District 5040 Youth Committee Strategy Workshop 2019

January 12, 2019
(West Vancouver)

Record of Charts Created

Earlyact

Interact

Rotaract
Rotary Club Partner

Rotary District 5040 | rotary youth leadership awards

Rotary | rotary youth exchange

Rotary | New Generation Service Exchange

Rotary | Adventure Programs

Prepared by Don Evans
Jan. 12, 2018

Roadmap for the Session

1. Review progress on objectives
2. Set objectives for 2019
3. Next Steps

Participants:

Attending

DG Darcy Long	*District Governor*
PDG Lyn Stroshin	PDG – District Youth Chair
Ron Davis (by phone)	Youth Compliance Officer
Joan Posivy	Rotaract Chair
Gina Rawson	Youth Exchange Chair
Lynda Rocha	RYLA Chair
Sue Godey	Incoming Youth Chair

Facilitator Don Evans

Strengths / Weaknesses / Opportunities / Threats Activity (SWOT, 2018)

(Brainstormed lists attached)

Strengths (Priority ranked)

1. Established Good Programs
2. Support from Governor Team
3. Passionate/Dedicated People involved
4. Diversity of Ages/Backgrounds

Weaknesses (Priority Ranked)

1. Rotary Clubs lack of participation and awareness
2. Lack of financial support
3. Bridging youth programs to Rotary

Opportunities (Priority Ranked)

1. To successfully migrate people through our programs toward Rotary
2. To spread the word and increase awareness
3. To do more professional development with youth
4. To train District Chairs in Youth Committee

Threats (Priority Ranked)

1. Competition with other external youth programs
2. Financial - costs are significant
3. Liability – Risk Management becoming greater
4. Societal expectations deter students from participating in long term programs

Vision without Action
is merely a dream….

Action without Vision
just passes the time….

Vision with Action
can change the world.

Joel Barker

ROTARY INTERNATIONAL VISION & PRIORITIES

Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities and in ourselves.

Rotary International Strategic Priorities 2018

1. To enhance participant engagement at all levels

2. To better understand, measure and increase our impact with a balanced perspective on global, local community and personal

3. To understand and pursue opportunities to improve the culture and structure of our organization

District 5040 Youth Committee

VISION ELEMENTS 2022

1. Operating Policy & Procedure in place
2. Training Program for Youth Programs
3. Annual Strategic Planning Sessions
4. District Youth Newsletter
5. District Conferences include Interact/Rotaract Panels
6. Job Description and Chair Training
7. Every Club has a Youth Chair
8. Compliance has Increased Significantly
9. District 5040 Known as a prime place for Leadership Training
10. Support System to help transition from Earlyact → Rotary

Committee Administration / Resources

Key Strategies

- To hold Strategic Planning Sessions annually
- To hold Regular Monthly Committee Meetings
- To develop a set of Policies and Procedures
- To have clear Terms and Succession
- To develop Job Descriptions

Objectives

C – 1 Strategic Planning Sessions

- Review and Amend the Strategic plan annually.

Responsibility: Committee Chair & Strategic Team on track and continuing

C – 2 Monthly Committee Meetings

- Organize and schedule monthly committee meetings with all members.

Responsibility: Committee Chair (Lyn) Ongoing

C – 3 Policy & Procedures

- Develop policy and procedures for the youth committee as a whole and for each sub group.

Consistently working on - in progress, RYLA about complete, YE also well along, others continuing development

C 3.1 Committee to input to 5040 Council On Lesgislation chair re support for EarlyAct as a help towards getting adopted as a official Rotary program.

Lyn 2019

Responsibility: Ron & Youth representation *(Committee will put a request out to a young adult to assist Ron in this process.)*

C – 4 Succession

- Each program will have a succession line in place.

Responsibility: Sub Group Chairs (Rotaract, YEX, RYLA etc.)

