



Notes from 2015 Zone 25/26 Young Professionals Summit

Day 2 – August 29, 2015 – Joint session between YPs and DLs

The second day of the summit combined the young professionals and district leaders where everyone worked collaboratively to address issue and concerns facing not only young professionals and emerging leaders but all membership in general. The session was conducted at UC Berkeley's Clark Kerr Center and facilitated by Jennifer Caleshu of the Haas School of Business.

1. Expanding & Building – one sentence reflections from orthodoxy posters at back of room
 - a. Imagine a world where there is YP oversight at all levels of RI
 - b. Mainstream relevance – constructs that are more appealing to upcoming generations
 - c. RPN – Rotary Professional Network, TED talk model
 - d. Rotary yoga – be more flexible
 - e. Meaningful meetings
 - f. Rotary university – two-way education so we learn from each other
 - g. Family ties – we're one big Rotary family (Roto-tots)
 - h. Multi-dimensional methods of communication
 - i. Make sure members get connected with their passion
 - j. Meetings need fun, inspirational content
 - k. Shake up meetings – lots of variety to how meetings are conducted
 - l. Visit other clubs to see what they're doing
 - m. Understand your history – need to understand where traditions started
 - n. Value – ways to cut costs and still provide Rotary
 - i. Meetings without meals
 - ii. Supplementing dues for young leaders, scholarships
 - iii. New generations clubs – fee structure is more affordable
 - o. Alternative dues structure
 - p. Scholarships for service
 - q. Listen to needs of members
 - r. Be flexible
 - s. Create a positive public image
 - t. Flexibility
 - u. Being united for a common mission
 - v. Rotary win-win – look at other YP groups and look for ways to partner
 - w. Watching your language – some vernacular could be exclusive of young members
 - x. Creating Rotary's new future while staying true to core values while being adaptable
 - i. Open-mindedness, creativity, flexibility
 - ii. Create visionary training to break the mold for new leaders
 - iii. Actively listen to new (and current) members
 - y. How to make meetings and Rotary events pop
 - i. Meetings that engage members in planning
 - ii. Cutting-edge topics
 1. Have humor during meetings
 - z. It goes both ways – “selling” goes for prospective member and club

2. Visioning for the Rotary Future – District Presentations
 - a. District 5000 – “Rotary Speaks”
 - i. Program for 20 clubs to build a panel of Rotary professionals
 - ii. Provide a tool kit or template to help each club develop their panel and document it in video format (Speaker in a Box)
 - iii. Populate videos on websites and social media
 - iv. Program would demonstrate Rotary’s value, increase visibility, and entice new members
 - v. Consider conducting as a pilot program before rolling out to 20 clubs
 - b. District 5280 – 3-year Strategic Plan
 - i. Create two more YP/satellite clubs in district
 - ii. Create a YP tool box based on success of existing five YP/satellite
 - iii. Create a district committee to assist
 - iv. Focus would be on demonstrating value and why YPs should join
 - c. District 5020 – “Your Meeting, Your Way”
 - i. Give each clubs tools to “shake up” meetings
 - ii. Create a standard survey that clubs can use and that can be shared with the district
 - iii. Engage members in planning
 - iv. Incorporate survey findings into Presidents-elect Training Seminar (PETS) and District Leader Training Assembly (DLTA)
 - d. District 5030 – Every Club to Create an Action Plan
 - i. Create application or survey to select a couple of pilot clubs to implement some new ideas and create their own plan
 - ii. Work with two clubs to help them track their plan
 - iii. Review ideas and communicate best ideas to other clubs in the district
 - e. District 5100 – “Return on Investment”
 - i. “Pay it forward,” increase hands-on service in a visible way using social media; include random acts of kindness
 - ii. Shared service projects allows others to get to know each other’s professional skills
 - iii. Create “Angie’s List” for Rotary so that members know where to look within their district and clubs for products and services
 - f. District 5110 – Hold YP Summit in District
 - i. Take key points from 25/26 YP Summit and deliver results as membership rally on January 23rd
 - ii. Form a steering committee
 - iii. Put on a one day workshop
 - iv. At workshop, identify issues and provide action plans to club members
 - v. Develop a presentation based on the summit as the membership rally
 - vi. Develop a 20-minute program that can be conducted at the club level
 - vii. Long term goal is to improve retention for new (less than one year) members under age 40

- g. District 5130 – Member Engagement and Expansion
 - i. Look at YPs and emerging leaders, don't look at age but stage of life or career
 - ii. Start online forum, invite people from peer groups and share ideas from 25/26 YP Summit in order to validate and expand the concepts presented
 - iii. Record the forum to make it available to clubs for use in a "Rotary Moment"
 - iv. Reinforce at district training assembly, hold a session on YPs
 - v. Appointment of YPs or emerging leaders at each club and encourage regular updates to club boards
 - vi. Communicate findings and successes with district and clubs
 - vii. Create unified district calendar

