



Quality Club Meetings

Introduction

This pre-work provides knowledge that supports the experiential learning that will take place in the live sessions at Club Officer Training. By completing it, you will be able to participate in discussions and activities with fellow club officers. This information will be utilized but not presented in the session.

Time Investment

- 30 to 60 minutes

Instructions

1. Watch [Dashboards for Club Officers](#) (Video)
Members who do not have access to YouTube can watch the video by clicking this [link](#).
2. Read Categories of Quality (below)
3. Review your club renewal numbers and complete the questions below
4. Complete the Questions to Consider

Categories of Quality

Clubs that encourage and celebrate member achievement, provide a supportive and fun environment, and offer a professionally organized meeting with variety demonstrate high quality. In those clubs, officers are trained in all aspects of club quality to ensure that members have access to a formal mentoring program, are provided evaluations that help them grow, and are motivated to achieve their goals.

For our purposes, we have divided meeting quality into four categories. These categories will help us discuss what quality looks like. Read below and reflect on what your club does to ensure quality in each category.

Culture of Excellence – A meeting is the best way to understand the culture of a club. It is the most visible expression of the values, communication philosophy, and traditions and sets the tone for member expectations.

Not a set of rules to follow, a culture of excellence is the choice that members and club officers commit to investing in themselves and each other. It requires a willingness to commit to striving rather than settling and enjoying the journey.

Factors that promote a culture of excellence:

- Shared vision, goals, and practices
- Commitment to fulfill the club's vision and mission
- Mutual support for each other's success
- Clearly stated principles and agreements for how to work together
- Encouragement and rewards for innovation and creativity
- Emphasis on communication in every direction
- Focus on education
- Member goals set and supported by a mentor
- Regular evaluation or progress as a club and member

Member Needs – As you may have guessed, these needs are driven directly by member goals. Members want direction and opportunity to get what they need and achieve what they want. Member needs can be met in the following ways:

“Make it Easy” – an intuitive process and information that is accessible. Roles are clearly defined, and expectations are easy to understand.

Help with goals – a visible path with checkpoints and a guide that leads a member from where they are to where they want to be.

Recognition – meaningful recognition proves that a member's time and effort is valued and marks progress towards achieving their goals.

Relationships – a safe environment that fosters reduced risk interactions.

Smooth Meetings – Like a good speech, a smooth meeting has a compelling beginning, organized middle, and impactful ending. Every transition is well planned and executed, clearly bringing the audience from one part to the next. Every participant knows what each other is responsible for and performs their role the right way at the right time.

Member Engagement – The ongoing interaction between the member and the club that delivers meaningful value in both directions.

Renewal Numbers

Answer the following questions:

1. How many members are currently in your club?

2. How many of your current members have been in the club for at least 6 months?

3. How many of your current members have been in the club for at least 12 months?

4. How many of your current members have been in the club for at least 2 years?

5. How many of your current members have been in the club for at least 3 years?



Questions to Consider

Answer the following questions:

1. How does your club work towards practically building a culture of excellence?

2. What processes does your club have that could be simplified and made easier for new and current members to understand?

3. What are barriers to smooth meetings and how do you overcome them?

4. How do your meetings directly and indirectly help members achieve their goals? How do you know?

5. What do you like the most about your club's meetings? What can be improved?

6. Think of a couple of times that something has gone wrong in a meeting. How well did your club respond and adapt?

7. How engaged are your members during club meetings? How can you tell?

8. How do you think the quality of your club's meetings impact your renewal numbers?

9. How do Moments of Truth help in developing your club's meeting process and club culture?

10. How do the Categories of Quality relate to the Moments of Truth?