



**Kin Canada National Board of Directors
Meeting Minutes, Tuesday, March 27, 2018 (Video Conference)**

P	NBOD	P	NBOD		NBOD
✓	NP Terri MacCannell	✓	NVS Amanda Naughton-Gale	✓	ND Mitch Freeman
✓	PNP James Doerr	✓	ND Brenda Dineen	✓	ND Amanda Naughton-Gale
✓	NVP Erin Thomson	✓	ND Lesley Hanishewsky	✓	ND Jennifer Burry
✓	NS LeAnne Christiansen	✓	ND Darrell Cooper	✓	ED Grant Ferron

- 1) Call to Order - 6:05 (8:05 EST)
- 2) Adoption of the Agenda
Moved by NVP Erin, 2nd by ND Darrell, **Carried**
- 3) Approval of the Minutes – February 23-24, 2018
Moved by ND Mitch, 2nd by NVP Erin, **Carried**
- 4) Correspondence - National Secretary LeAnne - NTR
- 5) Strategic
 1. ED Report – See attached Appendix “A” for overall operations and staff updates on ongoing work and accomplishment in the month of March.
- 6) Consent Items – Nothing at this times
- 7) Information Items
 1. Committee Reports
 - i. Governance/Policy-Election – ND Mitch
 - Volunteer Screening - update

Questions brought forward by G & P Committee: *The Executive Directors authority/responsibility in the new “screening policy”?*

Discussion/Feedback: Two possible issues: Exception process (first level), Appeal process (2nd level ie Board / Insurance carrier). ND Darrell invited to G & P Committee meeting for further discussion on a possible Appeal process.

- The P&G Committee have been meeting weekly on the screening policy and will be ready to present to Leadership Hub in the next 10 days. ED Grant will schedule calls with Governors and Vice-Governors with ND Mitch, ED Grant, NP Terri and NVP Terri

ii. Communication – NVP Erin

- Spring Zone Communications distributed to leadership hub in time for all Zones except one in District 1.
- Inside the Board - teaser announcement for #IreadITB contest uploaded to Facebook Tuesday March 23rd. Further “Call to Action” date: Inside the Boardroom, follow the call to action as described in the March, April, May, and June editions, criteria and details laid out
- Trello Communication has been set up and shared with ND Candidates as a way to communicate any questions or concerns around the promotional activities.
- NBOD Candidate Announcement ready for Facebook on April 1st
- Discussion on topics for District Convention Presentations

iii. Succession/Nomination – NVP Erin

- Training Manual Update: Draft of training manual presented to the Board. Areas covered; modules, governing and policy documents to become familiar with prior to commencement of term, timelines, training guides, communication/technology links. Committee will meet to make any further revisions and will provide the Board with a further draft.
- Tasked to perform review and outline potential changes to present to the board for:
 - NVP application criteria
 - National Director length of term

iv. Education/Audit-Board – ND Jen

- Update: Committee has taken feedback from the F2F, working on creating a checklist to effectively critique meetings, goal is to make changes to this form and use it after each meeting
- All board members to complete the Board Self-Assessment assessment - upload into Dropbox March meeting folder. ND Jen will create a folder for the forms
NBOD: complete by the end of the week – March 30

v. Kin Canada Foundation – NVP Erin

- No report on Kin Canada Foundation Committee updates; no material changes noted – next meeting April 19th

2. HR Committee

- HR committee completed National Director candidates interviews on March 13th. 5 candidates will be moving forward in the election process.

3. Board Education – ND Jen

- Presentation Skills and Strategic Planning – check out the following link (ND Jen will upload link to Trello)

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action/up-next?referrer=playlistbefore_public_speaking&language=en#t-268993

- 8)** Identification of Emergent Agenda Items for Next Meeting – None at this time
- 9)** Details for Face to Face meeting in Medicine Hat (District 4 Convention)
 - Update: NP Terri updated on travel and arrival times for Board members, “Family Reunion” theme ideas, will be discussed on Trello
- 10)** April meeting: dates to be proposed on Trello
- 11)** Good of Kin
- 12)** Adjournment – 7:23pm (9:23 pm EST)

**REPORT OF THE EXECUTIVE DIRECTOR
TO KIN CANADA NATIONAL BOARD OF DIRECTORS
For March 27, 2018**

THINKING ON LEADERSHIP

"Progress always involves risks. You can't steal second base and keep your foot on first."

