

Report of the International Service Committee



to the Circle K International Board of Representatives

COMMITTEE THEME:

"Putting Service First!"

COMMITTEE MEMBERS:

International Representative Ralph Johnson, Chairman
International Representative Melicia Mathison, Secretary
International Representative Ronald Liu
Ms. Mitra Irdmusa, Voting Member
Ms. Tracy Meyer, Voting Member
Mr. Brinton Howerton, LSSP Chair (non-voting)
Mr. Aaron Roe, Blood Drive Coordinator (non-voting)

COMMITTEE MEETINGS:

September 9th – Board Meeting

Members Present: Representative Ralph Johnson, Representative Ronald Liu, Representative Melicia Mathison

September 10th – Board Meeting

Members Present: Representative Ralph Johnson, Representative Ronald Liu, Representative Melicia Mathison

September 30th – Conference Call

Members Present: Representative Ralph Johnson, Representative Ronald Liu,
Members Absent: Representative Melicia Mathison

October 14th – Conference Call

Members Present: Representative Ralph Johnson, Representative Ronald Liu, Ms. Tracy Meyer, Ms. Mitra Irdmusa, LSSP Chair Brinton Howerton
Members Absent: Representative Melicia Mathison

October 28th – Conference Call

Members Present: Representative Ralph Johnson, Representative Ronald Liu, Ms. Tracy Meyer, Ms. Mitra Irdmusa
Members Absent: Representative Melicia Mathison

CHAIRMAN'S SUMMARY

Since the first Circle K International Board of Representatives was elected in Portland this past August, we have been getting accustomed to not only new roles as Representatives as well as the new committee structure. The committee has successfully chosen for the 1st time ever general membership to serve on the International Committees and so far they have proven to be an amazing asset. I am happy to welcome aboard Mitra Irdmusa from the Capital District and Tracy Meyer from the Pacific Northwest District. They have both done an outstanding

job so far and I look forward to great things from them as well as the International Board members of the committee. Over the past couple of month's the Service Committee has been hard at work, "Putting Service First!" which is the theme that we have adopted as our overall theme this year. We have made a commitment to get our first set of directive completed by year's end so that we may focus on a new set with the beginning of the next semester. I am confident that we will MAKE IT HAPPEN! The 2007-2008 International Service Committee is ready, willing, and able to move Circle K International to new levels on its own if it has to. In addition to the Service Committee itself, we have selected the 2008 Large Scale Service Project Ad-Hoc Committee, chaired by Brinton Howerton of the Capital District. We have selected an amazing committee to plan and execute a successful Large Scale Service Project in Denver 2008. I am so excited that we are moving to new heights on this level and I as Chairman of this committee will work hard to see both this committee and the LSSP Committee succeed. We welcome ideas, comments, concerns, and questions from all members of CKI.

On behalf of the 2007-2008 Circle K International Service Committee please find below a detailed account of our directives, the steps we will take to achieve our goals, and the status of each directive:

Directive 1: Promote & Increase CKI participation in Kiwanis One Day

Member Responsible: Tracy Meyer

Final Action Date: December 2007

Action Steps:

- Seek staff assistance in collecting data from last year's Kiwanis One Day

Staff Assistance: Not sure who to ask

Target Date: November 12th

Status: Not in progress yet, but it will be soon. This is currently in the beginning stages.

- Possibly collaborate with the Marketing and Kiwanis Family Relations Committee on creating a flyer promoting CKI participation in Kiwanis One Day

Staff Assistance: TBD

Target Date: November 20th

Status: Not in progress yet, but it will be soon. I will be creating a letter to the MKFR Committee asking for possible collaboration on this action step.

- Work with Districts to encourage the promotion of Kiwanis One Day through the use of newsletters, District Convention programs, flyers, District websites, CKI E-mail Reflectors with the hope of increased participation at this year's Kiwanis One Day

Staff Assistance: Gloria Bidgood

Target Date: November 30th

Status: Not in progress yet, but it will be soon. I will be creating a letter that can be forwarded to CKI E-mail Reflectors. I will be in contact with various Districts to see what can be done to promote and increase CKI participation at this year's Kiwanis One Day.

- Create a manual specifically for Kiwanis One Day that provides guidance on how to get others involved

Staff Assistance: TBD

Target Date: December 1st

Status: Not in progress yet, but it will be soon. I will be researching ways to create a marketable Kiwanis One Day manual.

- Seek feedback on manual from Service Committee & production of manual

Staff Assistance: None requested at this time

Target Date: December 10th

Status: Not in progress yet, but it will be within the next month.

