

MEETING MINUTES

KEY CLUB INTERNATIONAL BOARD

July 3, 2012

A meeting of the Board of Trustees of Key Club International was held in Orlando, Florida on July 3, 2012.

Those present for the board session: President Annie Lewandowski, Vice-President Catt Lovins, and Trustees Nick DePorzio, Jared Greene, Somya Gupta, Cole Hickman, Yoo Eun Kim, Kayla Lash, Lucy McDermott, Randolph McKinnie, Rebecca Riley, Alan Wang, and Austin Wu. Also present were Mike Downs, Key Club International Director, Amanda Spice, Key Club Assistant Director, and Sue Petrisin, Kiwanis International Trustee.

President Annie Lewandowski called the meeting to order on July 3. The leadership reports were presented to the Board. Convention information was covered in detail during this session as it was the last official meeting of the Board of Trustees.

REPORT OF THE COMMITTEE ON COMMUNICATIONS

Promotional Video

The Committee presented discussed the need for an updated promotional video. The Committee determined that a new video would help with membership recruitment as well as brand awareness for the organization.

RESOLVED: That the International Board approve the creation of new promotional video for Key Club International and allocate US\$40,000 in the 2012-13 operational budget for creation, duplication, and distribution of the video.

ADOPTED

Strategic Intent: Not Applicable

Procedure: No impact

Capacity: No change

Finance: US \$40,000 in 2012-13 budget

Metrics: None

REPORT OF THE EXECUTIVE COMMITTEE

Key Club International Board Mission Statement

The Committee determined that the Board should have a mission statement to allow for understanding of the purpose of the International Board of Trustees by Staff.

RESOLVED: That the International Board approve the following Key Club International Board mission statement and place it in the Board Policies:

To represent Key Club International and to establish programs and policies that create a unified international organization that supports clubs, divisions, and districts to make more valuable our members' service to their home, school, and community.

ADOPTED

Strategic Intent: Not Applicable

Procedure: Amend Key Club International Board Policies

Capacity: No change

Finance: No impact

Metrics: None

REPORT OF THE COMMITTEE ON LEADERSHIP

Club Award Changes

The Committee finalized its directive regarding club awards. Numerous changes have been made to the various awards and each person is encouraged to read the following sections closely.

RESOLVED: That the International Board approve the following policies as the official awards criteria for the distinguished officer awards:

ADOPTED

NEW Major Emphasis Award

*The new major emphasis award is intended to be a combination of the former Major Emphasis Project Award and the Partners in Service Award.

The Major Emphasis Award is given to three Key Clubs that have demonstrated exceptional leadership and innovation in promoting our Major Emphasis (“Children: Their Future, Our Focus”) in cooperation with our International Service Partners (Children’s Miracle Network, UNICEF, and March of Dimes) during the year.

- A) Each District or District-in-Formation of Key Club International may submit one entry for the Major Emphasis Award.
- B) Entries must be typed and neatly organized into sections (as specified in section G) and should be submitted in notebook or portfolio form. This is for ease of handling only and has no bearing on how the entry will be judged. Entries should state clearly which International Service Partner(s) have been worked with.