-- Frederick B. Wilcox

EXECUTIVE DIRECTOR – GRANT FERRON

Cystic Fibrosis Orientation and Development

- Attended the weekend which included a half a day set aside with the District Service Directors for discussion on Kin Business
- Delivered two sessions – "The Big Picture" and "Leadership"

I-Doc

- We have asked Deputy Governors to discuss the proposed iDoc with the intention of getting feedback from them by mid-April

MyClassNeeds/Learnography

- We have learned that My Class Needs and Learnography will no longer exist by month's end.
- This news closes the door on the potential partnership.
- We are in conversation with the lead from Milk for Britain about tendering on the iDoc project if he is situated to do so.
- We have arranged to get all Milk for Britain hi-res collateral from Learnography.

HQ – Revenue Generation

- We have had the conversation with the current users of the lower level of the building and have asked them to come to us with a proposal to formally lease this space. They are currently exploring their options.

Deputy Governor/Zone Discussion

- Hosted a conversation with our current Governors regarding the effectiveness of Zones and Deputy Governors.
- See Appendix "A" for the notes of this conversation

OPERATIONS REPORT - CARMEN PRESTON

Finance

- February 2018 month end financials show a current operating surplus of \$17,000 ahead of budget. Revenues are in line with budget. Expenses this month are on track with their budget. Savings from staffing has helped to offset the higher than budgeted legal fees that have been incurred to date.
- Work continues on the budget for the upcoming Kin year. Committees have provided feedback into their budgets and items that would like to see factored into the budget if feasible.

Miscellaneous

- 2018 Convention Registration fees are almost ready which will allow for the registration form to go live. Draft agenda has been prepared. Accredited Delegate Form will be sent out to all club presidents in early April. A copy will be sent to all Governors as well.
- New rings have been designed by Jostens for Life Memberships. They will be launched at the end of this month

RISK MANAGEMENT – MÉLANIE NIESON

November 15th Requirements

District	Insurance Rep. Forms		Corporate Status	
	Current 2017	March 20 2017	Current with 2016	March 20, 2017 with 2015
1	1	2	2	4
2	1	1	1	3
3	1	5	6	8
4	0	2	0	3
5	1	0	0	2
6	0	0	0	1
7	0	1	0	0
8	0	0	0	2
Total:	<i>Outstanding</i>	<i>Outstanding</i>	<i>Outstanding</i>	<i>Outstanding</i>
	4	11	9	23

Clubs Not in Good Standing or Suspended

- Ten Clubs are currently suspended
- Six Clubs are currently "Not in Good Standing".

PROJECTS - CHRISTINE STAHL

Canadian Blood Services Committee

- Christine has selectively recruited two new CBS champions (from D1 & D8) who are very passionate and are doing a lot of work in their clubs to increase blood donations and awareness.
- National Vice President Erin and Christine spoke with the CBS National Partnerships Manager, Danielle, about ways to increase awareness of Kin Canada in the clinics and to further the Kin-CBS partnership.
- Christine is working with the CBS committee to form a plan for the committee to follow over the next couple years.
- Next meeting: Feb 21, 2018

Cystic Fibrosis Canada

- Walk to Make CF History: Sunday May 27th
- Orientation and Development weekend: March 22-24

Hal Rogers Endowment Fund

- Sheila Laverty (D4) and David Harmon (D3) have been selected as the incoming trustees. Arrangements are being made for them to attend the HREF AGM in April.
- With the new trustees, we will now have four (of six) trustees from District 4. The HREF trustees will discuss the development of a new trustee recruitment strategy aimed to increase trustee applications, particularly from districts that are not represented on the Board of Trustees.
- We received 166 club endorsed bursaries this year. The Board of Trustees are currently working on the first round of scoring.
- Next meeting: March 26, 2018
- AGM: April 20-21, 2018

