

## **BUILDING CONNECTIONS THROUGH CLUBS**

### **OVERVIEW:**

We are focusing on clubs as the first line of student connection that is not academic based. Therefore it is imperative that these clubs are more active than ever. Each advisor is working to create a virtual club that will connect kids, will build on their interests and hopefully give them a sense of belonging while not physically on campus.

### **PURPOSE:**

For kids to have people they share an interest with, connect through that interest and serve others through their specific community.

### **GOAL:**

To build community and connection in our virtual world and in-person world, when safe.

### **ACTION PLAN:**

To meet this goal, it's two-fold:

- Build up trust and action within club
- Build up inter-club communication and interaction

### **SOCIAL MEDIA:**

- Use social media to gain trust with your group and to build community
- Highlight the people – people are craving recognition, approval, and affirmation right now. Give it to them. It costs nothing but some time and good thoughts
- Create a management structure for your social media so it's manageable
- Kids can run your social media accounts. It's up to you to train them and set the expectation of trust and communication between you and them so it hits your club's goals

## **CLUB ORGANIZATION:**

Meet with kids to do the following:

1. Check in to see how they are doing with school, the world, life
2. Make sure your club's purpose is strong. Knowing the WHY behind your club is crucial for hitting your goals and for always having evidence to fall back on
3. Make a list of goals that your club wants to hit in the 2020 – 2021 school year.
  - a. Keep the list short. Simple, yet deep is what we're going for. In a pandemic, humans do not have the capacity to take in as much as in non-pandemic times. Simple, yet deep.
4. Find a theme for your year. It often helps to have a theme or a tag line to go back to as your club meets, plans and helps others.
5. Think Differently: This is the time to reinvent our programs. Create a strong purpose and set of goals with your kids and then reinvent how you execute them.
  - a. It's freeing and stressful all at once.
  - b. It involves failure and retrying to find success.
  - c. What a beautiful experience to give your kids.
6. Plan one activity or event monthly to do
7. Have consistent meeting times for business and planning meetings
8. Love and support them by having consistency

## **TO BUILD MEMBERSHIP:**

1. Develop a marketing plan to get kids to join their club
2. Create a space for kids to engage in their interest
3. Set up bi-weekly times to meet
  - a. Publish the dates so people can plan
4. Use social media to your advantage

## **INTER-CLUB INTERACTION:**

- Have leadership trainings once per month for all clubs
- Building the bridge between club and school
  - Money is not just in ASB. Clubs can do that too
  - Understanding that service clubs can give on social media while also asking for help to support actions
    - If you build trust with the people in your clubs, they will then be willing to do more for the club
      - It's a two-fold process
      - Must build trust in the individuals in the club BEFORE
      - You can ask them to give service to others for the club
- Pick one club to work with to plan an activity/event
- Monthly all club advisor meetings
- Monthly all club leader meetings

## **FOR CLASS ADVISORS:**

- Most of the above applies to the classes as well. The only difference is that we want to treat the whole graduating class as we would a club.
- Work with the class officers to find ways to engage their class to build community and connection