

DISTRICT LEADERSHIP ACADEMY

(Sample Course 2011-2012)

Course #3: Membership

Course Description:

Membership is the key ingredient in Rotary's future. In order to remain the world's leading service organization, Rotary must not merely survive as an organization, it must thrive. This course explores, examines, and evaluates potential recruitment and retention methods for developing Rotary membership. The course provides information to assist Rotarians and their clubs to achieve strategic goals.

Course Objectives:

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

- 1 Develop strategies for Rotary clubs to recruit new member.
- 2 Develop strategies for Rotary clubs to retain existing members.
- 3 Develop an orientation program for Rotary clubs to inform and inspire new members.
- 4 Create Retention Models and Termination Profiles to analyze membership trends.
- 5 Propose a new member, believed to be qualified for Rotary, and complete the process to insure the prospective member is worthy of Rotary membership.
- 6 Understand how Rotarians can increase membership by organizing new clubs.
- 7 Successfully register online to receive the "Membership Minute" from Rotary International.
- 8 Successfully participate in the online Academy Google Group.. (*Course assignment*)
- 9 Successfully complete a club-based "Membership Development Action Plan". (*Course assignment*).
- 10 Successfully complete the final exam on Hosted Test with a minimum score of 70%.

REQUIRED Course Reading Material:

The following materials are **required** reading and will all be used as the sources for various questions on the final exam. If you have not already purchased or received these materials, you can download them from the Rotary International web site. Links to each of them are provided on the Course #2 Academy web page.

1. "New Member Orientation: A How-to Guide for Clubs" (414-EN)
2. "Membership Development Resource Guide"(417-EN)
3. "Rotary Basics" (595-EN)
4. "Presidential Citation 2010-11" (900-10EN)
5. "How to Propose a New Member" (254-EN)
6. "Organizing New Clubs" (808-EN)
7. "Club Leadership Plan" (245-EN)
8. "Club Membership Committee Manual" (226B-EN)
9. "Club Assessment Tools" A Companion to the Membership Development Resource Guide (*Download Only*)
10. "Preliminary Report of the 2010 Council on Legislation" (*Download only*)
11. "Report of Action of the 2010 Council on Legislation" (*Download only*)

RECOMMENDED Course Material:

It is recommended that you read and/or view online the following items to further enhance your knowledge and understanding of Rotary membership growth and retention. Links to each are provided on the Course #2 Academy web page.

1. "Membership Minute"
<http://www.rotary.org/en/Members/GeneralInformation/MembershipResources/Pages/MembershipMinute.aspx>
2. "Membership Referral Form" http://www.rotary.org/RIdocuments/en_pdf/memb_referral.pdf
3. "Member Relocation Form" http://www.rotary.org/RIdocuments/en_pdf/memb_relocation.pdf
4. "The STAR Program" http://www.rotary.org/RIdocuments/en_pdf/star_program_en.pdf
5. "The Five For One Plan" http://www.rotary.org/RIdocuments/en_pdf/five_for_one_plan_en.pdf

6. “Your Voice, Your Solution (Best Practices)” - Read items related to Membership
<http://www.rotary.org/en/Members/Training/ForAllRotarians/Pages/vvvsbestpractices.aspx>

Course Outline:

1. Students will have the month of October in which to complete this course. The deadline for completing all course work including the final exam is **October 31, 2010**.
2. Students will need to schedule time throughout the month of October to prepare the course assignment as it will require interacting with club members and leaders and/or fellow classmates and mentors via the Google Group. Students are advised not to wait until the end of the month to begin working on the assignment. Timely participation in the Google Group is particularly important.
3. All of the course materials have either been purchased by or provided for the students (in advance of Course #2). In addition, the primary documents are accessible online at <http://www.rotary.org>. All of the **required** materials are to be read **prior** to completing the course assignment.
4. Students will participate in the online discussions and collaborations on the Academy Google Group during the month of October. Participation in the Group is **required** and will be monitored by the instructor on a regular basis. <http://www.googlegroups.com> (Note: You will use your Gmail address for access to the Google Group. Be sure to respond to the “Google Group Invitation” when you receive it from the webmaster.)
5. All students will register on the RI web site to receive the “Membership Minute”.
<http://www.rotary.org/en/Members/GeneralInformation/MembershipResources/Pages/JembershipMinute.aspx>
Once you reach the page, scroll to the bottom and put your email address in the box located inside the tab on the left hand side of the main part of the page. At the same time, register for all of the other newsletters that will be of value to you during your course work and as a Rotary leader.