Directive 2: Continue development of marketing campaign & promotion of the Six Cents Initiative

Member Responsible: Ralph Johnson

Final Action Date: On-going

Action Steps:

- Continue promotion of the Six Cents Initiative through Facebook and Razoo

Staff Assistance: None requested at this time

Target Date: On-going

Status: This directive is ongoing and has seen the creation and usage of many groups on facebook for districts, sub-regions, and individual clubs

- Establish promotional database & survey for ideas and fundraisers

Staff Assistance: None requested at this time

Target Date: November 2007

Status: In Progress, currently working on survey structure and questions

- Create commercials & videos for promotions at DCONs and other events for Television, Radio, and Newspapers

Staff Assistance: Potential work with Edelman

Target Date: December 2007

Status: In Evaluation Stage, this directive is in the process of the evaluation and testing stage to see if it is feasible

Directive 3: Investigate & Research ways to streamline & increase effectiveness of service hour reporting

Member Responsible: Melicia Mathison

Final Action Date: December 10, 2007

Action Steps:

- Speak to District Governor and Club Secretaries who report regularly to find out what is their motivation to sending in their report forms on time

Staff Assistance: None requested at this time

Target Date: November 1st

Status: Not in progress yet, but it will be within the next month.

- Speak to District Governors who do not send in report forms on time to find out why this is so and to find ways to have them motivated to report on time.

Staff Assistance: None requested at this time

Target Date: November 10th

Status: Not in progress yet, but it will be within the next month.

- Speak to Circle K'ers to find out what would motivate them to send in their report forms on time

Staff Assistance: None requested at this time

Target Date: November 20th

Status: Not in progress yet, but it will be within the next month.

- Have a poll with the various districts and sub-regions in an effort to find out ways to get clubs to send in report forms on time

Staff Assistance: None requested at this time

Target Date: December 10th

Status: Not in progress yet, but it will be within the next month.

Directive 4: Research & Revamp marketing strategies for Tomorrow Fund

Member Responsible: Melicia Mathison

Final Action Date: November 2007

Action Steps:

- Look at the current marketing strategies for the Tomorrow Fund

Staff Assistance: None requested at this time

Target Date: November 1st

Status: Not in progress yet, but it will be within the next month.

- Do a survey to find out what Circle K'ers know about the Tomorrow Fund

Staff Assistance: None requested at this time

Target Date: November 15th

Status: Not in progress yet, but it will be within the next month.

- Seek out viable ways of marketing the Tomorrow Fund to Circle K'ers

Staff Assistance: Gayle Webb

Target Date: December 1st

Status: Currently, speak to current members and staff

Directive 5: Develop Education Tools for the Fundraising and Service Initiative

Member Responsible: Joint Directive

Final Action Date: November 2007

Action Steps: **DIRECTIVE HAS BEEN SPLIT AMONGST SEVERAL DIRECTIVES FOR DEVELOPMENT**

Directive 6: Evaluate & Develop strategies and programs to solidify Service Partnerships

Member Responsible: Ralph Johnson

Final Action Date: December 2007

Action Steps:

- Seek out ideas for potential Service Focuses with our Service Partners

Staff Assistance: Elizabeth Warren

Target Date: December 1st

Status: Currently, speak to current members and staff

- Research feasibility and establish Service Partners Ambassador Program

Staff Assistance: Elizabeth Warren

Target Date: December 1st

Status: In progress, currently in feasibility research phase

- Produce Video & Audio PSAs on Service Partners for districts

Staff Assistance: Elizabeth Warren

Target Date: December 31st

Status: In progress, currently in feasibility research phase

Directive 7: Research the feasibility of and develop "Service-in-a-box" for non-traditional clubs

Member Responsible: Tracy Meyer

Final Action Date: December 2007

Action Steps:

- Seek assistance from staff on how to research the feasibility of having "Service-in-a-box" for non-traditional clubs

Staff Assistance: Not sure who to ask

Target Date: November 20th

Status: Not in progress yet, but it will be soon. I will be seeking staff approval to begin research process. I will try to obtain data from the staff (if it is approved) that would help in my research.

- Seek input from CKI clubs, particularly non-traditional clubs by obtaining contact information

Staff Assistance: Not sure who to ask

Target Date: December 1st

Status: Not in progress yet, but it will occur after pending approval from staff.

- After receiving feedback from staff, see if "Service-in-a-box" can be implemented

Staff Assistance: Not sure who to ask

Target Date: December 10th

Status: Not in progress yet, but it will be soon.

- Create a "Service-in-a-box" kit or manual for non-traditional clubs

Staff Assistance: Not sure who to ask

Target Date: December 19th

Status: Not in progress yet, but it will be once the previous three action steps are completed.

- Seek feedback from Service Committee

Staff Assistance: None at this time

Target Date: December 22nd

Status: Not yet in progress, but it will be once the previous action steps in this directive are completed.

- Distribute contents of "Service-in-a-box" kit or manual to non-traditional clubs via online

Staff Assistance: Web Staff

Target Date: December 31st

Status: Not in progress yet, but it will be soon. This depends on if the first step is approved by staff.

Directive 8: Research and Develop "Service at its best" & Outstanding Club Project of the Month Recognition Program

Member Responsible: Mitra Irdmusa

Final Action Date: December 2007

Action Steps:

- Choose a method of application for the Service Project of the Month Award

Staff Assistance: Gloria Bidgood

Target date: November 14, 2007

Status: This action step has been completed for inclusion in the Governor MRF beginning November 15th

- Revise the Governor's MRF to include a question about the district's best service project. This would require a question such as: Please describe your division's best service project this month. It may be a district, divisional or club service project. Please provide the contact information of the primary coordinator of the event.