Deadline: May 2018 – present successors to the May Youth Committee meeting

2019 - Succession plan in development, chairs to update and keep current

Keep Governor team apprised and work with Governor team on G Team appointed positions

C – 5 Job Descriptions

- Develop Job descriptions for all chair roles.

Responsibility: Sub Group Chairs
Deadline: May 2018 – present draft job descriptions to the May Youth Committee Meeting

At about 50% done and continuing, work to complete in 2019

C - 6 **Adventure Programs**

- Investigate a support role for Adventures programs to aid with marketing, liaison representative - work with the clubs to help with their success as club based programs and recognition of youth protection requirements. Adventures programs rep?

Youth Chair (Sue) / Ron and clubs 2019

Training / Development

Key Strategies

- Develop a Training Plan
    - Committee
    - Programs/Participant

Objectives

T – 1 Youth Committee Trainer

- Committee is to submit names and select a youth committee trainer before the 2018-2019 Rotary year commences.

Responsibility: Committee
Deadline: Summer 2018

Now part of District Training Committee, Maryam Bawa named to role. Follow up with Maryam re 2019.

Lyn with Maryam 1Q 2019

T – 2 Training Standards

- Develop consistent training standards for each core program

Responsibility: Committee, in concert with development of policies
Deadline: Ongoing 2018-2019

Needs work - develop progressively as core policies and procedures evolve. - Ongoing

T – 3 Support System - Rotary progression

- Develop a Support System/Process to Help People in the Rotary family go from Earlyact → Rotary

Responsibility: Johanna & Tom Smith will take the 1st step as part of the Membership Pathway Seminar on March 24, 2018
Deadline: 2018-2019

March 2018 seminar was successfully held, Pilot project to create a Young Professionals satellite as part of Rotary Club of Vancouver is underway. Keep communications open re links between various programs. Interact involvement with Earlyact noted.

Share Marni's paper with committee (Don to Lyn)

Design a Rotary life history picture / graphic that shows the moves - EarlyAct, Interact, Rotaract, Rotary etc.....Joan see if there is a Rotaracter who might create this.

Risk Compliance / Legal

Key Strategies

- To maintain proper insurance coverage
- To have District 5040 comply with RI standards consistently
- To educate on clubs on compliance

RC – 1 Insurance

- Communicate to clubs about Insurance coverage for Rotary youth programs

Responsibility: Committee
Deadline: Ongoing Complete and ongoing

RC – 2 CRC Criminal Record Checks

- Increase Rotarian CRC to 60% (2019-2020) through Awareness & Reminders

Responsibility: DGE Darcy/AG's/Ron
Deadline: 2018-2019 and On-going

RC - 3 Compliance Policy

Create a District 5040 Protection and Compliance Policy and review - work forward for adoption into District policy.

Ron has drafted, to be reviewed and steps towards policy adoption started.

RC – 4 Youth Chairs / Club Contacts

- Work with clubs to have them name a youth chair or prime contact for youth programs

Responsibility: Committee with the aid of the AG's
Deadline: July 1, 2018

Work to get these names from the club presidents - have to be maintained locally

RC – 5 Non-Rotary Programs

- Communicate with clubs about student trips not sanctioned by Rotary. Programs cannot use Rotary name and the individual or club will assume risk personally. The club insurance will not cover these programs.

Responsibility: Governor Team
Deadline: On-going

Marketing / Promotion

Key Strategies

- To implement a Youth Committee Newsletter
- To hold Club Programs about Youth
- To develop a Youth Marketing Plan

Objectives

M – 1 Newsletter

- Youth Committee Newsletter will be a source of information for all members of the Rotary Family. The committee is to select an editor to compile and organize a quarterly newsletter. (Sep, Dec, March, June)

  Responsibility: Johanna/ Marianna will submit possible candidates to the board
  Deadline: First edition summer 2018

  First edition done November 2018, not sent - new issue being worked for end January, target for two issues in 2019.

M – 2 Youth Program Awareness

- Present Youth Programs to Rotary Clubs annually. Sub committees are to share the work.

