
2025-2026 Michigan District Of Circle K International

Strategic Plan

Created by 2025-2026 District Governor Clara Berry

Critical Issue 1: Membership Growth

Goals:

1. Increase Michigan District of CKI membership by 50% (from 98 to 150).

Recommended Action

1. Goal 1
 - a. Establish a **Membership Development & Growth Committee** to create quarterly kits including information on international partners and District/International level initiatives.
 - b. Work with the **Membership Development & Growth Committee** to grow and develop membership in the District's existing clubs.

Critical Issue 2: District Committees

Goals:

1. Increase accountability, productivity, and contribution to clubs from committees
2. Outline clear and achievable goals with each committee to set up a timeline for these goals

Recommended Action

1. Goal 1
 - a. Continue creating quarterly kits within committees.
 - b. Require bi-weekly meetings with committee members to discuss progress on goals.
 - c. Require every committee to submit meeting minutes and agendas after every meeting.

2. Goal 2

- a. Meet with each committee to adopt committee directives for the term, which committee chairs will outline SMART goals to accomplish.
- g. Create a timeline with dates for the goals that each committee wishes to accomplish to use as a guide.

Critical Issue 3: Increasing Club Charters

Goals:

1. Charter 6 new CKI clubs in the Michigan District.

Recommended Action

1. Goal 1

- a. Establish a **New Club Building Committee** to create quarterly kits including information on how to charter a new club.
- b. The **New Club Building Committee** will work to identify universities/colleges that would benefit from a CKI club and work with students to charter at those institutions.
 - The committee will identify clubs through the support of Key Club members, Key Club alumni, and Kiwanis clubs.

Critical Issue 4: Increasing Reported Service Numbers

Goals:

1. Increase reported service hours in the International Monthly Report Forms from 2 hours to 8 hours per member.

Recommended Action

1. Goal 1

- a. Work with the Membership Development & Growth Committee to publish engaging service ideas including opportunities to work with our International partners.

Critical Issue 5: Kiwanis Family Events & Engagement

Goals:

1. Attend Key Club, Kiwanis, and other Kiwanis family events to encourage engagement and relationship building within CKI.

Recommended Action

1. Goal 1
 - a. Attend and present workshops and Key Club Fall Rally & SLC.
 - b. Attend and present workshops at Kiwanis GLC.
 - c. Attend and host joint board meetings with Key Club.

Critical Issue 6: District Convention

Goals:

1. Increase member attendance from 10 to 25.

Recommended Action

1. Goal 1
 - a. Confirm dates & location in June.
 - b. Appoint Events Committee co-chairs in late July.
 - c. Appoint member representatives from different clubs to serve on the Events Committee.