

WEST VIRGINIA DISTRICT OF CIRCLE K INTERNATIONAL

Strategic Plan 2006-2011

Vision Statement: *Our vision for the West Virginia District of Circle K International shall be an environment of Service and Fellowship with the involvement of all Members of the Kiwanis Family and Clubs having active, educated Members performing Service through established ties to Campuses and Communities.*

Mission: The Mission of the West Virginia District Strategic Plan is to produce a District that is at or above Charter Strength as defined by Circle K International Constitution/Bylaws, provides both Service and Leadership Opportunities and is one of the top ten Districts in Circle K International.

Term: The Strategic Plan will begin on April 01, 2006 and be successfully completed by March 31, 2011.

The Strategic Plan incorporates the following Goals: Communication; Fall Retreat, Conferences and Conventions; New Club Openings/Member Invitations; Membership (MD&E - Membership Development and Education)/Service Foundations; Training; K-Family (Kiwanis Family); Sponsoring Kiwanis Club(s) Obligations/Involvement; Kiwanis District Obligations/Involvement and District/Club Websites.

I. Communication

A. District

1. District Bulletin – published by the District Bulletin Editor four times a year – second week of September, second week of November, fourth week of January, fourth week of April. Items to be included: District Officer bio and contact information, District Goals, Club Officer contact information, Upcoming District and Club Events, Fall Retreat registration form/driving directions/what to bring list, member education, ICON information, DCON information/registration form, service initiative, Y'all Conference informative/registration form, membership retention education, Board Meeting(s) agenda, club goal setting, scholarship (International, District Matching) information, DOTC Information, highlights of club events, etc.
2. District/Club Officer Directory – with contact information (email address, summer and school postal address), and snail mail address, summer, school, phone number(s) that will be sent via email and snail mail during the fourth week of April, updated in early Fall and sent via email and snail mail to District Officers, Administrator, Club Presidents, Sponsoring Kiwanis Club and Kiwanis District Secretary.
3. District/Club Communication - via email and phone calls will be established with new Officers in early April and communication will be ongoing through the School Year at least twice each month, also through Club Representatives to the Board at all District Board Meetings.
4. E mails (all) will carry the following in the Subject Line of the email, **WVCKI** then the Subject of concern to the sender of the email and a response expected from the recipient of said email within 48 hours.
5. Phone calls - are to be between the hours of 8 AM and 10 PM and the recipient of the phone call will answer the communication within 24 hours.

B. Clubs

1. Clubs will establish a Yahoo Group with email for all Club Members for receiving Club and District emails/attachments.
2. Club Secretaries will complete a Monthly Report Form (MRF) by the fifth of each month with the previous month's Club activities and send the MRF to the District Governor, District Secretary and District Administrator.
3. Club Meetings (location/time) and Service Projects/Events will be published in the

District Bulletin, and placed on District Website - to be updated monthly

C. Brother and Sister Districts

1. District Governor/Board Officers, Clubs and Members will communicate via email and phone calls with District Governors/Board Officers, Clubs and Members in Brother and Sister Districts.

D. Circle K International

1. District Administrator, District Governor and Board Officers will communicate all changes/news from Circle K International to the Members of Clubs within the District.
2. Communicate with International Trustee (Liaison) through email, instant messenger, phone calls and written correspondence (as necessary) news of /about the District and Circle K International

E. Dues Collection and Payment

1. All Clubs within the District will collect dues (International and District) in a timely manner and submit payment of all collected dues before the October 01 early due date and at the latest on or before November 01. The District Treasurer will send delinquent notices no later than November 10, followed by a phone call/written notice to Club Advisors/Sponsoring Kiwanis Club by the District Administrator.
2. Payment of all Dues is to be November 30 otherwise Clubs will be in a Suspended Status (not in Good Standing with the District/Circle K International) on December 01 until payment is received by Circle K International. Club Charters will be recalled (removed) by Circle K International during the Board Meeting at ICON in August if clubs remain in suspended status.