  Responsibility: Liz/Lynda/AG's
  Deadline: Ongoing

  Note sent that committee speakers are available, Van Arbutus scheduled as is Lillooet, Squamish done. Slide presentation available for all committee members. Consider offering to AG's to use with their clubs - Lynda to send to Darcy.

M – 3 Marketing Plan

- Develop a consistent and unified Marketing Plan for all Youth Programs. Identify which marketing tools will work best for each subcommittee.

  Responsibility: Committee
  Deadline: 2018 - 2019 and On-going

  PowerPoint presentation, Flyers and Pop Up Banners have been done, work now to send out to clubs through AG's and other connections - put the collateral to work. Keep District and program websites updated and current.

Programs

Key Strategies

- To operate Rotary Youth Programs to build youth activities & successes

Objectives

P – 1 Youth Exchange

- Goal for 9 in and out for 2019-2020, (11 Students out / 13 in 2018/2019)

P – 2 STEP

- Goal for 2019-2020 is xx students, (xx Students 2018/2019)

P – 3 NGSE

- Build a larger committee, Goal to launch first NGSE's for 5040 in 2019-2020

P – 4 Earlyact

- 2 new clubs 2019-2020 (3 clubs in 2018-2019)
    - Scott - develop a simple Earlyact info sheet to help clubs get started

P – 5 Interact

- 2 new clubs 2019-2020 (total 28 in 2018-2019)

P – 6 Rotaract

- 1 new club 2019-2020 (total 8 clubs 2018 - 2019) Increase by 10% the number of 19-30 year olds in Rotary Family

P – 7 RYLA

- Continue three strong RYLA's. Building Brand Awareness for each Camp

P – 8 Adventures Programs

- District 5040 support Adventures programs operated by Rotary Clubs in our District

Finance / Fundraising

Key Strategies

- To achieve Integrated Transparent Financial Reporting
- To consider developing a plan for fundraising for youth programs

Objectives

F – 1 Youth Committee District Budget

- Connect all subcommittee budgets to form a Youth Committee budget and then identify fundraising needs.

  Responsibility: Youth Chair and Subcommittees

  Budget created for Youth Committee in the 2019-2020 budget

F – 2 District Finance Integration

- Integrate Youth Budgets into District Annual Financials

  Responsibility: Youth Chair / Treasurer 2018 - 2019

  In progress

F – 3 Revenue options for youth programs to be considered.....

- Club Sponsors
- Use of surplus for intended programs
- Fundraisers
- District Budget

Needs to be reconsidered carefully in light of GST decision - look at in 2019 - 2020 as financials are consolidated..

Next Steps

1. Send updated strategic plan document to committee.

   Don to Committee — January 12, 2019

2. Review progress at committee meetings.

   Committee — Quarterly

3. Hold annual review and set 2020 objectives

   Committee / Facilitator — 1Q 2020

Attachments:
- SWOT brainstormed lists
- Vision Elements brainstormed list

Strengths (Brainstormed list, unranked 2018)

- All of our members are active participants
- Programs are established
- Committee is Strength
- Coordinating efforts
- Passionate Committee
- Dedicated Committee
- Committed Committee
- Good Resources
- Open Communication
- Good Programs
- Diversity of Age, Professional Backgrounds
- Open to new ideas
- Club Runner – Tool
- International & Local Connections
- Succession planning
- Power of Youth
- Brand
- Support from Governor Team
- Quality Applicants
- Flexibility for change
- Leadership, Work Experience, Improved Language Skills, Personal Development
- Good Resume Material

Weaknesses (Brainstormed list, unranked 2018)

