

# ROTARY DISTRICT LEADERSHIP ACADEMY

## SAMPLE COURSE

### Course #1: Communications

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**NOTE:** This sample course is presented as an actual example of a District Leadership Academy Course. This is the material for Course #1 that was taught for the 2009-2010 Academy year. This course, like all of the other Academy courses is edited, revised, and updated each and every year.

#### Course Description:

This course in Electronic Communications establishes the foundation for all of the remaining courses in the District Leadership Academy. The course provides instruction in the use of the Leadership Academy web site, the Rotary International web site and the online Academy Google Group site, all of which will be used extensively for all Leadership Academy courses. The course also provides a background in electronic communications and its impact on the operations of Rotary International.

#### Course Objectives:

Upon completion of this course the student will be able to:

1. Successfully access the secured area of the Academy web site to acquire all course reading materials and view online learning modules
2. Successfully navigate the Rotary International web site to locate information
3. Successfully access and participate in the Academy Google Group to collaborate with classmates and instructors
4. Successfully complete a “web challenge” based on information available on the R.I. web site
5. Understand the growth and development of electronic communications and its use in Rotary at the local, district and international levels
6. Successfully complete an assignment based on a topic of their choice related to Rotary’s use of electronic communications by using “Google Rotary Books” and the archived copies of *The Rotarian* magazine now available on Google as well as recent copies of *The Rotarian*, archived on the Rotary web site.
7. Successfully register to use the RI Member Access Portal and receive various email messages from RI.
8. Successfully use the online testing service Hosted Test
9. Successfully complete a final exam with a minimum score of 70%

#### Course Reading Material:

1. **“Everything I thought I knew about Rotary, but didn’t really know, I learned from the District Leadership Academy”** - 3-page essay written by a 2007 DLA graduate. *Download from the Academy web site*
2. **“Communications: Its growth and Importance to Rotary”** Curriculum which has been written specifically for the Leadership Academy. *Download from the Academy web site.*
3. **Rotary Web Site Navigation Charts** - For use in navigating the RI web site. Download from the Academy web site, **print in color and laminate for use throughout the year**. You can also use standard plastic sheet protectors
4. **“RI Visual Identity Guide”** - Published by Rotary International. *Download from the Academy web site.*
5. **“2007 Manual of Procedure – Section 5 - Rotary Marks”** - Published by Rotary International. *Download Section 5 from the Academy web site.*
6. **“To Blog or Not to Blog”** – Article from the November 2007 *Rotarian*. *Download from the Academy web site.*
7. **“High Hopes for High Tech”** Article from the April 2008 *Rotarian*. *Download from the Academy web site.*
8. **“Tech Talk – Check out our new Technology from Headquarters”** Article from the April 2008 *Rotarian*. *Download from the Academy web site.*
9. **“Meeting Online”** – Article from the April 2008 *Rotarian*. *Download from the Academy web site*
10. **“Just Press Play”** – Article from the July 2008 *Rotarian*. *Download from the Academy web site*
11. **“Face to Facebook”** – Article from the September 2008 *Rotarian*. *Download from the Academy web site*

12. **“Short and Tweet”** – Article from the May 2009 Rotarian. *Download from the Academy web site*
13. **“Seven Rules to Apply Before You Hit Send”** – Article from the August 2009 Rotarian. *Download from the Academy web site*
14. **Online Learning Module: “Registering and Using the Member Access Portal** - View PowerPoint learning module on the Academy web site
15. **“Frank Talk on Leadership”** The chapter on Communications. *Download from the Academy web site*