II. Fall Retreat, Conferences and Conventions

A. General Information/Guidelines

1. Registration Forms and any Other Forms will be available the on District Website as soon as they are available with a minimum of at least sixty days prior to Event(s).
2. Mail (postal) all Event(s) information at least sixty days in advance to all District Officers, Club Presidents, Advisors, Sponsoring Kiwanis Club, Kiwanis District Secretary and K-Family Members.
3. District Administrator will promote Event(s) to Kiwanis Clubs, Kiwanis Advisors, Faculty Advisors, and K- Family Members at least ninety days prior to Event(s).
4. District Bulletin Editor will place all Event(s) information in the District Bulletin published prior to the Event.
5. District Board Members will visit Clubs and promote District and International Event(s).

B. Fall Retreat

1. District Board/Administrator will decide location, date and fees based on previous Retreats.
2. All Attendees will be expected to pay a minimum Registration Fee for the Event.

C. District Convention (DCON)

1. Clubs wanting to Host the Event will need to bring to the District Board Meeting at Fall Retreat a written bid/presentation wherein a vote/decision will be made at that time as to date and location.
2. All Attendees will be expected to pay a Registration Fee to cover meals, hotel accommodations and associated costs of the Event.
3. Early Registration Deadline to be established as fourteen days before the Event with a Late Registration Fee to be applied thereafter up to the Event Deadline of one week before the Event. Email and phone calls will be made to the Club Officers/Advisors and Sponsoring Kiwanis Club two weeks before Early Registration Deadline.

D. District Officer Training Conference (DOTC)

1. Event will be a one-day conference with training for all District Board Officers, Club Representatives and District Administrator.
2. Site will be a central location within the District for all Board Members.
3. Event will be held on a Saturday or Sunday either the third week of April (subject to change dependent upon Easter Holiday) or first week in May.

E. Y'all Conference

1. Y'all Districts include Alabama, Capital, Carolina, Georgia, Kentucky-Tennessee, Louisiana- Mississippi-West Tennessee, Florida, West Virginia and Texas-Oklahoma.
2. Rotation: 2007 – Georgia; 2008 – Wildcard (all Y'all Districts excluding T-O District);
3. 2009 – Alabama; 2010 – Georgia; 2011 – Wildcard (see above); 2012 – Capital.
4. Site selection for Y'all Conference should be done at least eighteen months in advance.
5. Promotional materials will be available at Governors and Administrators Conference (GATC) and International Convention (ICON).
6. Event will be held on either the second or third weekend in January.
7. Attendees are encouraged to seek Funding Sources (Sponsoring Kiwanis Clubs, Fundraisers, etc.) to help with expenses to be encountered with attending this Event.

F. Large Scale Service Project (LSSP)

1. Event is held four days prior to International Convention in the same Host City.
2. Promotion Materials/Website will be presented/given to Attendees at DCON and DOTC.
3. Attendees are encouraged to seek Funding Sources (Sponsoring Kiwanis Clubs, Fundraisers, etc.) to help with expenses to be encountered with attending this Event.
4. See General Information/Guideline above (Section II - A) for any and all additional questions/concerns

G. International Convention (ICON)

1. The On to International Convention Chairperson (OTIC)/District Administrator will promote International Convention.
2. Promotional Materials/Brochure will be presented/given to Attendees at DCON and DOTC.
3. Attendees are encouraged to seek Funding Sources (Sponsoring Kiwanis Clubs, Fundraisers, etc) to help with expenses to be encountered with attending this Event.
4. See General Information/Guideline above (Section II - A) for any and all additional questions/concerns.

III. New Club Openings/Member Invitation

A. Locations For New Clubs

1. The District Board/District Administrator will select Colleges/Universities that have expressed a desire to open a new Club, at the request of Students, Faculty or Administration.
2. The District will work with the WV Kiwanis District (as the Kiwanis District follows Circle K and Kiwanis International set guidelines in opening new Circle K Clubs) in contacting Kiwanis Clubs to sponsor or cosponsor new Clubs at selected schools.
3. District will provide literature/information to new Clubs/Sponsoring Kiwanis Club about the District (Bylaws, Policy Code, etc.).

B. Member Invitation

1. The District will provide examples of letters, forms, announcements, etc., in an annually updated (by DOTC – April/May) District Resource Tool Guide to all Clubs within the District, for Membership Invitation and Retention, etc.
2. Board Members will be available to help clubs gain new members by recruiting at Membership/Service Fairs at Schools, Fall Retreat, and DCON to assist in obtaining new Members.

