

**CALIFORNIA-NEVADA-HAWAII DISTRICT**  
**Circle K International**  
**2017-2018 District Board Goals**

**The District Board shall provide and promote communication and marketing material that increase membership by:**

1. Creating and centralizing a CNH Circle K standard style guide;
2. Assisting clubs' Publicity Chairs by creating an effective tabling manual and supplements;
3. And providing clubs with the resources to start or improve their club publication.

**The District Board shall provide monthly member hosted webinars by:**

1. Opening applications to members;
2. Providing a timeline for all available dates for member hosted webinars;
3. And promoting applications through online media, Lieutenant Governors, and club officers.

**The District Board shall improve member recognition by:**

1. Establishing an additional form of recognition that aims to recognize returning members who have reached a higher Membership Recognition Program level since February, 28, 2017;
  - a. Presented at both Fall Training Conference 2017 and District Convention 2018
2. Creating a submission form that allows members to nominate fellow members to be recognized through a district recognition program;
3. And moving towards utilizing club report forms to better depict a school's achievements on district awards.

**The District Board shall provide resources for pre and post chartering clubs by:**

1. Creating a complementary manual to the international club building manual to be published by September 1<sup>st</sup>;
2. Providing a mentor support system to be developed by September 1<sup>st</sup>;
3. Providing in person training to each specific club;
4. And holding a webinar on club chartering by November 1<sup>st</sup>.

**Adding onto 2015-2020 Five Year Plan: "The District Board shall strengthen the experience and education of the general membership of the District by:"**

1. Adding onto: "3. Establishing the official CNH Circle K website as a primary source of education and knowledge to clubs;"
  - a. Log article views on service database to assess the needs of the district.

**Adding onto 2015-2020 Five Year Plan: "The District Board shall encourage Circle K clubs to improve the conditions of their surrounding communities through impactful service and charitable fundraising efforts by:"**

1. Adding onto Point 6: And creating and publicizing a cohesive district service resource and divisional contact list for Circle K clubs.

# **CALIFORNIA-NEVADA-HAWAII DISTRICT**

## **Circle K International**

### **Proposed District Five-Year Plan for 2015 – 2020**

Last Updated on April 28, 2017

**The District Board shall provide an opportunity for professional development by:**

1. Offering more opportunities for career development through, but not limited to: mock interview sessions, résumé reviews, career fairs, and professionalism workshops at District events with the participation of CNH Circle K alumni and professionals;
2. Developing an effective CNH Circle K Alumni and Kiwanis Family Network Database through existing networking platforms such as LinkedIn;
3. And establishing a foundation for a recurring District Professional Development event with the purpose of utilizing our Kiwanians to assist our members with their professional development.

**The District Board shall strengthen the experience and education of the general membership of the District by:**

1. Improving the quality of webinars and workshops to create a stronger foundation;
2. Assisting transitions in the Kiwanis Family to and from Circle K;
3. Establishing the official CNH Circle K website as a primary source of education and knowledge to clubs;
4. Promoting District Awards and the Membership Recognition Program as guidelines for achievement;
5. And promoting an effective balance of recognition for all three tenets.

**The District Board shall encourage Circle K clubs to improve the conditions of their surrounding communities through impactful service and charitable fundraising efforts by:**

1. Promoting the education and reflection of service projects in order to increase meaningful service;
2. Creating guidelines that will aid clubs in determining the impactfulness of service projects;
3. Hosting divisional service projects to provide clubs with additional service opportunities;
4. Promoting the education and reflection of service projects, and the District Fundraising Initiatives within Circle K clubs in order to determine their impact;

5. Encouraging the creation of new and impactful service projects;
6. And creating a regional service contact list as a resource for Circle K clubs.

**The District Board, with the assistance of the District Communications and Marketing Committee, shall improve the internal communications of the District by:**

1. Maintaining the regular releases of current District media, including:
  - A. The seasonal releases of the Sunburst, the District publication;
  - B. The episodes of SunnyTV, the District video segment, at least once a month;
  - C. And the regular release of webinars and promotion of events.
2. Releasing a District digest twice a month, which will include:
  - A. Updates from the District Board, including the Executive Board, Lieutenant Governors and their divisions, and the District Chairs and their Committees;
  - B. Club spotlights, including meaningful service projects and fundraisers;
  - C. And promote and update the Sunspot, the district blog.
3. And establishing the District website as a primary consistent source of information by:
  - A. Improving the user experience by making it easier to navigate the website;
  - B. Primarily referencing the website when promoting information on social media;
  - C. Encouraging Lieutenant Governors. and District Chairs to promote and advertise on their pages and the CNH Circle K website;
  - D. And constantly updating the website with relevant information and resources.

**The District Board shall improve the external visibility of Circle K by:**

1. Increasing collaborations and partnerships with other organizations and clubs on campuses and/or in communities;
2. Establishing and maintaining regular contact with external media through press releases;
3. Refining the public image of the district by:
  - A. Effectively communicating the vision and impact of the organization to the public through online mediums such as the website and other official CNH Circle K social media accounts;
  - B. And developing a consistent presentation of Circle K International through consistency of graphics.
4. Providing clubs with a branding and style guide to streamline a unified image of our District;
5. And distributing readily available district-specific marketing material for clubs to use on their campuses.