- C) Winners of the Major Emphasis Award will be announced at International Convention. Just because three awards are granted each year does not necessarily mean that each award will be granted to a project concerning a different Service Partner. First place, second place, and third place awards will be given based on the scoring of the entries received; Key Club's three International Service Partners may or may not be represented in the efforts of the three award recipients.
- D) Entries should specifically highlight efforts to better the lives of children while also specifically highlighting work with Key Club's International Service Partners throughout the year. Entries will be graded according to what extent the group fulfilled these instructions.
- E) An entry may include newspaper clippings, substantiating photographs, or other pertinent information. Entrants may detail multiple projects in their submissions, but including a single project is totally acceptable. Both hands-on service and fundraising efforts are acceptable projects. (If you have an exceptional service project which serves to better the lives of children but does not include involvement with our International Service Partners, please consider applying for the Single Service Award.)
- F) To be eligible for the Major Emphasis Award, all entries must be received by the Key Club International Office (3636 Woodview Trace, Indianapolis, IN 46268-3196) no later than the first Friday in May.
- G) The decisions of the judges are final, and no changes, alterations, or regradings will take place after the results have been certified by the judges.
- H) Entries should elaborate on the points below:
- 1) **THE INSPIRATION:** Why did you decide to serve the children of the world in this way? Describe the motivation for the project(s) and the need(s) they are meeting.
 - 2) **INTERNATIONAL SERVICE PARTNERS:** Why did you choose this International Service Partner? Describe your exceptional involvement with this International Service Partner and provide proof. (This may include newspaper clippings, copies of emails, photographs, flyers, etc.)
 - 3) **THE PROJECT(S):** Describe the purpose of your project, its intended course of action, its organization, and its projected impact.
 - 4) **IMPLEMENTATION:** Describe how your project was carried out.
 - 5) **IMPACT:** How have you bettered the children of the world through your service project? What long-lasting impact will your project have?
 - 6) **RELATIONSHIPS FORMED:** What bonds and partnerships did you form with others over the course of the project, be they members of the Kiwanis Family, a representative from an International Service Partner, or a member of the community? How will these new relationships help you serve others more effectively in the future?
 - 7) **PUBLICITY:** Describe how you spread the word about the Major Emphasis, Key Club's International Service Partners, and your project(s).
 - 8) **OVERALL REFLECTION OF THE MAJOR EMPHASIS:** Provide a summation report detailing how you not only *have* served the children of the world through your service project(s), but how you *currently* serve the children of the world on a daily basis.

Include any plans on how you *will continue* to serve the children of the world in the future.

Oratorical contest

A. The subject for all orations is to be predetermined and distributed to clubs via general mailing.

B. The first place orator from each of the organized Key Club Districts will be eligible to compete in the International Oratorical Contest. In the case a District does not hold a District contest to determine the first place orator, the District may select an orator by other means and so certify him/her by signature of the District Administrator. Orators located within a non-Districted area shall submit DVDs containing videos of their speeches to Key Club International.

C. The subject matter of the oration and the presentation must be original and completely developed by each orator. Content and presentation will be considered equally in judging.

D. Each orator will be allowed a maximum of five minutes for his/her presentation. Exceeding the time limit may result in a penalty.

E. Each orator must be an official member in good standing with Key Club International.

F. Judging and point awarding will be based on the following criteria:

SPEECH–50 Points

Clarity of message and projection of ideas.....25 points

Depth.....5 points

Originality.....5 points

Structure (including organization, grammar, transitions, flow, etc.).....15 points

DELIVERY–50 Points

Presence (posture, gestures, and engagingness).....15 points

Voice (tone, diction, effectiveness, pronunciation, and inflection).....15 points

Ease of presentation and intimacy with audience.....15 points

Attention of audience.....5 points

G. During International Convention, elimination trials will be held (time and place to be announced in the Convention program), and no more than three orators will be selected to appear before the entire convention. Oratorical finalists may be expected to address the convention.

H. Oratory finalists will receive suitable awards and recognition for their excellence in public speaking.

I. Winning orations, in written and electronic form (video), will become the property of Key Club International. Key Club International reserves the right to publish winning orations on KeyTV or in the Key Club magazine, providing appropriate credit to the orator.

J. The decision of the judges is final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contests, and the Board Counselor of this contest. (11/94)