IV. Membership (MD&E)/Service Foundations

A Membership (MD&E)

1. Membership Goals for the next five years (allowing for 10% growth from the previous year, using 2003-04 as a base) are as follows:
 - a. March 31, 2007: 130 Members in 07 Clubs
 - b. March 31, 2008: 163 Members in 08 Clubs
 - c. March 31, 2009: 218 Members in 09 Clubs
 - d. March 31, 2010: 250 Members in 10 Clubs
 - e. March 31, 2011: 295 Members in 11 Clubs

Note: Some Clubs within the District with less than 1000 Students are required to have 15 Members rather than 20 Members to be in Good Standing with the District and International there the numbers vary as to how the Membership Goals are calculated.
2. Maintaining Existing Clubs that need help with Membership/Leadership will be the number one priority of the Membership (MD&E) Goal of the Strategic Plan therefore permitting newly formed /chartered Clubs to become a part of a strong District.
3. Strengthening Existing Clubs and to open New Clubs the District Board/Club Representatives will encourage Clubs to achieve their Service Foundations (Goals) each year.
4. District Board Members are to organize/participate in Membership Drives as requested by Clubs/Sponsoring Kiwanis Club.
5. Send letter to graduating Key Club Members and give names to respective Club Presidents at the beginning of Fall Semester (Term).
6. Provide Membership Drive Training at DOTC and promote the Program at Fall Retreat.
7. Distribute Membership Materials to all Sponsoring Kiwanis Club Presidents/Advisors each Fall, (District Administrator).
8. Remind Sponsoring Kiwanis Club of their Obligations to their Circle K Clubs at least once per year, (District Administrator).
9. Opening New Clubs:
 - a. Send letter to targeted Kiwanis Clubs with sponsorship potential each
 - b. Spring, (Administrator, Governor).
 - c. Give a detailed Club Sponsorship Report to each the Kiwanis Governor and Lt. Governor at each Kiwanis District Board Meeting, (District Administrator).
 - d. Incorporate a Growth Team comprised of Circle K District Governor, Circle K District Administrator, Kiwanis Committee on Circle K, Key Club District Board Member and Kiwanis District Governor Elect.

B. Service Foundations

1. Service: Circle K Clubs average twenty hours of Service per Member for the year, (average October 01 Membership numbers with most recent Club Membership numbers) documented on the Club Monthly Report Form (MRF).
2. Kiwanis Family: Four Interclubs total to any of the following: Kiwanis, Key Club, Builders, K-Kids and aKtion Clubs.
3. Leadership: Conduct a minimum of one program for Club Members on Leadership topics. May be conducted by Club Officers, Members, Professor and/or a District Officer. Conduct one or more programs for Club Officer Training by Sponsoring Kiwanis Club Advisor with assistance of a Circle K Certified Trainer (if available) to provide continuity in Leadership within a Circle K Club from year to year.
4. Membership Education: Conduct a minimum of one Membership Education Program for Club Members.

5. Membership Growth:
 - a. Clubs in a two-year Schools or Schools of less than one thousand students with fifteen members should achieve a net gain of two Members over the previous year's total paid membership.
 - b. Four-year Schools or Schools with more than one thousand students and Clubs with twenty to forty Members should achieve a net gain of three members over the previous year's paid Membership.
 - c. Four-year Schools or Schools with more than one thousand students and Clubs with forty plus Members the previous year should achieve a net gain of four Members over the previous year's paid Membership.

V. Training

A. Fall Retreat

1. Club Officers (President, Vice President, Secretary and Treasurer), Advisors (Kiwanis and Faculty) and Administrator are to attend this Event, plus any additional Club Members interested in attending.
2. This Event is over a weekend in either late September or early October each year.
3. The content of the Event should include specific Officer (District and Club) training, Advisor (Kiwanis and Faculty) training, goal setting, service foundations (goals) review, club evaluation, membership education review and other general motivational topics.
4. Event promotional materials and forms (as available) at DCON and DOTC.

B. Club Officer Training

1. New Club Officer's Training may be performed in April or August/September by the Sponsoring Kiwanis Club Advisor and a Circle K Certified (by Circle K International) District Trainer (if available).