- International programs – Lack of relationships
- Lack of Province Geographical Diversity
- Lack of Service Focus
- Costs are high for Clubs
- Communication between clubs is poor
- Lack of appropriate communication methods with youth
- Club runner tool – no youth programs
- Bridging youth programs to rotary
- Rotaract is not youth program
- Lack of Policy/manuals for all subgroups
- Lack of club participation/awareness/understanding in youth programs
- Lack of awareness for general local population
- Lack of mentorship
- Succession planning
- Poor communication Youth programs and AG's
- Lack of youth involvement in district decisions about Youth and as whole
- Lack of validation of youth programs by district as whole
- Not realizing power of youth
- Lack of Rotary involvement in youth programs
- Lack of Rotary training/alumni database
- Use of acronyms – educating the public

- Clubs are stay in comfort zone with youth programs they support
- Lack of financial support from district
- Finances in general – financial management TRANSPARENCY
- Competition for participants for youth programs
- Resources
- Representation at District Conference – lack of integration
- Not Spreading out responsibilities under youth – not bringing new people in
- Planning for liability
- Spreading out responsibilities too much
- Lack of branching out might miss classification opportunities

Opportunities (Brainstormed list, unranked 2018)

- To share resources between districts
- To market new & existing programs
- To spread the word and increase awareness
- To successfully migrate people from youth to rotary
- To share the international possibility
- To build an alumni database
- To develop a successful relationship with the press/schools
- To do more professional development with youth
- To develop a mentorship program between rotary and youth/ youth and youth
- To communicate Rotary →youth programs
- To be mobile friendly
- To be more transparent with finances
- To better fund youth programs
- To use youth committee in a more visible
- To create our own newsletter
- To respond in a timely manner to external request
- To improve communication of crisis management
- To build strong committees with succession
- To train chairs on their jobs and have clear descriptions

Threats (Brainstormed list, unranked 2018)

- Outside Rotary competition of other youth programs
- Financial
- Liability Risk management
- Lack of external support from education system, rotary liaisons
- Societal expectations – tougher to get yearlong exchange
- Slow platforms on websites turn people away
- A scandal or youth problem that hits press

Vision Elements at 2022 (Brainstormed list, unranked 2018)

In 2022 we have:

1. Policy and Procedures in place
2. Job Descriptions & Job Training
3. More Adventures Programs
4. 6 Earlyact Clubs (2018-1)
5. 30 Interact Clubs (2018-25)
6. Transitioned Rotaractors to Rotarians are normal
7. 3 Strong RYLA's in our District
8. Joint meetings Rotaract & Rotary
9. Training Programs
10. 5 New Generation Exchanges in 1 Year
11. 20 Inbound-Outbound Exchange
12. 50 Step Exchanges
13. Increased Compliance
14. Northern Interact Conference
15. 2 Rotaract Clubs in North BC
16. Increase 19-30 Demographic in Rotary Family
17. Finances integrated into District Finances
18. Accurate representation of youth in our database
19. We have an Alumni Database
20. 5 year Succession plan
21. District 5040 Reputation of prime source for Leadership training
22. RYLA Grade 8-10 in the South
23. District RYLA Newsletter
24. RYLA BC Joint
25. Mentoring Program
26. Database of speakers for Youth Programs
27. Use Current Mobile Friendly Technology
28. Multi-District Youth Exchange Event
29. Established Marketing Strategic Plan
30. Website for all Youth Programs
31. Consistent Branding
32. Youth represented in Panels
33. RYLA 19-30 in South
34. Committee Training on Proper Rotary Branding
35. Crisis Management in Place and Cleary Understood
36. Regular Youth Committee Meetings
37. One Strategic Plan Update Meeting a year
38. Every club have a Youth Chair or Contact
39. RYLA Grades 10-12 in North
40. Overall Expansion of RYLA Programs
41. Youth Presence Education at PETS
42. Youth Committee Educates District PETS Trainers to convey
43. 75% Rotaract PE's going to PETS
44. Strong ROTEX mentorship program
45. Alumni Liaison
46. Alumni Networking Event
47. District Chair for Adventure Program
48. Support System for transitioning clubs from Rotaract to Rotary

49. Method to convert Earlyact to Interact
50. Joint Project/International between sponsor club and Rotaract/Interact/Earlyact
51. Send students to RYLA North America