Talent Contest

A. The Key Club International Convention Talent Contest will be conducted according to the following rules.

- B.** District talent acts certified by the District Administrator and in attendance at International Convention shall be eligible to compete in the International Talent Contest. Talent acts from non-districted areas approved by the International President and in attendance at International Convention shall be eligible to compete in the International Talent Contest.
- C.** Each Key Club may participate in no more than one act entered in the International Talent Contest.
- D.** A Talent Contest entry may take any form as long as it is entertaining and in good taste.
- E.** All participants in an act must be official members of a Key Club in good standing with Key Club International. In the case of a group act, all members must be from the same District.
- F.** All acts entered in the International Talent Contest will be required to demonstrate their ability and entertainment appeal at preliminary auditions (time and place to be announced in the Convention program). At this time, the most entertaining six to eight acts will be selected to appear in the International Talent Show as finalists.
- G.** Selection of acts by the judges at the preliminary auditions, in so far as they are consistent with high quality performance, will be final.
- H.** Suitable awards will be presented to finalist acts.
- I.** The time limit on each talent performance at a General Session of the Convention will be six minutes.
- J.** Any materials (props, instruments, costumes, etc.) that are needed for each performance must be supplied by the contestants who participate in that performance.
- K.** Any Key Club entertainment on the Convention program prior to the International Talent Show cannot participate as a judged act.
- L.** Judging for this contest will be based on the following criteria and point values:
- | | |
|--|-----------|
| Content..... | 20 points |
| Performance and entertainment value..... | 30 points |
| Poise and confidence..... | 10 points |
| Audience response..... | 20 points |
- M.** The decisions of the judges are final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the judges, and the Board Counselor of this contest. (1/01)

Club poster contest

Each Key Club may enter one of the two following contests.

1. Non-Digital Poster

- A.** The Key Club International Non-Digital Poster Contest will be conducted according to the following rules.
- B.** The first place Non-Digital Poster Contest winner from each of the organized Key Club Districts will be eligible to compete in the contest. In the case a District does not hold a District contest using the prescribed rules of this contest, the District may select an entry by other means and so certify by signature of the District Administrator. Clubs existing within a non-Districted area shall submit their entries to Key Club International. (10/02)
- C.** The poster should be designed to recruit new members for Key Club and should not bear the name of any school, community, or District.
- D.** Entries in this category may not include material produced through electronic means, such as cameras and computer software. The poster dimensions should be 18 inches by 24 inches, with the actual height and width not varying more than one-half inch for the prescribed contest dimensions. The poster should not measure more than one-eighth inch in thickness.
- E.** The following information must be submitted with each entry:
1. Name of the Key Club and District.

2. Contact name and information for the artist(s) producing the poster. The artist(s) must be a Key Club member(s).

F. Posters will be judged according to the following criteria:

Originality/Creativity.....25 points
Effectiveness for membership recruitment.....25 points
Appearance and artistic expression.....50 points

G. Suitable awards will be presented to first, second, and third place non-digital posters at International Convention.

H. Winning entries will become the property of Key Club International, and will not be returned to clubs. Key Club International reserves the right to reproduce any contest winners, providing appropriate credit to the Key Club and artist(s). Although a poster will not be selected based on its ability to be reproduced, keep in mind that a printer-friendly poster is more likely to be circulated following International Convention than one that is difficult to reproduce.

I. All entries shall be in good taste and appropriate to the standards set by the Objects of Key Club International.

J. The decision of the judges is final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contests, and Board Counselor of this contest. (1/01)

2. Digital Poster

A. The Key Club International Digital Poster Contest will be conducted according to the following rules.

B. The first place Digital Poster Contest winner from each of the organized Key Club Districts will be eligible to compete in the contest. In the case a District does not hold a District contest using the prescribed rules of this contest, the District may select an entry by other means and so certify by signature of the District Administrator. Clubs existing within a non-Districted area shall submit their entries to Key Club International. (10/02)

C. The poster should be designed to recruit new members for Key Club and should not bear the name of any school, community, or District.

D. Entries in this category may include materials produced with electronic means, such as cameras and computer software. The poster dimensions should be 18 inches by 24 inches, with the actual height and width not varying more than one-half inch for the prescribed contest dimensions. The poster should not measure more than one-eighth inch in thickness.