VI. K-Family (Kiwanis)

A. Builders/K-Kids/aKtion Clubs

1. The District will encourage all Circle K's to participate in at least one Builders Club, K-Kids and aKtion Club Service Project.
2. Encourage Circle K Clubs to co-sponsor a Builders, K-Kids and/or aKtion Club.
3. Offer assistance where and when practical to the Builders/K-Kids Administrator(s) in planning a District Conference.

B. Key Club

1. The District will encourage all Circle K's to participate in at least one Key Club Service Project.
2. Obtain on an annual basis the Key Club District Database for Key Clubs (School Name/Address and Faculty Advisor only) within the District from either the Key Club District Administrator and/or Key Club International (Kiwanis International) so that each Key Club may be contacted through the School Faculty Advisor, to allow for Circle K Club Members to do a "Key To College Program" and /or "What Every College/University Freshman Needs to Know" by Circle K Club Members/Governor/District Administrator at the High School. Allow the District Administrator/District Governor to write a letter to graduating Members of Key Club encouraging them to join Circle K while attending College/University.
5. Encourage joint partnership to promote Circle K Membership as the next step in the
6. Kiwanis Family Experience while attending College/University.
7. Presentation of "Key To College/University" and/or "What Every College/University Freshman Needs To Know" by Circle K Club Members and/or Circle K District Board Members to Key Club Members during a Key Club Meeting/Key Club District Convention (Senior Forum).
8. Circle K Immediate Past District Governor and selected Circle K Members to attend

9. District Key Club Convention
10. Circle K District Governor/District Board Members to attend Key Club District Fall Rally.
11. Circle K District Governor to write at least two articles per year for the Key Club District Bulletin/Publication.

C. Kiwanis

1. The District will encourage all Circle K'ers to participate in at least one Kiwanis Service Project each year.
2. District Administrator will attend all Kiwanis District Board Meetings.
3. Encourage Circle K District Governor Elect/Board Members/Circle K Club Officers and Members to attend Kiwanis Midyear Conference and Circle K Governor/Board Members/Circle K Club Officers and Members to attend Kiwanis District Convention.
4. Encourage local Circle K Club Officers/Members to attend Kiwanis Division Meetings.
5. District Administrator to do a mailing in the Fall to all Kiwanis Club Presidents to inform them about the Circle K District and Clubs, location of Clubs and provide them an opportunity through Outreach Funds to support the District.
6. District Administrator shall write an article for each edition of the Kiwanis District Bulletin.
7. The Circle K District Governor shall write at least one article for the Kiwanis District Bulletin.

D. Alumni Association

1. Establish a list of Former Circle K'ers that might be interested in starting a West Virginia Circle K Alumni Association.
2. Encourage the Alumni Association once established to become active within the District to offer support/assistance to the District, at Events, Training Conference and Convention.

VII. Sponsoring Kiwanis Club(s) Obligations/Involvement

A. Obligations

1. The Obligations of Sponsorship as outlined by Circle K International are to be mailed and/or presented to each Sponsoring Kiwanis Club at least once per year. (District Administrator).
2. Provide Circle K Club Officer Training with the assistance of a Certified Circle K District Trainer (if available) either in April or August/September each year.
3. Kiwanis Advisor/Faculty Advisor to be provided with a Kiwanis Advisors Guide as published and available from Circle K International. (District Administrator)
4. Other Obligations/Involvement as defined by the Circle K District Board/District Administrator each year.

VIII. Kiwanis District Obligations/Involvement

A. Obligations

1. The Obligations of Sponsorship as a Kiwanis District to its Circle K District as outlined by Circle K International will be mailed to the Kiwanis District Governor Elect and Secretary. (District Administrator)
2. The Obligations of the Kiwanis District will be to assist the Circle K District in a manner that will result in a positive growth in new Clubs, support of existing Clubs as well as Club/District Membership.
 - a. New Club Opening (Chartering)
 - i. Action Steps
 1. Kiwanis Clubs committed to Sponsor new Circle K Clubs and the associated obligations and responsibilities of Sponsorship
 1. Kiwanis Member with contacts on Designated Campus
 2. Advisor Selection either by the New Club Members or selected from among those persons employed by the College/University.