### Course Outline:

1. Students will have the month of September in which to complete this course.
2. If you do not already have a Gmail email address, please go to <http://www.gmail.com> to create your free account and then provide your instructor, the dean and the webmaster with your new address. This is required for all students and will be the only address that will be used for Academy purposes, including online testing with Hosted Test.
3. All students who have not previously registered to use the RI Member Access Portal will access the RI web site and register to use the Member Access Portal <http://www.rotary.org>
4. All items listed under “Course Reading Materials” are to be read **prior** to completing the course assignment.
5. The course assignment contains two components as follows:
  - a. A **“Web Challenge”** using the RI web site to locate the answers to the 25 questions. No other web sites may be used for this task. The URL of the page on the RI web site where you located the answer must be provided as part of the answer. (Cut and Paste the URL)
  - b. An online assignment using the new Google Rotary Books / *The Rotarian* web site. [http://books.google.com/books?id=vzQEAAAAMBAJ&dq=rotarian&source=gbs\\_navlinks\\_s#all\\_issues\\_anchor](http://books.google.com/books?id=vzQEAAAAMBAJ&dq=rotarian&source=gbs_navlinks_s#all_issues_anchor)  
Each student will select a topic of their choice **related in some way to one of the three following forms of Communications (electronic, Internet, social networks, etc.)** and write a report on the impact this type of communication has had on Rotary **during the past 10-15 years** and your thoughts on how it will continue to impact Rotary in the future. The only approved sources for the research will be *The Rotarian* magazine archives on Google Rotary Books and the Rotary International web site which contains all of the issues since September 2008. <http://www.rotary.org/en/mediaandnews/therotarian/Archives/Pages/ridefault.aspx>  
The paper must be written using **12 point Times Roman font with 1” margins, 1.5 line spacing and be no more than two or three pages in length.** The heading on Page 1 is to include only the Title, the Student’s name and the Student’s district. Please **attach one additional page** listing all of the sources that you used as part of your research to write your report. (*Note: This report will be posted on the Course #1 page in the Academy Google Group for all students and instructors to review. Please insure that you have followed the instructions for your report.*)

Be aware that the new “Google Rotary Books” is still a “work in progress” and was designed to do research online. In its current format, pages can be viewed online but they cannot be printed. There are web browser add-ons and screen captures that will allow you to “capture” the articles you want to use and then save and print them to your computer. “Fire Shot” that can be downloaded for free and plugged into your browser. This will allow you to convert the pages you want to save to a graphic and then print the page as a graphic. If you don’t use the plug in, you’ll need to do all of your work / reading online and take notes accordingly being sure to full document each reference (Title of Article, Name of Author, Issue of *The Rotarian* magazine, and the page number(s)). If your report does not contain this information, you will receive fewer points for your report.

For this assignment you may also use articles included in the Course Reading Material to generate your ideas and complete your report but you **can not use these exclusively**. **Your report must include a minimum of THREE sources from the past 10-15 years of *The Rotarian* in order to meet the criteria for this report.**

6. Following the submission of both of the above assignments to the Instructor (**please submit both at the same time, do not submit them separately**), the student will be provided with feedback on the report and a score on the Web Challenge as well as a point score and a “grade” on the report.

### **Pre-Test and Final Exam**

1. Following the submission of the two assignments to the instructor, the student will be provided with the Pre-Test. This will be identical to the final exam which will be taken online.
2. Within 24 hours of receiving the Pre-Test, the student will receive a personal link (sent to their Gmail account) from the online testing service, Hosted Test.
3. Once the student has completed the Pre-Test, they will use their personal link to access Hosted Test and take the final exam online.
4. Upon completion of the online exam, the student will immediately receive their score as well as references for any questions they may have missed.
5. A minimum score of 70% is required in order to pass the course. Students may retake the exam until they pass the exam but will not be able to retake the exam if they have achieved the minimum score of 70%.
6. The student, instructor, and Academy Dean will receive copies of the final exam results via email. For students, this will be sent to their Gmail account.

### **Grading:**

Grading will be done as follows:

1. For the Web Challenge, there will be 25 questions worth a total of **75 points**. Each correct answer in the multiple parts of the Web Challenge will be awarded 1 point.
2. There research report will be worth **25 points** and a “grade” will be issued by the instructor based on the following CRITERIA:
  - a. Adherence to the instructions for the report criteria
  - b. The variety and number of sources used to research the report
  - c. The content of the report and how it will relate to the future of Rotary.
3. The Final Exam will be worth **25 points** and will automatically be scored by the Hosted Test system. For multiple choice questions that have more than one correct response, the question itself will indicate how many correct responses are required. Please note that **ALL of the responses must be correct in order to receive t he ONE POINT credit for the question.** No partial credit is available for these types of questions from this testing service.
4. If a question is determined (after the fact) to have an incorrect answer on Hosted Test, the scores will be adjusted accordingly but this will not take place until all of the students have completed the exam.
5. **NOTE:** There is no “overall grade” for the course. You will be issued a “point score” for the Web Challenge; a Point score and a “Grade” for the research report; and Percentage Score for your online exam. As long as you have completed the Web Challenge and the Report to the instructor’s satisfaction, and scored at least 70% on the final exam, you will have passed the course and will be able to move on to the next course.

