

# Strategic Plan

EXECUTIVE SUMMARY 2016–2020

## Mission

Key Club is an international student-led organization which provides its members with opportunities to provide service, build character and develop leadership.

## Vision

We are caring and competent servant leaders transforming communities worldwide.

## Values

Leadership • Character Building • Caring • Inclusiveness



### LEADERSHIP

*Shape members into influential and empowered leaders through training and resources.*

- Prioritize leadership skill focus each year
- Create and provide current and new resources
- Create annual training for leaders at multiple levels

### SERVICE

*Improve the quality, impact and amount of service we perform.*

- Develop an international service project
- Compile a directory of service projects, including hands-on projects
- Create training for service project success
- Develop criteria for measuring service impact and quality
- Create a model for signature projects

### GROWTH

*Maximize our impact as the largest student-led organization.*

- Create a growth strategy
- Create a retention strategy for traditional and non-traditional clubs
- Conduct research to find schools without Key Clubs and identify obstacles to creating clubs

### KIWANIS FAMILY RELATIONSHIPS

*Capitalize on our relationships with Kiwanians.*

- Create a non-voting Key Club position on each Kiwanis governing board
- Promote planning an annual event with your club's sponsoring Kiwanis Club
- Encourage Key Club alumni to join Kiwanis
- Promote interaction between Key Club and other Kiwanis Service Leadership Programs

### MEMBERSHIP EXPERIENCE

*Create a consistent, meaningful Key Club member experience.*

- Empower students to ensure clubs are student led
- Create personal and positional training for advisors and officers
- Identify and promote supportive networking opportunities
- Create a committee system that maximizes member involvement
- Create a model member experience that can be replicated
- Strengthen our scholarship program