Course Assignment:

The course assignment has the following components. Part #1 & Part #2 are **required**. Part #3 is optional.

1. **Google Group Postings:** Access the online Google Group and post your comments to **all four questions** regarding membership posted by your instructor. After posting your comments, it is recommended that you check back again throughout the course to see if there are comments to your original posting and respond as needed. It is important that you join in this **conversation**. In addition, if you have questions that are not related course topics, you may post one or more of your own. This is the time to collaborate. Membership is key to the growth of our organization. Following are the GG topics you will be responding to for this course: (NOTE: Each one of these topics is worth 6% toward your final grade for this course. 1% additional credit will be given for any one topic response that goes “above and beyond”. Don’t just post a comment with 1 or 2 sentences. Each of these topics deserves an in depth response.)
 - a. **The membership status of your Rotary Club.** What is the value of “assessing the current status of membership in your Rotary club and planning for the year ahead” by using the *Planning Guide for Effective Rotary Clubs* (Membership Section)? By utilizing this process in the *Club Assessment Tools*, including completion of an annual Classification Survey, can a Rotary club improve membership recruitment and retention? How can this work to achieve desired objectives? Please review these tools and consider how, if your club uses them, your membership will be affected. (Address all of the points in this topic separately and **in detail**).
 - b. **Calling on the past for membership.** A method to encourage and engage all Rotarians in identifying new members is the Five for One Plan widely used by Rotary clubs in the 1970’s. After reviewing this plan, what is the likelihood that it could produce a membership increase of 20% or more for your Rotary club? Be thorough in your response in terms of how it could or could not work for your club and explain why. (Address all of the points in this topic separately and **in detail**).
 - c. **Can the STAR program be adapted for your club?** The STAR program is a program developed by the Rotary Club of El Paso, Texas in 1976, as a method to be used to involve and engage new members while preparing club members for club leadership positions. Why would RI President Ray Klinginsmith endorse this approach today as one of the “Top Ten New Ideas for

Clubs and Districts" to help with both recruitment and retention? What other approaches can be considered? Consider all aspects of this program and discuss how your club could or could not benefit from adapting it for your needs. (*Address all of the points in this topic separately and in detail*).

- d. **Is the New Club Survey a tool that will work?** The New Club survey is essential to creating a new club that is seeking membership in Rotary International. It appears to be a rather simple and subjective form containing a surveyor's evaluation as well as the district governor's decision as to whether or not "This community is (or is not) capable of supporting a Rotary club." Do you think RI should be satisfied with such limited information on whether or not a new club will be successful? Should require more survey information such as a Classification Survey, a Diversity Assessment, and/or an additional demographic study before granting a new charter? (*Address all of the points in this topic separately and in detail*).

2. **Membership Development Plan:** Use "Appendix 2: Membership Development Action Plan Worksheet" in the "*Membership Development Resource Guide*" (417-EN) to complete the second part of your assignment. This assignment will be your assessment of your own club's membership development plan. (*Submit a copy of your club's plan with your assignment*). If your club does not have such a plan, then you are to develop a plan that you can provide for your club. If you create this plan from scratch, it is recommended that you work with members of your club's membership committee to do so. If that is not possible or your fellow club members are not willing to work with you on this task, then consult with your classmates on the Google Group and ask them to share their club's plan with you and use one of those plans to evaluate your own club.

No matter what plan you use (your clubs, your own, or a classmates), you must submit the plan you used to the instructor as part of the assignment. In completing the evaluation portion of the assignment, **do not fill in the Appendix 2 Worksheet**. Instead enter your answers in the fillable Word document (Course 2: Assignment response form) that's been developed for this assignment. This may be downloaded from the Academy web site on the Course 2 page. It is important that you be thorough in all of your responses for each question. **Do not leave anything blank**. Again, you may collaborate with your classmates on the Google Group on the various components of this assignment as well as with your club membership committee and any of the Academy mentors who are assisting students this year.