- ii. District Support
 - 1. Support of New Clubs by supporting Service Projects/Events and inviting Club Members to Kiwanis District Events/Service Projects.
 - b. Existing Clubs
 - i. Assist with and encourage Service Projects and Events
 - ii. Support Membership Programs and Member Invitations
 - iii. Leadership Training Programs
 - c. Club/District Membership
 - i. Encourage District K Family Members to progress in order through the Sponsored Leadership Programs (K-Kids – Builders Club – Key Club – Circle K) then become a Kiwanis Club Member.
- 3. Provide for the attendance at Kiwanis Midyear Conference for the Circle K District Governor Elect/Board Members and for the Circle K Governor/Board Members at Kiwanis District Convention.
- 4. Kiwanis District Foundation monetary support for all District Matching Scholarships awarded each year by Kiwanis International Foundation/Circle K International.
- 5. The District will work with the Kiwanis District Board/Clubs/Membership to move the Kiwanis District Convention to a date in August that doesn't overlap with the Circle K International Convention, therefore allowing the Circle K Board, Circle K Members and Circle K Administration to attend both Conventions.
- 6. Other Obligations/Involvement as defined by the Circle K District Board/District Administrator each year.

IX. District/Club Websites

A. District

- 1. Content
 - e. Board Members Contact Information – email address only
 - f. International Trustee (Liaison) – email address only
 - g. District Club - Name, Location, Mailing Address
 - h. District History
 - i. Conference and Conventions – Registration Forms, Directions, Itinerary, What to Bring, Driving Directions, etc.
 - j. District Calendar – Events (Clubs and District)
 - k. District Service Project
 - l. District Scrapbook (District, Club Event Photographs)
 - m. Club Monthly Report Form (MRF)
 - n. Scholarship Applications (District, International) Link
 - o. Links (Clubs, International and K-Family)
- 2. Maintenance/Compliance
 - a. General Updates Performed Monthly
 - b. Conference/Convention Forms – available at least sixty days in advance of scheduled Event.
 - c. District/Club Event Photographs post no more than two weeks after said Event.
 - d. Website developed in accordance with the guidelines of Circle K International/Kiwanis International.
- 3. Webmaster/Technology Chair
 - a. Chairperson will be a Committee Appointment by the District Governor/Board each Administrative Year but will not be a Member of the Board and will have no voting privileges.

4. Website Location
 - a. The Circle K District Website will be maintained as a link from the Kiwanis District Website and as such will be supervised by the Webmaster/Technology Chairperson for the Kiwanis District.
- B. Club**
1. Content
 - a. Club Officers Contact Information – email address only
 - b. Club Location, Mailing Address
 - c. Sponsoring Kiwanis Club Name, Mailing Address
 - d. Advisors (Kiwanis, Faculty) – contact information
 - e. Club Calendar of Events
 - f. Links (Circle K District, International and K-Family)
 2. Maintenance/Compliance
 - a. General Updates Performed Monthly
 - b. Website developed in accordance with the guidelines of Circle K International/Kiwanis International.

The Strategic Plan Committee recommends that the Circle K District Board Members/Administrator review the Strategic Plan at least twice a year, i.e., at Fall Retreat (Board Meeting) and District Convention (Board Meeting).

The West Virginia Circle K District Strategic Plan is a working/living Document and as such is a suggested Guide to complete the Goals as listed. Changes may and will be necessary to obtain the positive outcomes desired.

Completed by: 2005-06 WV Circle K District Board (Emily Ingle, Kelly Carlile, Gabi Munas, Stacey Slack, Beverly Maynard, Priya Archioswamy and Christa Fry), Dr. Roger Williams – 2005-06 WV Circle K District Administrator, Greg Sheperd – 2005-06 WV Circle K District Assistant Administrator, Kiwanis Committee On Circle K (Marcie Rice, Sean Jackson, Tara Sheperd). **Special Thanks:** Anton Konev – 2005-06 Circle K International Trustee, Dave Kelly (Dia) – 2005-06 Georgia Circle K District Administrator; Shannon Stowe – 2005-06 Rocky Mountain Circle K District Administrator; Norman Taylor – 2005-06 Utah/Idaho Circle K District Administrator and Debbie Des Chene – 2005-06 Southwest Circle K District Administrator.

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DR RLW, et al.

October 15, 2006 – Strategic Plan reviewed with no changes made to the Document as written.

February 17, 2007 – Strategic Plan reviewed with no changes made to the Plan as written.