Staff Assistance: Gloria Bidgood

Target date: October 14, 2007

Status: This action step has been completed for inclusion in the Governor MRF beginning November 15th

- Determine how to honor the winner of the Service Project of the Month Award

Staff Assistance:

Target Date: November 2007

Status: In progress

- Establish a schedule and procedure for monthly selection of Service Project of the Month

Staff Assistance: None at this time

Target date: November 2007

Status: The criterion for selection is currently being evaluated. The schedule will be based on which method of application we choose. We will also need to delegate who will be responsible for choosing the winner, whether it be one individual or the entire committee, as well as the person responsible for contacting the winning club and updating the website.

- **Create the Service at its Best Award**

Staff Assistance: None at this time

Target Date: December 2007

Status: Not completed, initial thoughts are to make this an award that is given out annually at International Convention. It would be awarded as a "people's choice award" based on the number of votes received in an online poll against all Service Project of the Month winners for the year.

- **Advertise these new awards**

Staff Assistance: None at this time

Target Date: November 2007

Status: Brainstorming - If we are keeping the "CKI in Action" portion of the International Website, we should direct people to information about our awards. Also, I want to appoint the first winner of the Service Project of the Month so that it can be used as an example on the website.

Directive 9: Establish and define components, recognitions, and programs for the CKI Fundraising Initiative

Member Responsible: Ralph Johnson

Final Action Date: On-going

Action Steps:

- Research the forms of recognition that are available and within budget

Staff Assistance: None at this time

Target Date: November 15, 2007

Status: In progress, the potential recognitions will be discussed at board meeting as a discussion point.

- Research and define components of the F.I.

Staff Assistance: None at this time

Target Date: November 30, 2007

Status: In progress, the potential recognitions will be discussed at board meeting as a discussion point.

- Research and develop annual programs for F.I.

Staff Assistance: None at this time

Target Date: December 31, 2007

Status: In progress, the potential recognitions will be discussed at board meeting as a discussion point.

Directive 10: Appoint and Direct the 2007-2008 LSSP Ad-Hoc Committee

Member Responsible: Brinton Howerton

Final Action Date: August 2008

Status: On-going

Directive 11: Promote and develop materials for promotion of non-Kiwanis Family service awareness

Member Responsible: Mitra Irdmusa

Final Action Date: On-going

Action Steps:

- **Promote Spring Break Service Trips**

Staff Assistance: None at this time

Target Date: On-going

Status: Not yet started

- **Oversee the production of Monthly Service Updates with Chairman Ralph Johnson**

Staff Assistance: None at this time

Target Date: On-going

Staff Assistance: Communications Department

Directive 12: Research, plan, and incorporate service project aspects into the International Convention Agenda

Member Responsible: Ronald Liu

Final Action Date: December 2007

Action Steps:

- Stay aware of all International Convention Plans
Staff Assistance: Melissa Bear
Target Date: On-going
Status: Not started yet, still need to talk to Melissa
- Determine what service projects can be done at International Convention
Staff Assistance: None at this time
Target Date: November 15th
Status: Not started yet – need to talk to members of the Rocky Mountain District
- Out of possible service projects, see which ones the members would like you do / which ones are feasible
Staff Assistance: None at this time
Target Date: December 1st
Status: Not started yet – Need the previous Action Step to be completed first.

Directive 13: Review and revamp Tomorrow Grant Process

Member Responsible: Melicia Mathison

Final Action Date: December 2007

Action Steps:

- Review the current procedure used to give the Tomorrow Fund Grant
Staff Assistance: None at this time
Target Date: November 1st
Status: In progress
- Make suggestions of changes that can be make the grant process more effective
Staff Assistance: None at this time
Target Date: December 1st
Status: In progress
- Seek advice from staff as well as committee members to add to my suggestions.
Staff Assistance: None at this time
Target Date: December 31st
Status: In progress

Directive 14: Publicize & Educate members on the new Service Initiative breakdown

Member Responsible: Ronald Liu

Final Action Date: November 2007

Action Steps:

- Create educational pieces on new Service Initiative Breakdown
Staff Assistance: None at this time
Target Date: November 7th
Status: Not started yet

Directive 15: Research & Develop promotion of obscure Service Programs (CSAW Week, Circle K Week, Service Awards, & other programs)

Member Responsible: Ronald Liu

Final Action Date: On-going

Action Steps:

- Make list of obscure Service Programs

Staff Assistance: Gloria Bidgood?

Target Date: November 1st

Status: Not started yet.

- Research obscure Service Programs

Staff Assistance: None at this time

Target Date: On-going

Status: Not started yet – Need to complete “Make list of obscure Service Programs”

- Publish educational pieces on Service Programs

Staff Assistance: None at this time

Target Date: On-Going

Status: Not started yet – Need to complete “Research obscure Service Program”

Directive 16: Appoint (joint) & Direct the 2008 ICON Blood Drive and Committee

Member Responsible: Aaron Roe

Final Action Date: August 2008

Action Steps: Not yet submitted

Respectfully Submitted,



Ralph Johnson, International Representative for Sub-Region D
Chairman, Circle K International Service Committee