National Service Committee

- We still are looking for a person to serve as a Service Director for D6. Dave Tidbury will be attending the O&D weekend on behalf of D6.
- Next meeting: April 4, 2018

National Day of KINDness

- 163 clubs registered their participation in National Day of KINDness this year.
- A survey was posted asking members for their feedback on NDK. We had 59 respondents. Most had participated in the event and had positive feedback regarding the event. We did identify some areas for improvement for next year. These include:
 - Sharing ideas of what clubs can do earlier (particularly easy, low cost ideas)
 - Providing self-print templates as well as sending resources
 - Making sure all information is shared through the District pages – 48% of respondents said this is where they looked most for information (CyberNews was only 3.5%)
 - Sharing more on how to use social media effectively
 - Making sure members are aware of existing resources



Welcome to iKin: the Kin Canada intranet!
Please login with your Kin Canada credentials to view content.

Other

- Christine is providing Krista with the information and resources that should be included on the Service pages in iKin. She is updating the resources that will be available and sharing practical information for clubs and members to participate in the projects.

COMMUNICATIONS – KRISTA NICOL

iKin

- The intranet name was launched at Fab Feb Fandango and attendees were given a sneak peek at the look and feel of iKin.
- The first round of beta testers will receive access to iKin on Friday, March 23.

Social Media

- Social media analytics indicate that we are still seeing slight growth on Facebook and Twitter.
 - Since mid-February, our public Facebook page and The Link have each seen about 1.5% growth in Likes/Follows/Joins.

- There has been a 142% increase in mentions on Twitter which could indicate that awareness about our @KinCanada handle and how to use it has increased.
- Followers on Twitter have increased by 1% but profile visits and reach have decreased.
- Instagram has not been an effective marketing tool as it currently stands. High quality photos from members will need to be utilized in order to make the page compelling. A strategy will be developed following the launch of the intranet.

Blog

- A blog post on the House of Kin in Sudbury was posted on March 9.
- The next blog post will be posted in early April. The topic will be related to Earth Day and initiatives that anyone can do in their community to improve the environment.

CLUB SUPPORT – LINDSAY KING

Horizon:

- Since last update the Club Support Committee has taken on a project working towards providing an alternate avenue for member recruitment targeting businesses and schools. The committee has also received feedback about the need to collaborate with municipalities and show more attention to inclusivity and diversity. Lindsay is continuing to connect with the DCSD's to find out about the struggling clubs in their Districts, strategize and offering assistance and support where needed is also a priority. This also goes with planning for the next year to make the job more comprehensive and have greater organization. Lindsay has also been notified that a few members of the Club Support Committee will be leaving so actions are being taken shortly to promote the committee and put the call out for member applications.

DMD/DCSD Network

- Continuing monthly calls and communicating information regularly.
- Now working to collaborate with Melodie LeMoeligo to analyze the DMD/DCSD job description looking for possible training gaps and education/resource needs.
- Assessing how the DCSD's get information, resource organizations for them and how that fits with iKin.

Campus Clubs

- Lindsay has created a new Campus Club Facebook Page and with the help of Marley Hanishewsky, communication is consistent and members are engaging with the posts.
- Lindsay has reached out to the University of Waterloo for assistance with Campus Club restructuring and will be receiving feedback on the program in the coming weeks in the form of a presentation and written proposals from the students.

Resource Revamp

- Lindsay is continuing to analyze resources, and will be searching for repeated and out of date information as well as developing ideas about the formatting of the resource.
- Most documents will be edited in the long manual form and smaller sections extracted for the creation of small "quick start guides" or shorter information booklets.
- Work to revise the Successful Club Manual with the Club Support Committee is the biggest resource take being undertaken at this point in time.

