

UNDERSTANDING THE 2015 MAPETS 'Idea Exchange' TOPICS

Each of the four (4) "Idea Exchange" sessions is intended to 'focus on' specific topics of leadership and how those topics relate to specific challenges of becoming a more effective Rotary Club President. A productive session has wide participation with lots of interaction. This is excellent if what is happening pertains to the focus of that session. If, however, the session has a lot of "rabbit chasing" discussion, the result is that each session ends up feeling like it was a repeat of previous sessions. This is not good and will not produce the intended assistance that session was designed to offer to an incoming president. Well in advance of the 2015 MAPETS week end event, participants are strongly encouraged to (1) become familiar and comfortable with the intended focus of each session, and (2) understand how the total 'package' of topics assigned to each session "fits together" to provide to them a beneficial overall training experience for all club leaders who are attending this seminar.

Please acquaint yourself with the following information which provides a brief summary of the topics each session will address and the intended outcomes for each session. Each participant will come to this training much better prepared if time is spent in advance reviewing from the MAPETS web site the posted '**topics and questions**' information for each session.

1ST SESSION....FRIDAY Afternoon: March 13th (*Chapters #1 & #3 of the Leadership Manual...*)

- **SESSION TOPICS:** LEADING YOUR CLUB EFFECTIVELY: THE CHALLENGES AND RESPONSIBILITIES OF BEING CLUB PRESIDENT; PLANNING and SETTING PRIORITIES AND GOALS FOR YOUR CLUB, and BUILDING YOUR CLUB OFFICERS INTO AN EFFECTIVE LEADERSHIP TEAM & EFFECTIVE WAYS TO BRIDGE THE 'GAP' BETWEEN ROTARY YEARS
- **Intended Outcomes for the Session:** *Topics in this session are intended to assist incoming presidents to be more aware of some of the **key leadership skills** that are needed in order to be an effective Rotary club president.*

2nd SESSION...FRIDAY Afternoon: March 13th (Chapters #2 & #5 of the Leadership Manual...)

• **SESSION TOPICS: BECOMING A SUCCESSFUL CLUB: ORGANIZING YOUR CLUB SO THAT CHANGE WILL HAPPEN and DELEGATING RESPONSIBILITIES**

- **Intended Outcomes for the Session:** *Topics in this session are intended to assist incoming presidents to be more aware of the need to anticipate/understand how his/her **members** will respond to different leadership and why the benefits of knowing how **members** will respond can be the key to being a successful club.*

3rd SESSION...SATURDAY Morning: March 14th (Chapter #4 & Section “E” of the Leadership Manual...)

• **SESSION TOPICS: EFFECTIVE LEADERSHIP PRODUCES PRODUCTIVE MEMBERS: SOLVING PROBLEMS and ADDRESSING MEMBERSHIP CONCERNS**

- **Intended Outcomes for the Session:** *Topics in this session are intended to assist incoming presidents to be more aware of the need to anticipate/understand the various **dynamics** that are related to **membership issues** and how he/she will **monitor** the “pulse of the club” throughout the Rotary year.*

4th SESSION...SATURDAY Morning: March 14th (Sections “B”, “C”, “G”, “H”, & “I” of the Leadership Manual contain helpful information for this session...)

- **SESSION TOPICS: Creating Rotary Awareness Using Effective Public Relations and Sponsoring Rotary Club Projects That Are Successful**
- **Intended Outcomes for the Session:** *Topics in this session are intended to assist incoming presidents to be more aware of why **telling the public** about the good things that Rotary is doing is beneficial and then the bulk of the time will be used to share ideas/details related to **successful club projects**.*

PLEASE REMEMBER THIS:

Well in advance of the 2015 MAPETS week end event, participants are strongly encouraged to **(1)** become familiar and comfortable with the intended focus of each session and **(2)** understand how the total ‘package’ of topics assigned to each session “fits together” to provide a beneficial overall training experience for all club leaders who attend this seminar.

SESSION #1 2015 MAPETS 'Idea Exchange' (Friday Afternoon)

(from the 'C.P.M.', chapters # 1 & # 2)

Session Topics: LEADING YOUR CLUB EFFECTIVELY: THE CHALLENGES AND RESPONSIBILITIES OF BEING CLUB PRESIDENT; PLANNING and SETTING PRIORITIES AND GOALS FOR YOUR CLUB, and BUILDING YOUR CLUB OFFICERS INTO AN EFFECTIVE LEADERSHIP TEAM & EFFECTIVE WAYS TO BRIDGE THE 'GAP' BETWEEN ROTARY YEARS

Intended Outcomes for this Session: *At the conclusion of this session, the incoming club president should be aware of some of the **key leadership skills** that are needed in order to be an effective Rotary club president.*

Background Information: *There are over 34,000 local Rotary clubs throughout the Rotary World. Every one of these clubs deserves to be vibrant and productive. One of the most important responsibilities of every Rotary club president, regardless of the club's size or location, is to lead that club so that it is a better club at the end of the Rotary year.*

During each 'Idea Exchange' session you will hear various ideas that will be helpful to you throughout the year you serve as club president. The most important goal for the club president is to lead a club that is effective and productive. Answers to the following questions will be very helpful to you in fulfilling that goal.