3. **OPTIONAL (but recommended): Retention Model & Termination Profile** - Working with your club Secretary to gain access to the necessary online data in RI's Member Access Portal, and using the online "Club Assessment Tools", complete a five-year Retention Model and Termination Profile for your Rotary club. This is a highly valuable tool that should be shared with your Rotary club. This is not required, but if you do complete it, please submit it with your assignment. You will receive extra credit for this assignment.

Completion and Submission of Assignment:

1. Students shall complete Part 1 of the assignment online on the Google Group no later than **October 20, 2010**.
2. and then submit Part 2 and Part 3 (if they decide to complete it) of the assignment to the instructor via email by **October 25, 2010**.
3. Upon thorough review of the assignment, the instructor will critique the assignment, provide a score (up to 60 points (including bonus) and provide feedback to the student.
4. The student will be provided with the course Pre-Test by the instructor upon receipt of the completed assignment (Parts 1 and 2). The Pre-Test will be identical to the final exam which the student will take online. When the instructor submits the Pre-Test to the student, they will copy the Webmaster who will set up the student to take the Course #2 exam online with Hosted Test.
5. Within 24 hours, the student will receive a personal link (sent to their Gmail account) from the online testing service, Hosted Test.

6. After the student completes the Pre-Test, they will use their personal link to access Hosted Test to take final exam online. The Pre-Test will be used to submit the answers for the final exam.
7. Upon completion of the online exam, students will immediately receive their score as well as references for any questions they may have missed. Students will not be provided with the correct answer. They must locate it based on the single reference provided for each question they may have missed.
8. A minimum score of 70% is required in order to pass the course. If a student does not achieve the minimum score of 70% on their first attempt, they may retake the exam until they pass. There will be no exam retakes for students who achieve the minimum score of 70% or higher on first attempt.
9. 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.
10. The single reference source for each of the exam questions is clearly indicated on the Pre-Test. Use ONLY that source for your response. Use of another source with an alternative answer will not be accepted and your score will not be changed. You must use the single reference source only indicated for each question (or group of questions).
11. If a question is determined (after the fact) to have an incorrect answer on Hosted Test, the scores will be adjust accordingly after all of the students have completed the exam. The updated grade sheet will be provided to the Dean and the Instructor.
12. **Final Exam Deadline is October 31, 2010.**

Grading:

Your letter Grade for this course will be calculated as follows:

1. **25 Points possible:** Participation in the online Google Group.
2. **50 Points possible:** Written assignment based on assessment of Membership Development Action Plan
3. **25 Points possible:** The Final Exam has 25 questions, worth a total of 25 points. Each full correct answer will be awarded 1 point, and the final score will be calculated on the percentage of correct answers. Just as with the final exam, there is no partial credit for any of the challenge questions. All parts of the question must be correct in order to get credit. Final exams will automatically be score by the Hosted Test system. For multiple choice questions that have more than one correct response, **ALL of the responses must be correct in order to get credit for the question.** Any question with multiple responses will indicate the required number of responses for that question. The Hosted Test testing service does not award partial credit if any part of a multi-response question is incorrect or incomplete.
4. **10 Bonus Points possible:** Submission of the optional “Retention and Termination” profiles.
5. **Grades:**
 - a. 100-110 Points = A+
 - b. 90-99 Points = A
 - c. 80 – 89 Points = B
 - d. 70 – 79 Points = C
 - e. 60 – 69 Points = D

Course Deadlines:

The deadlines for this course are as follows:

1. The Google Response Deadline is **October 20, 2010.**
2. The Assignment is due to the Instructor by **October 25, 2010.**
3. The Final Exam with Hosted Test must be completed by **October 31, 2010.**

Questions / Problems:

If you have questions, contact the following:

1. For questions on the course materials, the course assignment, and the course pre-test/exam, **contact the course instructor.**
2. For problems accessing the Leadership Academy secured web site, or using the Hosted Test service, or receiving test links from Hosted Test, **contact the webmaster.**