E. The following information must be submitted with each entry:

1. Name of the Key Club and District.

2. Contact name and information for the artist(s) producing the poster. The artist(s) must be a Key Club member(s).

F. Posters will be judged according to the following criteria:

Originality/Creativity.....25 points
Effectiveness for membership recruitment.....25 points
Appearance and artistic expression.....50 points

G. Suitable awards will be presented to first, second, and third place digital posters at International Convention.

H. Winning entries will become the property of Key Club International, and will not be returned to clubs. Key Club International reserves the right to reproduce any contest winners, providing appropriate credit to the Key Club and artist(s). Although a poster will not be selected based on its ability to be reproduced, keep in mind that a printer-friendly poster is more likely to be circulated following International Convention than one that is difficult to reproduce.

I. All entries shall be in good taste and appropriate to the standards set by the Objects of Key Club International.

J. The decision of the judges is final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contests, and Board Counselor of this contest. (1/01)

Club video contest

A. The Key Club International Club Video Contest will be conducted according to the following rules.

B. The first place club video contest winners from each of the organized Key Club Districts will be eligible to compete in the contest. In the case that a District does not hold a District contest using the rules prescribed below, the District may select an entry by other means and so certify the entry by signature of the District Administrator. Clubs existing within a non-Districted area shall submit their entries to Key Club International. (10/02)

C. The video must be produced by club members only at a cost not to exceed US\$300.

D. The video should be promotional for Key Club as an organization and/or the Key Club within its respective school/community.

E. The length of the completed video segment should be no more than 60 seconds.

F. The video must be submitted on a DVD in QuickTime format containing no copyrighted music.

G. The following information must be submitted with each entry:

1. Name of the Key Club and District.

2. Contact name and information for a Key Club member responsible for the submission.

3. Itemized listing of all costs associated with production, including cost of the DVD.

H. DVDs will be judged according to the following criteria:

Originality.....	10 points
Promotion of Key Club.....	20 points
Clarity of message.....	20 points
Quality of production	
a. Sound quality.....	10 points
b. Picture quality.....	10 points
Overall impression.....	30 points

I. Suitable awards will be presented to first, second, and third place at International Convention.

J. All entries will become the property of Key Club International and will not be returned to clubs. Key Club International reserves the right to reproduce or broadcast any contest entries. Winners of the International club video contest shall be uploaded to the KeyTV YouTube channel following International Convention provided they are in QuickTime format and contain no copyrighted music or inappropriate content.

K. All entries shall be in good taste and appropriate to the standards set by the Objects of Key Club International.

L. The decision of the judges is final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contest, and the Board Counselor of this contest. (1/01)

Year in Review Contest

Each Key Club may enter one of the two following contests.

1. Traditional Scrapbook

A. A Key Club may enter a scrapbook containing pictures, souvenirs, examples, newspaper clippings, etc. of its activities during the club administrative year (defined as being from District

Convention to District Convention). Each scrapbook must be divided into these categories: service to school, service to community, fundraising projects, Kiwanis Family functioning, Major Emphasis involvement, and miscellaneous. Each category must be separated accordingly by tabs. Pages must also be numbered with a table of contents included at the beginning of the scrapbook. Judges will deduct five points for missing tabs and five points for a missing table of contents. Only the first and second place District winners in each category will be eligible to compete in the International contest. Clubs existing within a non-Districted area shall submit their entries to Key Club International. (11/08)

B. Each entry is required to be submitted in a scrapbook binder measuring no larger than 14 inches wide and 14 inches high. The cover may be decorated.

C. Judging of the scrapbook will be on a point system as follows:

VISUALS—50 POINTS

Artwork and decorations.....30 points

News clippings and photographs.....20 points

GENERAL CONTENT—60 POINTS

Service to school.....10 points

Service to community.....10 points

Fundraising projects.....10 points

Kiwanis Family interaction.....10 points

Major Emphasis involvement.....10 points

Miscellaneous.....10 points (10/02)

D. A sheet of paper must be affixed to the inside front cover of the scrapbook containing the following: Key Club name, city, state/province, District, and an itemized statement of the total expenditures and donations associated with the creation of the scrapbook. If this sheet of paper is not affixed to the inside front cover of the scrapbook, the judges will deduct ten points. This statement must be signed by the Key Club president and Faculty Advisor, stating the scrapbook's retail cost value (including photographic materials) does not exceed the amount of US\$300. Work done by Key Club members such as hand-lettering, artwork, etc. need not be included as cost items. Failure to comply with this rule will result in disqualification.