1. CHALLENGES OF SERVING EFFECTIVELY AS A CLUB PRESIDENT

- What does an effective Rotary Club look like to you? What qualities make a Rotary Clubs effective?
- Even before your year begins, what advanced information do you need so that you will understand more clearly the role and responsibilities of being an effective club president?
- When you have questions about your responsibilities as club president, where will you seek valid and helpful answers?
- What can you do in the next 45 days to understand and meet the challenges of your upcoming responsibilities as president?

2. VARIOUS OTHER RESPONSIBILITIES OF BEING AN EFFECTIVE PRESIDENT

- What kinds of things do you plan to try in order to improve your club's overall effectiveness?
- Why is it important to involve your club members in the process of setting goals for the club?
- How do you plan to determine whether or not your club's priorities and goals are appropriate and are being met?

3. BUILDING YOUR OFFICERS INTO AN EFFECTIVE LEADERSHIP TEAM & EFFECTIVE WAYS TO BRIDGE THE 'GAP' BETWEEN ROTARY YEARS

- What is the 'leadership team' of your club called? How are they selected?
- What concerns do you have about building a productive and effective team?
- Why is seamless 'Continuity' of club leadership important?
- How will a smooth transition from the current club leadership to your team happen?

SESSION #2 2015 MAPETS ‘Idea Exchange’ (Friday afternoon) (from the ‘C.P.M.’, chapter #3)
SESSION TOPICS: BECOMING A SUCCESSFUL CLUB: ORGANIZING YOUR CLUB SO THAT CHANGE WILL HAPPEN
and DELEGATING RESPONSIBILITIES

Intended Outcomes for this Session: *At the conclusion of this session, the incoming club president should be aware of the need to anticipate/understand how his/her **members** will respond to a different leadership style and why the benefits of knowing how **members** will respond to him/her can be the key to the club’s being successful.*

Overview: *You probably have heard the axiom: “if you do what has always been done and expect different results, you are not a very smart leader!!” As a Rotary Club president, it would serve you well to plan now to make meaningful changes in order to have a greater impact in all areas of Rotary Services: **Club, Community, Vocational, International, and Youth Committee.** How are you planning to achieve ‘different results’?*

1. ORGANIZING AND PLANNING: KEYS TO YOUR CLUB’S SUCCESS

(Board meetings, Weekly meetings, and club assemblies)

- On a scale of 1 (poor) to 5 (very effective), rate your **weekly club meetings**. How does the quality of each weekly meeting impact the club’s level of effectiveness? How can your meetings be more effective and interesting so that club members stay engaged?
- Does your club hold ‘**club assemblies**’? If so, how often are they held? What is the purpose of having ‘club assemblies’? What would make your club assemblies more effective?
- How are decisions made by your club officers? How do you communicate to the club what decisions have been made? How can your board meetings be more productive?

THE OFFICIAL CLUB VISIT OF THE DISTRICT GOVERNOR:

- What is the general attitude of your club when the district governor makes the ‘official visit’ to your club? What can you do well in advance to prepare your club for the district governor’s visit? How can you get better results from the time your district governor spends visiting your club?

2. TO BECOME AN EFFECTIVE CLUB, THERE ARE OTHER ADMINISTRATIVE AREAS THAT REQUIRE THE PRESIDENT’S TIME

(Club budgets/ finances, The Official Documents of Your club, & Correct uses of the ROTARY ‘brand’)

- As president, what is your role in your club’s **finances and budgeting** activities? Why is it beneficial for members to understand the financial needs of your club and how those needs are met? How can your members become more supportive of the financial needs throughout all areas of Rotary?
- Are your **club’s Constitution and By-Laws** current? How often do they need to be reviewed and updated? What is the process for updating your club documents? Why is this important?

‘Rotary Marks’ have changed !!

- What do you and your club need to know about them? Why is it important to follow the prescribed standards pertaining to the use of the Rotary ‘wheel’? (**The RI Visual Identity Guide** details how to reproduce the Rotary ‘brand’ correctly.)

3. ‘TECHNOLOGY’ MAKES YOUR CLUB MORE EFFECTIVE: ‘MEMBER ACCESS’(ROTARY CLUB CENTRAL), ‘DaCdb’(District and Club data base), and USING ‘SOCIAL MEDIA’

- How can ‘Member Access’ (Rotary Club Central) assist your club to be more effective? How will you become better prepared to take advantage of the various features within ‘Member Access’?
- Who can you consult for answers to your questions about using ‘Member Access’? How can having an ‘internet presence’ benefit your club?
- How does the use of other available technology reflect positive things about your club to your membership as well as to prospective members?

