

MID-YEAR MEETING OF STATE DEPUTIES

IDEAS FORUM – NOVEMBER 3, 2018

Increasing Young Adult Outreach in Your Jurisdiction

In Brief:

Developing a strategy to recruit and engage young adults begins with you, the state deputy. By focusing on young adult outreach as a priority and setting up a team to focus on achieving your young adult outreach goals, you will lead your jurisdiction to success.

Before setting up a team, it's important to remember, who young adults are. Young adults are those aged 18-40 and includes those who are single, those who are married with no kids and those who are married with kids. This group includes college students, but does not include high school students.

In forming a young adult outreach team, appoint both a college councils coordinator and identify young adult team members in each diocese or large urban area. Meet with and talk with this team regularly to outline your objectives in growing and strengthening college councils and recruiting and engaging young adults. Invite these men to join state membership calls and attend other state team meetings. Make these men a valuable part of your team.

Utilize resources of the supreme council, particularly the college council coordinators who will make visits to your campuses to train leaders, grow your councils and assist in starting or reactivating campuses. Also utilize the supreme council for assistance in planning young adult outreach events.

Take Action:

1. Name a college councils coordinator and meet with him about goals before January 1, 2019.
2. Start recruiting young adult team members (at least one per diocese or large metro area) to participate in young adult team training to occur in January 2019.
3. Identify two events specifically for young adults that you will either promote/run and sponsor this winter and spring.

Best Practices

To effectively recruit younger men:

Focus on the individual – ask potential members what their wants and needs are. If they are married ask what their family wants and needs are. Explain how the Knights of Columbus can help them pursue these interests.

Be understanding of time – many young people may object that they do not have enough time for the Knights of Columbus. Emphasize that attendance at every event or meeting is not necessary and ask if they can commit to a couple events per quarter. Utilize the 24 Hours Can Change a Life brochure for a year long plan for active membership.

Use Faith in Action Programs – Programs such as Helping Hands, Sacramental Gifts, Spiritual Reflection, Holy Hours and Family of the Month/Year are great ways to attract and engage young men and their families. These programs meet needs to allow for interactive community service, grow in faith, and participate in the Knights of Columbus as a family unit.



College Councils Coordinator Profile and Job Description

- Post-college young adult with previous experience as a member (and preferably officer) of a college council
- Communicate regularly with the grand knights, financial secretaries and district deputies of college councils within his jurisdiction
- Provide assistance in the development of new and inactive college councils
- If possible, visit each college council once per fraternal year for a meeting or event
- Serve as a liaison between state council and supreme council staff regarding college councils and developing college councils within his jurisdiction
- Consider hosting a weekend training session (State College Councils Conference) for college councils in his jurisdiction

Young Adult Team Member Profile and Job Description

- Post-college young adult with previous council leadership experience (could be a college council or parish council)
- Should hold monthly meetings or conference calls with young adult team members throughout the state
- Support Membership Drives (both at parishes and events)
- Plan events (roughly one per quarter) in each diocese/region/large city that are for current young adult members and targeted at young adults that may be interested in joining. These events should look at service opportunities, spiritual programs and social events.
- Advise State Membership Director on areas where there are opportunities for young adult growth in the state
- Inventory young adult events happening around the state, particularly on the diocesan level and communicate to young adult Knights
- Look for partnerships with other groups reaching out to young adults – diocesan level, Catholic young professional societies, Frassati groups, etc.
- Maintain list of young adult members and regularly communicate with them about young adult opportunities. Also, utilize this network to get feedback on how the state team can better engage these members and attract their peers.





FAQs

College Council FAQs

What is a college council?

A college council is a Knights of Columbus subordinate unite formed at a college or university to meet the needs of students and the campus community. At least 50% of the council membership should be students. Students should take on the leadership roles in the council, although the financial secretary must be filled by a non-student (ideally someone associated with the campus). From time to time, alumni or non-students may serve as trustees.

What benefits do college councils receive?

College councils receive several benefits from the supreme council. First, college councils receive a 50% per capita rebate on all per capita monies paid to the supreme council. College councils also receive free fraternal supplies when placing supply orders through the supreme council. College councils also have full-time college councils coordinators at the supreme council who can answer questions, provide training and visit campus to assist councils. Finally, there are unique opportunities for college council members, including the annual College Councils Conference, March for Life related events, and other pilgrimages and events available for only college council members.

What about seminary councils?

Councils formed at seminaries are considered college councils and receive all benefits of college councils, however, they also receive the benefit in that they do not pay any supreme per capita. We encourage each state to follow this practice for active seminary councils in their jurisdiction.

How can college councils benefit your jurisdiction?

Successful college councils are recruiting at least 10 new members per year to provide new men and leaders to replace those who move on following graduation. Our best college councils recruit 20+ members per year. These are 10-20 new members in your jurisdiction each year, who are under the age of 25. Additionally, college Knights are among our most enthusiastic and active members, and when they graduate they will bring this enthusiasm, new ideas, and leadership to your parish councils. Many states have found men who serve as grand knight in college to be great district deputies following graduation.



How can the state council best support college councils?

- Assign your college councils to a younger district deputy who understands the nature of college councils, and will play an active supporting role.
- Invite your college grand knights to the State Convention.
- Avoid an overwhelming amount of emails to college council officers and ensure they're aware of important activities in the state.
- Realize that college councils sometimes operate differently the parish councils, and give them some leeway to do so.
- Recognize your college councils for their outstanding service. If there are multiple college councils in your district, create a college council-specific annual award to be awarded at the State Convention.
- Make sure the Supreme Council's College Councils Department is aware of any issues that come up with a college council or developing college council in your jurisdiction.

What is the biggest challenge facing college councils?

The biggest challenge that every college council deals with is replacing 25% of its membership each year, due to graduation. This is why it's important for every college council to recruit at least 10 new members a year to replace the members it loses. Record keeping is key to ensuring each ensuing officer corps is familiar with the practices of the council, as it's easy to lose track when there is an entirely new group of men every four years. It is also essential for college councils to keep track of which members are graduating each year, and make sure they have their updated contact information. Member Management now allows college financial secretaries to track graduation date, which will help college councils follow up with graduating seniors each semester. Graduating seniors should be encouraged to transfer to a parish council wherever they end up after college.

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