

CURRICULUM OVERVIEW

FOR

GROUP BREAKOUT SESSIONS

GROUP DISCUSSIONS' THEME:
“KEYS TO BEING AN EFFECTIVE CLUB PRESIDENT”

SESSION #1 FRIDAY AFTERNOON, MARCH 19, 2010

Session Topics:

(Your Approach to Leadership and How Your Club Will Respond...)

Making YOUR Year Count!!)

Club President's Manual... Chapters 1 & 2a

SESSION #2 FRIDAY AFTERNOON, MARCH 19, 2010

Session Topics:

(Organizing Your Club: Leadership that Empowers Club Members & Building Your Team)

Club President's Manual...Chapters 3 & 4

SESSION #3 SATURDAY MORNING, MARCH 20, 2010

Session Topics:

(Effective Club Projects/Activities, Public Relations in Rotary, & Motivation/Recognition of Club Members...)

Club President's Manual...Chapters 5, 7, and 2b

SESSION #4 SATURDAY MORNING, MARCH 20, 2010

Session Topics:

(Implementing POSITIVE Change & Recognizing Factors of & Planning for Success...)

Making YOUR Leadership Year Successful Is Hard Work !!)

Club President's Manual...Chapters 8

(Please Note: Club President's Manual Chapter #6---The Rotary Foundation and Chapter #9---Important Documents are NOT included in any of the four (4) discussion session topics. Materials in these two (2) chapters of the manual are the responsibility of each individual district to cover in whatever manner and in whatever setting that district prefers.)

Workshop Session #1 :
(Club President's Manual...Chapters 1 & 2a)

Session's Topics: Your Leadership and Your Club
Friday Afternoon, March 19, 2010

(Several of the following questions will be used **during this 1st discussion period...** please be sure that you are familiar with all **3** topic areas prior to the beginning of this session.)

I. Your Year As Rotary Club President....

- What do you feel are the **more important** roles/responsibilities of serving as your club's president?

- If your leadership year is to be successful, what **additional things** are expected by your club from its president ?

- As you think about it, what will be your **biggest challenges** in filling all these roles/responsibilities?

- How are you **planning** to meet most of these challenges?

II. Your Year: What Will It Really Be?

- What **improvements** do you want to achieve with your club during your year as its President?

- As President, what club responsibilities do you think deserve your **primary focus**?

- What **current club activities** are you planning to continue during your leadership year?

- What are some **benchmarks** that you will use to determine if your year as President is being successful ?

III. Your Rotary Club and Its Leadership Team....

- How does your club **develop** its club leaders? For you, what does developing ‘**club leadership**’ involve?

- For you as club president, what are the **benefits** of building a ‘club leadership team’ vs. having a ‘few- people-do-it-all’ kind of club ?

- What are some of your **biggest concerns** in building your ‘club leadership team’?

- What are some effective ways to ‘**bridge**’ leadership between your club’s current officers and your incoming club leadership team?

Make YOUR Year Count !!

Workshop Session #2:
(Club President's Manual...Chapters 3 & 4)

Session's Topics: *Organizing Your Club for Success and Club Membership*
Friday Afternoon, March 19, 2010

(Some of the following questions will be used **during the 2nd discussion session**...please be certain that you are familiar with **both** topic areas.)

I. Organizing A Successful Rotary Year...

• **Planning Your Weekly Club Meetings...**

- How are your club meetings' **agendas** currently structured?

- What agenda factors are '**routine**' and are you thinking about doing anything **differently** each week?

• **Cover Club Meeting Responsibilities In Advance...**

- How are club meeting responsibilities currently handled in your club?

- How can you more effectively **delegate** these responsibilities?

• **Rotary International, Zone, and District Conferences and Activities...**

- How **currently involved** in Rotary activities is your club beyond your local club level?

- What are some **benefits** to your club of becoming more involved in Rotary activities beyond your local club?

• **Using Official Rotary Publications and Manuals...**

- How does/can your club's **Constitution & By-Laws** benefit your club?

- Why should these documents be reviewed and updated regularly?

- How can R.I.'s **Manual of Procedures** **positively** impact the administrative operations of your club?

- **Other Helpful Club Administration Keys...**

- What **strategies** will you use to be sure that the multitudes of administrative tasks of your club are being addressed effectively throughout your year as club president?

- Do you feel that it is essential to **monitor** your club's **progress or lack thereof** regularly during your year as club president?

II. Club Membership Really Matters in Rotary...

- Membership numbers as well as quality are a major focus in Rotary....why is membership such a **vital element** of overall Rotary club success?

- What's been you club's **membership trend** (numbers) during the past 3 to 5 years?

- **Recruiting and Retaining Members in Your Rotary Club...**

- For your club, what seems to be more difficult...**RECRUITING** prospective members or **RETAINING** the members you already have ?

- What **RECRUITMENT** strategies have worked well in your club ?

- What are the problems that you club faces in **RETAINING** its members?

- **Increasing Your Club's Membership...**

- What **attracts** new members to your club?

- What **difficulties** does your club have in recruiting new members? How can you **overcome** these difficulties?