Inclusivity Research

- Research has been collected on topics surrounding inclusivity including, race & ethnicity, socio economic status, those with disabilities and post-secondary students and the LGBTQ community and gender.
- Analysis of Kin Canada current inclusivity and diversity pieces is now underway.
- The Club Support Committee has completed a non-denominational grace that has been passed along to the Leadership HUB to review and will then be passed onto the board.

Charter Renewal Project

- Lindsay and Andrew are working on completing the measurement tool based on the objectives of the association. It has been shown to the Club Support Committee for recommendations.

APPENDIX "A"
Notes from the call with Governors
RE: Zones and the Role of Deputy Governors

Zones & Deputy Governors

From time to time it is important to review the various structural pieces of the Association to determine if they are continuing to serve the membership and identify areas for improvement. On March 13, 2018 the Executive Director discussed Zones and Deputy Governors with the Governors. The Executive Director asked the Governors to come to the meeting prepared to talk about the usefulness of Zones, vacancy rates and recruitment.

The structure of Zones and the duties thereof are explained in Kin Canada's National Policies and Procedures 7.01(e) (f).

Structure

It is generally felt that Zones, particularly Deputy Governors fulfill a very important role in the Association. If executed properly, the role is instrumental in maintaining good club health and meeting the Association's administrative expectations. This cannot happen at the Governor level since the span of control is too wide and in most cases the geography too expansive.

Here are a few other themes that were captured from the conversation:

1. While ensuring there is a strong DG and Zone structure will not assure great support, it was agreed that the continual lacking of these pieces will ensure the deterioration of Clubs over time.
2. A critical mass of Clubs and Club Members must exist to support the structure of the Zone and fulfill the required human resource needs. This is an issue for District 6 and a challenge in some areas of Districts with vast or remote geography. As a result, Districts have adapted and in some case members of the District Executive serve in dual roles.
3. Zone boundaries are not rigid and that makes it easy for Districts to adapt Zone jurisdiction for available personnel. However, this should be done cautiously as the Zone do provide an identity for many Clubs and their members. While wishing to maintain their identify Zones will join together the purposes of having Zone conferences.

Personnel

In seven of the eight Districts, there is an active churn of DGs. Most Zones do have a Deputy Governor and generally people are stepping up to fulfill the role, or able to selectively recruit a person to take on the job.

Here are some other comments from the conversation:

1. There wasn't a sense that Zones were relying on the same people to take on the role of DG over consecutive years. (There are instances where people step up again, every so often. There wasn't a belief that this was a detriment).
 - Where there has been a repeat of the same person being Deputy Governor for a continual number of years, as a practice, it was generally felt that this could discourage others from stepping up and taking on the role.

2. Governors are frequently asked about the role of Deputy Governor with the most common question being that of the time commitment.
3. A Club member may start to consider a Zone role after 3 years. However, there is little time to properly prepare someone for the role.
4. District 4 recently completely a Kin Masters Programs geared towards those who show an interest in taking on roles outside their Club.

Some Conclusions

1. The structure of Zones is working in most areas of the country. Where it isn't, Districts have adapted.
2. The cost of having a continual leadership void in a Zone warrants more Associate-wide focus on improving the Zone team for the roles.
3. The role of Deputy Governor is attractive to members making recruitment not overly taxing.
 - a. In terms of life outside the Club, being a DG is the first "leadership" opportunity that most would aspire to take on. The role should be highlighted as such.
 - b. However, there is not a realistic and clear explanation of the role and members are given this role with underdeveloped job knowledge.

Short Term Recommendations:

1. A panel exit interview be conducted with outgoing DGs nation-wide to collect information on how the Association can better prepare and support Zones and Deputy Governors.
2. The role of DG should be promoted more widely in the Association as a leadership developmental opportunity and support through education and training.
3. A Deputy Governor Job Description should be reviewed and to include a reference to the time commitment
4. The NETC develop a training path and related course content so that a member can begin preparing for the role of DG at their earliest convenience.
5. The NETC evaluate D4s Kin Master's program as a potential national Education and Training program to identify and begin the development of future leaders.
6. Districts should review their current practices against the Association's stated policies to ensure there is an alignment between the two.