E. Each scrapbook being judged at the International Convention **MUST** be the exact same scrapbook judged at the District Convention. Any alterations in the scrapbook will result in disqualification.

F. Entries shall be submitted to the Key Club convention contest office during specified hours as listed in the convention program.

G. Suitable prizes will be awarded for first, second, and third place scrapbooks judged best on the basis of visuals and content.

H. The decisions of the judges are final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contest, and the board counselor of this contest.

I. No audio, visual, or computer equipment will be allowed as part of the entry. The entry must be sturdy to allow handling by judges as necessary. (10/00)

2. Non-Traditional Scrapbook

A. A Key Club may enter a non-traditional scrapbook or composition of other media containing pictures, souvenirs, examples, newspaper clippings or other representations of its activities during the club administrative year (defined as being from District Convention to District Convention). Clubs existing within a non-Districted area shall submit their entries to Key Club International. (10/02)

B. Each entry should adequately portray the following categories: service to school, service to community, fundraising projects, Kiwanis Family functioning, Major Emphasis involvement, and miscellaneous.

C. Judging of the entry will be on a point system as follows:

PRESENTATION—50 Points

Uniqueness/creativity of project presentation.....10 points

Artistic value and visual appeal.....20 points

Newspaper clippings and photographs.....20 points

GENERAL CONTENT—60 Points

Service to school.....10 points

Service to community.....10 points

Fundraising projects.....10 points

Kiwanis Family interaction.....10 points

Major Emphasis involvement.....10 points

Miscellaneous.....10 points (10/02)

D. A sheet of paper must be submitted with the entry and contain the following: Key Club name, city, state/province, District, and an itemized statement of the total expenditures and donations. This statement must be signed by the Key Club president and Faculty Advisor, stating the entry's retail cost value (including photographic materials) does not exceed the amount of US\$300. Work done by Key Club members such as hand-lettering, artwork, etc., need not be included as cost items. Failure to comply with this rule will result in disqualification.

E. Entries shall be submitted to the Key Club convention office during specified hours as listed in the convention program.

F. Suitable prizes will be awarded for first, second, and third place scrapbooks judged best on the basis of presentation and general content.

G. The decisions of the judges are final and no changes, alterations, or regradings will take place after the results have been certified by the judges, the chair of the contest, and the board counselor of this contest.

H. No audio, visual, or computer equipment will be allowed as part of the entry. The entry must be sturdy to allow handling by judges as necessary. (10/00)

Distinguished Club Award

The Distinguished Club Award shall provide recognition to individual Key Clubs for their overall performance in the combined areas of club administration, membership and leadership development, Kiwanis family involvement, service, and fundraising as judged against a pre-established standard of excellence.

A. Entries shall use the official Annual Achievement Report form. All entries in the Club Achievement Awards program shall be dually entered in the Distinguished Club program.

B. Entries shall be judged based upon achieving a percentage of accumulated points in the categories of the club Annual Achievement Report. Clubs achieving a predetermined score shall be designated as a Distinguished Club. The Key Club International Board shall set the minimum number of points required for this designation.

C. Only activities which occurred during the District administrative year shall be included on the report. Clubs existing within a non-Districted area shall report activities occurring between May 1 and the following April 30.

E. Disqualification from the Club Achievement Award program shall also constitute disqualification from the Distinguished Club Award program.

F. Suitable recognition will be provided by Key Club International to each District for presentation to Distinguished Clubs at the District Convention. The decision of the judges is final.

G. The point value to achieve the Distinguished Club–Diamond Level shall be a pre-determined number set by the Key Club International Board of Trustees. (6/99)

KEY CLUB®

Key Club Annual Achievement Report 2011-12

Each Key Club is required to complete and submit this report prior to its district convention, according to the guidelines set by its own district. PLEASE READ THE RULES BEFORE COMPLETING THIS FORM.

