

**Key Leader monthly update is sent to the following recipients: Key Leader district chairs, Key Leader site coordinators, Key Leader student ambassadors and Key Leader lead facilitators.**

#### Registration now open

Registration for the 2017 season is now live via Thriva. Please begin registering adults, students and student facilitators for classic events. Pilot events will have their own registration processes.

#### New adult registration code for classic events

The adult comped code for this year is Excellence 2017. **This should not be published** and only given to those 10 people who serve as chaperones at the event plus the district chair and site coordinator. All events are ready in Thriva and with this code; adult chaperones should begin registering for spring events. There is no need to wait until closer to the event as registering sooner allows background checks to be completed now.

#### Who's our lead facilitator?

We are currently working on this year's assignments. We are matching all our events with our leads' availabilities and recent history for each event. We are getting closer, but assignments are not complete at this point. We will post the assignments on the website in February when they are finished. Once again in 2016, our lead facilitators were the highest evaluated point for events, which has been true for the last 12 years! **Thanks to all of our wonderful facilitators.**

#### First ever Breakthrough a huge success!

Earlier this **January**, 19 Key Club members from all over North America traveled to Miami, FL to participate in a week of service. The intent of the program was to connect juniors or seniors who had not had a Key Club experience at the international level with the concepts of the service leadership model and to do service. The event was very successful and students responded to the experience noting the following. of the 19 participants, seven are Key Leader graduates.

- I thought I had to be a high profile Key Club member before to make a difference, but now, I understand that the important thing is that I take action and that I choose the legacy I leave behind.
- This program has changed my life and how I understand service. I see now that I can choose to dedicate my professional career or my private time to service and both are equally valuable.
- Interacting with a migrant farm worker, who had experiences like those of my grandfather, allowed my grandmother and I to connect on a much deeper level.

#### From this year's evaluations...

- Key Leader served students from 6 countries in 2016—Grand Cayman Island, Myanmar, Malaysia, Guatemala, Canada (4 provinces) and the United States (35 states).
- In Canada, Ontario and New Brunswick were the provinces with the most students.
- In the United States, California and Pennsylvania were the states with the most students.
- Key Leader attendees are also very active in other student activities, with the most participants in athletics and music/art programs. In 2015, 66 percent of Key Leader students were also members of Key Club International.
- The number one reason that students attended a Key Leader event was their interest in service leadership and how to bring it to their school.
- On the evaluation five-point scale, the overall event evaluation continued at 4.6 this year, with the lead facilitators being the highest ranked item at 4.8. All items evaluated were at 4.2 or higher.
- Great student comments as always.
  - I learned so much this weekend and I had a lot of fun! It was a wonderful experience.
  - I loved being outside and the freedom.
  - I loved the activities and the new friends I made.
  - Everyone was very friendly and I felt like we were all part of a big family. I learned a lot about myself.
  - Key Leader changed my life.
  - I loved the respect the adults had for us. All the participants were incredibly friendly, including the adults.

- I would totally recommend this program to my friends and peers! I really hope that I can come back next year!
- This weekend was amazing! Can't wait for next year!

#### Using evaluations as a marketing tool

Each of you should have received the evaluations from your district's event. Those evaluations, especially the comments from the attendees, can be very useful in telling the Key Leader story. Pick a few poignant comments and share them with clubs or members who are considering donating and with students you're recruiting to attend.

#### Reminders

- **2017 dates:** Listing [published here](#). It will be updated as events are added this winter and spring.
- **Clothing order form due January 13:** Order form attached and is due to Lizette by **January 13**. New district chairs and site coordinators receive a free Key Leader polo shirt. Other attire is available for you to purchase.