4. CHANGES? WHO NEEDS THEM? and BENEFITS OF DELEGATING DUTIES

- What are the roadblocks within your club that might make CHANGE difficult? What are some effective ways to address those potential obstacles in advance?
- What kinds of responsibilities will be delegated to your TEAM and why is this important? How are those responsibilities assigned? How is the ‘delegating’ process currently used in your club working?
- Do you plan to continue that same process or will you try a different approach? What could be a more effective way to delegate various club responsibilities?

SESSION #3 2015 MAPETS ‘Idea Exchange’ (Saturday Morning)
(From the ‘C.P.M.’, chapters # 4 & # 5)

Session Topics: EFFECTIVE LEADERSHIP PRODUCES PRODUCTIVE MEMBERS: SOLVING PROBLEMS and ADDRESSING MEMBERSHIP CONCERNS

Intended Outcomes for the Session: *At the conclusion of this session, the incoming club president should be aware of the need to anticipate/understand the various **dynamics** that are related to **membership issues** and how he/she plans to **monitor** the “progress of the club” throughout the year.*

Review the following ‘Case Study’ related to a current Rotary club president:

(This narrative is a ‘fictional situation’ that might seem to be too ‘real life’. However, using it as a ‘point of reference’ takes the spotlight off any specific club represented in the ‘Idea Exchange’ session you will attend during 2015 MAPETS.)

Clark Kent manages the local newspaper, he is serious about a girlfriend and is in his late 30’s, he’s lived in the community for over 10 years, and has been a member of his Rotary Club less than 4 years. He was ‘drafted’ to be president because he happened to miss the meeting where club officers were chosen. Now that he is almost a quarter of the way into his year, he is feeling overwhelmed with the work involved in planning for meetings, developing goals, and motivating his club. He knows from his past experiences in this club that the club is not much different than it has ever been. But Clark is a real hero and has vowed that he will make a true difference. He knows that his club can/will change for the better. He actually has entertained thoughts about resigning but so far he continues to struggle with his assignment. So, what do you think that Clark can do to get his club off high-center and moving forward?

1. Being an effective leader is a complicated matter

- What are some leadership skills that the officers of a Rotary club need in order to be effective?
- How can a club president improve the Rotary leadership skills of club members?
- What are some ways to strengthen the working relationship between the officers of a club and its membership?
- What concerns do you have as you prepare to serve as your club’s president?

2. The transition from Club Member to ‘ROTARIAN’ is NOT automatic

- Is Rotary a priority for your members? What kind of things take place during club meeting that members really enjoy and have ‘fun’ doing/observing?
- What are the benefits to a Rotary club to have members who are highly motivated and actively involved in club’s activities?
- Which is more difficult for your Rotary club.....**recruiting** new members or **retaining** current members? (Be prepared to explain briefly your answer.)
- Is your club membership diverse? If not, how can it become more diverse?
- What strategies does your club use to **recruit** new members? To **retain** current members?
- How can conducting membership ‘exit interviews’ or membership ‘satisfaction’ surveys benefit your club?
- How are Rotary achievements of your club members recognized? Explain a recognition method that your club uses that is very special to the Rotarian being recognized as well as inspiring to your club members.

SESSION TOPICS: Creating Rotary Awareness Using Effective Public Relations and Sponsoring Rotary Club Projects That Are Successful

Intended Outcomes for the Session: *At the conclusion of this session, the incoming club president should be aware of why **telling the public** about the good things that Rotary is doing is beneficial and when the session ends, he/she will have several good ideas/details related to how to hold a **successful club project**.*

Introduction: Rotary is the world's premier international humanitarian service organization and should be promoted as such. When people become aware of the outstanding humanitarian accomplishments of Rotary clubs and districts, they respect the organization for its contributions to the community, and become more interested in becoming a part of it. Every Rotary club should develop and execute a successful public relations plan to make their community aware of their club and the organization. Part of your role as club president is to ensure that your club is providing a positive public image for itself in the community and for Rotary in the world.

1. Developing Effective Public Relations in Rotary

- Why are good Public Relations important for your Rotary Club?
- What kinds of Public Relations efforts are **regular** activities for your club?
- What are the various **media resources** available in your community for your club's PR efforts?
- What types of club activities/projects attracts positive media attention for your club?
- Whose responsibility is it to promote a better image of Rotary? What **successes** has your club had in promoting Rotary's image in your community?
- What innovative and continuous things will you try to make sure that your community is more aware of Rotary?

2. Sponsoring Rotary Club Projects That Are Successful

- Think about another organization that you are a member of. What are some different ideas that it uses to motivate you to stay involved in the activities/projects that they promote?
- Why are **club projects** so important to the life of a Rotary club?
- What are some of the **benefits** of a club '**Service**' project? Club '**Fund Raiser**' projects?
- Both types of projects have value to any Rotary club. However, in some Rotary club members only want to be "**check writers**" while other members are project "**doers**". How can you get more members involved in "**doing**" club projects?
- Summarize a more successful project that your club has held. What project has your club tried that **did not** go so well?
- What lessons were learned after these projects were concluded?
- Consider having a '**new project**' during your Rotary leadership year. What will you do to get it started?