KEY CLUB INTERNATIONAL DISTINGUISHED CLUB RULES

1. The filing of the Annual Achievement Report is required for every Key Club, per Key Club International Board policies. Part One and Part Two of the report must be printed in black or blue ink, or typed.
2. Part Two report attachments must be produced as computer-printed documents.
3. Follow the instructions as indicated on this form. Failure to comply with any rule may result in disqualification from the contest.
4. The Annual Club Report should contain club activities occurring between the 2011 and 2012 district conventions.
5. Upon completion of the report, the club may score its own report according to the scoring directions shown in the right-hand column on each page; tabulate the scores from each section in Part Three.
6. This report should be submitted to the Key Club district prior to its convention, as directed by the proper Key Club district official(s).
7. The district may recognize clubs achieving predetermined scores as "Distinguished Club" or "Distinguished Club-Diamond Level."

Key Club: _____ Club ID Number: _____

District: _____ Faculty advisor: _____

School address: _____ City: _____

State/province: _____ Country: _____ Postal Code: _____

Telephone: Business (_____) Home (_____)

CLUB MEMBERSHIP

1. Enter the total number of actual club members as of (a) December 1, 2011 _____ (b) February 1, 2012 _____

2. Average the numbers entered in (a) and (b) above. Round to the nearest whole number and enter the average in the box. This is the number that will be used for calculations elsewhere in this report.

CERTIFICATION

These signatures certify the validity and accuracy of the information contained herein. The school and Kiwanis club signatures cannot be by the same person.

Key Club president

Kiwanis club president or advisor

Principal or faculty advisor

Change Key Club International Distinguished Club Rules 7 to "The district may recognize clubs achieving predetermined scores as 'Distinguished Club' or 'Distinguished Club-Diamond Level.'" to reflect that the International Board sets the standard for Distinguished Club and Distinguished Club-Diamond Level.

Membership Growth Award

The Club Membership Growth Award program shall provide recognition to individual Key Clubs for exhibiting outstanding club membership growth in a single year.

A. A qualifying club shall be defined as a Key Club in good standing that has paid dues for two consecutive years.

B. A report on growth will be produced on April 15 to analyze club growth percentages over a one-year period.

C. Clubs shall compete with other clubs of similar size within four membership categories based upon membership from the previous year: Bronze, being 35 members or less; Silver, being 46 to 60 members; Gold, being 61 to 85 members, and Platinum, being 86 members or more.

D. The club with the largest growth percentage in each of the membership categories shall be deemed the first place winner. Suitable recognition should be provided to clubs achieving first place at International Convention. No changes, alterations, or regradings will take place after the growth report has been produced.

Single Service Award

The Club Single Service Award shall provide recognition to individual Key Clubs for their single best service project.

A. A qualifying single service project shall be defined as a club service project planned, organized, and produced by the Key Club occurring on a single day, consecutive days, or recurring on different days. Projects acceptable for this award may include both hands-on service projects and fundraising efforts. In the case of a recurring project, the same project must be repeated for the purpose of achieving the same service goal.

B. Entries shall use the official Single Service Report form and shall be submitted to the District for competition according to the guidelines as set by the District. Clubs existing within a non-Districted area shall submit their entries to Key Club International. The winning Single Service project from each District shall advance to the International level for competition.

C. Clubs shall compete with other clubs of similar size within four membership categories: Bronze, being 35 members or less; Silver, being 36 to 60 members; Gold, being 61 to 85 members; and Platinum, being 86 members or more. First, second, and third best Single Service projects in each category shall be recognized.

D. Entries shall be judged based upon an accumulated total of points allocated to the following categories:

Service need.....	10 points
Project plan.....	20 points
Project implementation.....	20 points
Final results.....	25 points
Public awareness.....	10 points
Member participation.....	15 points

E. Only activities which occurred during the District administrative year shall be included on the report. Clubs existing within a non-Districted area shall report activities occurring between May 1 and the following April 30.

CLOSING COMMENTS

President Lewandowski adjourned the meeting on July 3, 2012.