- What kinds of activities will you use to **educate your members** about Rotary?

Workshop Session #3:
{Club President’s Manual...Chapters 5, 7, & 2b}

**Session’s Topics: *Benefits of Club Projects, Effective Public Relations in Rotary, and
Motivating Club Members & Recognizing Their Achievements***
Saturday Morning, March 20, 2010

(Some of the following questions will be used **during the 3rd discussion session**...please be sure that you are familiar with all **3** topic areas.)

I. Benefits of Rotary Club Projects...

- What have you found to be some of the **benefits** of a club ‘**Service**’ project ? How about the **benefits** of a club ‘**Fund Raiser**’ project?

- As you think about it, why are **club projects** so important to the life of a Rotary club ?

- Both types of projects are needed, but are more of your club members “**check writers**” or project “**doers**”? How can you get more members involved in “**doing**” club projects?

- How does your club try to ‘**balance**’ its projects to address various needs of your club, your community, and throughout the world of Rotary as well ?

- Briefly describe to us a **successful** ‘Service Project’ or ‘Fund Raiser’ that you club has completed? What project has your club tried that **did not** go so well ?

- As incoming president, what ‘**new projects**’ are you considering for your club to undertake during your Rotary leadership year?

NOTE:

At this point it may help you to realize that Public Relations in Rotary is a somewhat ‘newer’ topic. Previous Rotary PR philosophy seemed to focus on the idea that “Rotary does not ‘toot’ its own horn...” “Rotary just moves in, does its good work, and then just disappears...” Perhaps, through Rotary’s heroic efforts in PolioPlus, Rotary International has now realized that PR is not ‘bad’ and that, in fact, Rotary benefits greatly when its image is increased by using the various tools that are available to us to create effective Public Relations efforts...

II. Developing Effective Public Relations in Rotary...

- What are the available **media resources** in your area for your club’s PR efforts?

- What types of club activities/projects **attracts** positive media attention for your club?

- What **successes** has your club had in promoting Rotary in your community?

- As club president, what is **your** role in your club's PR efforts? How can **club members** promote a better image of Rotary?

- What kinds of things can you do to make sure that **effective PR** related to your Rotary club is happening throughout your year?

III. Creating Excitement in Your Rotary Club...

Club Activities That Are Enjoyable and Fulfilling...

- What are the **benefits** of having highly motivated and involved club members?

- What encourages club members to **'turn on'** to Rotary?

- What kinds of 'fun' things regularly happen in your club?

- Is Rotary consistently **enjoyable** for your members? What makes Rotary a **priority** for your members?

Awards and Recognitions That Motivate Members...

- What are some strategies that motivate your members to become **more deeply involved** in all that your club is trying to accomplish?

- How are **achievements** of your club members **recognized**?

- What **awards/recognitions methods** are used in your club that seem to be meaningful to your club members?

- Describe **recognition methods** that are really **special** to the one being recognized as well as **inspiring** to the total club membership...

Workshop Session #4:
(Club President's Manual...Chapter 8)

Session's Topics: Implementing POSITIVE Change and Recognizing Factors of/Planning for Success

Saturday Morning, March 20, 2010

(Some of the following questions will be used **in discussing the topics assigned to this 4th & final session...** please make sure that you are familiar with all **4** topic areas.)

I. Strategy for Success: Making Changes in Rotary a "Positive" Experience...

- What **changes** do you feel are needed in your club to make it more successful?

- What do you anticipate will be your **club's reactions** to your ideas for change?

- What **strategies/techniques** are you willing to use when you encounter **resistance** to your ideas for changes in your club?

- What are ways to **compromise** on matters of change to insure **'win/win'** results?

II. Factors That Seem To Limit or Promote Rotary Club Successes...

- What **obstacles** in your club will require real creative leadership from you in order to overcome those roadblocks to a successful Rotary year ?

- Why is **overcoming** those limiting things vital to your club's success ?

- These factors seem to promote success: (1) OVERCOMING OBSTACLES successfully, (2) conducting intentional ADVANCED PLANNING, (3) establishing CHALLENGING CLUB GOALS, and (4) implementing POSITIVE CHANGES?
Which factor will be the most difficult for you to address ? How will you overcome that challenge ?

III. Throughout The Rotary Year PLANNING and EVALUATION are Essentials... (Be Sure Not to Neglect Either Activity !!)

- Why is **preparing early** for your year of Rotary leadership essential?

- What are the results of **lack of planning**?

- What **specific ideas** do you plan to include in your club's **plans/goals** for your year of Rotary leadership?

- How will you **assess/evaluate** how things are progressing throughout your year?

- What do you want members **to say** about Rotary at the end of your leadership year?

IV. A Successful Rotary Year Is Worthwhile For Your Rotary Club...

- What is one of your most pressing **concerns** about serving as club president?

- When you need help, who are your **best sources** for advice?

- What are the **benefits** of meeting at least monthly with your club's officers?

- How can **delegating** club responsibilities to various club members insure a more enjoyable and successful Rotary year for you as well as for your club members?

“Make YOUR Year a Real SUCCESS !!”