- h. District 5150 – "Visibility & Public Image"
 - i. Vision is for everyone in local communities to know what Rotary stands for
 - ii. Encourage all clubs in the district to abide by new Rotary International branding guidelines
 - iii. Ask every member to perfect their "elevator speech"
 - iv. Designate a social media manager, one person or group responsible for regular updates, use compelling images
 - v. Designate a media liaison
 - vi. Go in pairs (YP and DL) to other organizations to tell them what Rotary is about, district to put together a template presentation which clubs can customize

- i. District 5160 – "Listen to YPs"
 - i. Encourage governor chain to talk to clubs about matters important to young professionals
 - ii. Make Rotary more family friendly, encourage at least one family friendly service project
 - iii. Propel YP movement by conducting a YP breakout session at district training events, audience is members of all ages
 - iv. Communication strategy
 - 1. Make history more accessible
 - 2. Make information on projects easy to find
 - 3. Use Rotaractors as guest speakers

- j. District 5170 – "Random Acts of Rotary"
 - i. Do random acts of kindness in the name of Rotary
 - ii. Record video and publish

- k. District 5180 – Better Club Collaboration
 - i. Start with self awareness survey
 - ii. Have someone at district to analyze and distribute findings to all clubs
 - iii. Be careful not to lose club identity, all clubs should not look like one
 - iv. Help "mentor" clubs

- I. District 5190 – Focus on Retention
 - i. Incentivize retention
 - ii. Give clubs a physical “tool box” which will have ideas and suggestions for creative club activities
 - iii. Include ideas specifically on retention

- m. District 5220 – Satellite Clubs and Image
 - i. Connect with newer and YP members with Rotary’s traditions
 - ii. Create new, improved, and consistent image

- n. District 5240 – Give Clubs Tools to Engage YPs
 - i. Create three hour facilitated workshop in core regions
 - ii. Give in four regions
 - iii. Encourage clubs to establish YP committee
 - iv. Track progress, average age year over year

- o. District 5330 –
 - i. By 2017-18, have six stand-alone YP clubs and three YP members in each club
 - ii. Have YPs at 25/26 summit develop club presentations
 - iii. Advertise, or “tease,” club presentations at district membership seminars
 - iv. Advertise presentations in district through email, newsletters, and assistant governors
 - v. Record presentations and put on YouTube
 - vi. Make district positions to YPs
 - vii. Introduce YPs to key district financial supporters and discuss possibility of reduced dues or “scholarship” opportunities

- p. District 5330 – “Make the Impossible Possible”
 - i. Push for membership to resemble community
 - ii. Continue work of “Connecting Generations” committee
 - iii. Setup e-meeting platform for YPs to give them the support they need
 - iv. Promote district roles for members of “Connecting Generations” committee

- q. District 5340 – Increase YP Members
 - i. Add 200 YPs in district
 - ii. Use digital means to connect with YPs
 - iii. Give support via website and email
 - iv. Use website to connect prospective members with clubs
 - v. Have “Rotary 40 Under 40” – have application process, awards ceremony

- r. Districts 5490 and 5500 – “Family Ties”
 - i. Create family friendly projects and events
 - ii. Create a playbook/toolkit with ideas
 - iii. Tactics:
 - 1. Picnic in the park
 - 2. Social events
 - 3. Family present at introductions
 - 4. “Rotary Cares” – reaching out in times of need
 - 5. Kids free once per month
 - 6. Bring family free on birthdays or anniversary
 - s. District 5510 – Translate Diversity in Geography into Diversity in Membership
 - i. Concentrate on “partner with your Rotary role model” – not age based
 - ii. Crosspollination – share ideas across districts, clubs, and psychographics
 - iii. YPs and emerging leaders to hold a planning meeting and bring their Rotary role model and potential members, include professional skill development
 - iv. Create prototype and refine
 - t. District 5320 – Emerging Rotary Focus Group
 - i. Conduct meeting and have fellowship hour after
3. Closing
- a. The summit website (www.rotaryypsummit.org) will remain active and a section will be dedicated for the sharing of ideas. Both successes and failures should be reported.
 - b. Ideas and goals will be tracked over the next year.
 - c. Both the inward and outward Facebook groups will remain active.
 - d. The final phase of Rotary International’s Young Professionals Campaign is underway and the possibility of club grants may become available for implementation of ideas similar to those generated at the summit. More details will become available in the coming months.
 - e. Efforts will be made to activate the YP discussion at the district level.
 - f. Zone training will include YP-focused discussions and presentations.