### **Course Deadlines:**

The deadlines for this course are as follows:

1. The Web Challenge (assignment) and the Research Report are due to the instructor by **9/30/2009**.
2. The Final Exam with Hosted Test must be completed by **10/5/09**.

### **Questions / Problems:**

If you have questions or difficulty with any of the course materials, the assignment, or the exam, please contact the following:

### **Contact Information:**

Harriett Schloer (Instructor / Webmaster))

61835 Walter Court

Bend, OR 97702

Phone: 541-388-7342

Fax: 541-318-9994

Email: [in2dtp@empnet.com](mailto:in2dtp@empnet.com)

**District Leadership Academy**  
**SAMPLE**  
**Communications Course #1**  
**Rotary Web Challenge**

**Student Name:**

**District:**

**NOTE:** This sample Web Challenge is only a “partial” web challenge. The actual Web Challenge provided to students during the course has 25 questions. The questions on the challenge are changed every year as Rotary information changes each and every year.

The purpose of the web challenge is to see if you can locate information on the Rotary web site based on the Navigation Guides (*not provided for this sample course*). In particular, Rotary Information that may be needed by you (or your club leaders) while serving in a future leadership position.

Here are some suggestions on how to search the RI web site for information BEFORE you use the RI search engine (or Google).

1. Look at the question and determine in which “Primary Navigation Area” of the RI web site you might be able to locate the information based on the **six tabs in the top menu bar on the site**.
2. Click on each of the primary tabs, and you will then see a “sub-menu” that runs across the screen under the primary tabs. When you click on each of these sub-menu items, another menu appears on the left hand side of the screen. It is from this menu within each of these “sub-menu” areas that you’ll be able to see if anything may “fit” the particular question.
3. If the above does not provide you with access to what you are looking for, use the Rotary search utility.
4. If you still cannot find the information, search using “Google”.
5. Be sure to put the URL of the web page where you found the answers. Simply highlight and then copy the URL (Control “C”) in the address line of your web browser to capture it to memory and then paste it (Control “V”) onto the answer sheet in the correct space.

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1. Please identify the following current Rotary International officers:
    - a. President: Enter Your Answer Here
    - b. President-Elect: Enter Your Answer Here
    - c. Vice President: Enter Your Answer Here
    - d. Treasurer: Enter Your Answer Here
    - e. General Secretary: Enter Your Answer Here
    - URL: Enter Your Answer Here

2. In **November of 2004**, the Rotary International Board of Directors adopted the “Club Leadership Plan” as the recommended organizational structure for all Rotary clubs. This plan was affirmed by the 2007 Council on Legislation as the approved structure for all Rotary clubs. The plan is based on the best practices of effective Rotary clubs. These best practices include:
  - a. Enter Your Answer Here
  - b. Enter Your Answer Here
  - c. Enter Your Answer Here
  - d. Enter Your Answer Here
  - e. Enter Your Answer Here
  - f. Enter Your Answer HereURL: Enter Your Answer Here
  
3. At the **January 2009** meeting of The Rotary Foundation Trustees, the following numbers were announced: (*Hint: Look in Club-District Support area*)
  - a. Total number of Paul Harris Fellows: Enter Your Answer Here
  - b. Total number of Benefactors: Enter Your Answer Here
  - c. Total number of Major Donors: Enter Your Answer Here
  - d. Total number of Bequest Society Members: Enter Your Answer HereURL: Enter Your Answer Here
  
4. The RI Strategic Plan, approved by the Board of Directors in June/July 2007 lists five Core Values. What are these values?
  - a. Enter Your Answer Here
  - b. Enter Your Answer Here
  - c. Enter Your Answer Here
  - d. Enter Your Answer Here
  - e. Enter Your Answer HereURL: Enter Your Answer Here
  
5. Rotary’s Global Networking Groups are separated into two separate categories. What are these categories?
  - a. Enter Your Answer Here
  - b. Enter Your Answer HereURL: Enter Your Answer Here
  
6. Effective July 1, 2009 The Rotary Foundation Board of Trustees made changes to the Paul Harris Fellow recognition. What changes were made (please be specific)?
  - a. Enter Your Answer HereURL: Enter Your Answer Here

Email this completed web challenge, along with your Communications online Research Report to your course instructor.