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TO: North American Governors and District Membership Coordinators
CC: Area Directors and Area Membership Coordinators
FR: Art Riley, International President
RE: Information announcement on certified club coaching program
DA: October 14, 2020

The term Club Coaching has been around Kiwanis for many years. Whether it is a newer club that can't quite get off the ground or an established club that once enjoyed growth and excitement, its members must first figure out what's wrong and why. Then they take the necessary steps toward club health. That is why they need club coaches. Ultimately, they are providing a mix of the practical and the inspirational — and several things in between.

During the past year, the program has been under review by the International Committee on Membership to determine if it needed revision. As a result, I am pleased to announce that a new program will be rolled out to all North American Districts initially in October 2020—*A certified club coach program*.

What it means to be certified?

Being a certified club coach identifies you as a person that has completed the required training and has the knowledge and ability to help strengthen new clubs and existing clubs. Clubs and district officers know they can turn to you when needed to offer assistance. You have demonstrated the passion to keep Kiwanis strong in our communities.

A job description for *Certified Club Coach* has been developed that addresses both New Clubs and Existing Clubs. It is attached with this communication and will be available on the Kiwanis website for club strengthening. That site is also being reorganized to better guide clubs on available resources to help strengthen clubs and request a club coach for assistance.

How can coaches be trained and certified?

The certification program will begin with training of area directors and area membership coordinators. These persons will be recognized as Lead Trainers along with the program's development committee. The next phase will be providing the training on a regional basis to the District Membership Coordinators. At that point, the districts will determine the best method to conduct the training within their districts.

The training will consist of two live presentations that can be taught in-person, virtually, or a combination. One presentation will address coaching new clubs, and the second coaching existing clubs. The presentations were developed from the new *Club Coach Guide – Tips for supporting new clubs* and *Club Coach Guide – Tips for supporting existing clubs* and are used as resources.

The certification modules will not be posted on the Education Section of Kiwanis Connect or the Kiwanis website since it will be presented in an in-person classroom or in a live virtual format;



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however, club coaching resources will be available that provide information about coaching in general to entice volunteers to become certified.

The initial phase of training will be by invitation only—district membership coordinators, governors, lt. governors, club coaches identified for new club during quarter 1 of the 2020-2021 year, coaches of recently organized clubs during the 2019-2020 year, and new coaches assigned to existing clubs. Others can identify themselves for certification.

There will be an information sheet and form individuals can request to become a club coach. This will be found on the Kiwanis International website at <https://www.kiwanis.org/clubs/membership> and then *Club Strengthening*. Once it is filled out, it will be sent to the District Membership Coordinator and the District Governor for consideration.

It is our belief that this new approach will greatly help clubs and districts by providing them with a way to strengthen their existing clubs and better direct new clubs from the start.

If you have questions about the certified club coaching program, please reach out to Dennis Baugh, the team lead for the Subcommittee on Club Coaching, which is part of the International Committee on Membership. Dennis can be reached via email at dennis.cdypm@gmail.com.

Thank you for all you do to strengthen Kiwanis clubs in your district.