

# CKI Membership Development & Benefits Committee

Directive	Action Steps	Team	Progress Report Due	Completion Date
#1 - Survey the Members to Enhance Membership Development and Current Membership Benefits.	Develop a 14 question online survey to be placed on CKI Web site to best investigate the needs of the membership. Include questions asking for what resources should be available, etc. Send to Chair Kristen for review before final survey is brought forth to the committee.	Eric, Sneha	January 2nd, 2007	January 15th, 2007
#2 - Enhance the International Web site to improve access to resources.	Look at the new CKI Web site tabs of Service, Leadership, Fellowship, and Membership and compile suggestions to staff as to what type of files and features should be included under each tab.	Carrie, Jeff	January 15th, 2007	January 27th, 2007
#3 - Recognize outstanding members, clubs, divisions, districts, and sub-regions through recognition programs.	The CKI Board has put in place a special citation system which will honor individuals in Sub-Regions. Investigate and make suggestions to the CKI Board with other ideas and suggestions for recognition by CKI. Please remember that all suggestions should be relatively inexpensive to execute. Work with VP Kaitlin on creating educational piece for CKI to explain citation system.	Sneha, Brett, Kaitlin McCann	January 15th, 2007 (Suggestions and Ideas) December 27th, 2007 (Educational Piece)	January 27th, 2007 (Suggestions and Ideas) December 30th, 2007 (Educational Piece)
#4 - Improve and update the New Member Orientation Program.	<b>Completed - Recommendations have been sent to CKI Staff. Update the Committee when changes are fully implimented.</b>	Kristen	Completed	September 26th, 2007
#5 - Collaborate with the Marketing and Kiwanis Family Relations Committee to develop new and innovative materials, forms of communication, and other means of communication.	Contact the Marketing & Kiwanis Family Relations Committee to develop a template for a CKI Table Tent that is easily customizable for individual clubs, start this by e-mailing M&KFR Chair Stephanie. Evaluate the CKITV YouTube account and make suggestions for videos to be filmed and uploaded.	Jeff, Brett	December 29th, 2007	January 3rd, 2007
#6 - Update and	Update out-of-date CKI Bulletins and educational pieces.	Kristen, Eric	January 10th, 2007	Date not determined. On

make improvements on Circle K International educational materials.	Make appropriate changes and add helpful content. In addition, take extra steps to ensure all materials follow the CKI Graphic Standards.			going directive for the MDB Committee.
#7 - Evaluate and Develop Club Building Materials specifically catered to Community Colleges.	Create a publication focusing on special membership retention and recruitment strategies for community colleges. Speak to Community College Presidents in various districts to evaluate what their needs and problems are - Compile this research in a report to the CKI MDB Committee.	Carrie, Brett	January 15th, 2007	Date not determined. On going directive for the MDB Committee.
#8 - Evaluate and make recommendations to improve our CKI Awards and Recognition Program	Split the CKI 2007 Awards Booklet and investigate/suggest ways to make it easier for the members to understand and utilize. Insert changes approved by the Kiwanis International Board at their January Board Meeting. Create a suggestions list of guidelines that should be covered by the CKI Board when they film the Awards Video for CKITV in April of 2008.	Sneha, Kristen	January 20th, 2007	February 5th, 2008
#9 - Update our current CKI documents to be Black and White printing friendly.	Work and convert CKI Graphic Standard Templates to be Black and White Printer friendly. Pay special attention to the usage of gray scale and their print quality.	Brett, Jeff	January 15th, 2007	Projected full completion February 2008. On going directive for the MDB Committee.
#10 - Publish materials periodically on membership highlights.	Monthly Publication compiled of articles highlighting Membership Benefits (Scholarships, Conventions, etc.), Retention and Recruitment Strategies, Links to CKITV YouTube videos, and other topics as compiled by the entire committee.	Entire Committee - Committee will complete sections/articles, Kristen will compile	Article assignments sent on the 5th of the Month. Articles due back by 15th of the Month. Publication to be Published 20th of the Month.	Date not determined. On going directive for the MDB Committee.
#11 - Work with CKI Staff to mobilize a corporate sponsorship search.	Create a sample letter for clubs to use including CKI Letterhead for seeking donations for events and fundraisers with companies in their own communities. Work with CKI Staff on possible partnership with Campus Compact. Survey International Board and MDB Committee for suggestions for other corporations to work seek affiliation with.	Carrie, Eric, Kristen	January 15th, 2007	Date not determined. On going directive for the MDB Committee. January 20th, 2007 (Sample Letter due)
<b>Non-Directive: Update and make changes to CKI Standard Club Bylaws Form</b>	Completed and sent to CKI Board and Staff for approval and review. Update Committee when word of approval or changes recommended is given.	Eric	Completed	November 20th, 2007