
  - i. How can new members help us with service this year?
  - ii. How can we locate good potential members?
  - iii. [Recruitment flyer](#) (ask everyone to download).

### 4. Closing meeting and home projects

- a. Thank everyone for participating in Key Club this year.
- b. Announce next meeting time and date.
- c. [Optional home projects](#).

**Usage survey** — As we look ahead, we would appreciate your input on the virtual meeting kits. Please [take this survey](#) to give us your feedback and suggest any topics you'd like to see in future kits.