

PRESIDENTIAL INITIATIVES 2022-23



Initiatives Overview

Rotary International President Jennifer Jones imagines a Rotary where members act to make their dreams become reality and make the most of their club experiences. During her year, Jones will focus on four presidential initiatives that Imagine Rotary: advancing our commitment to Diversity, Equity, and Inclusion (DEI); creating a welcoming club experience; empowering girls; and expanding our reach.

Imagine: Diversity, Equity, and Inclusion (DEI)

Diversity is one of Rotary's longstanding core values and greatest strengths. Jones knows there is more to be done to ensure that Rotary's culture exemplifies our values of [diversity, equity, and inclusion \(DEI\)](#). Rotary, with input and guidance from the [DEI Task Force](#), has strengthened our commitment to DEI, resulting in a greater focus on celebrating every individual's contributions, advancing equity, and creating a more welcoming and inclusive culture.

President Jennifer Jones encourages each of us to do our part to ensure Rotary is a welcoming and inclusive community by:

1. Learning more about DEI in Rotary, including understanding [definitions](#) and how to celebrate and respect our differences.
2. Determining why DEI matters to our club and community and how using DEI principles can help our club grow and become stronger.
3. Raising awareness of DEI, including creating a DEI committee in your club that reflects the demographics of your community.
4. Taking action on DEI in our club and community for instance educating yourself about underrepresented groups in your community in order to become a more knowledgeable and effective advocate for DEI.

Learn more and take action by reading the [DEI presidential brochure](#).

[Find](#) additional resources on our DEI web page.

[Watch](#) what Jones hopes to accomplish with DEI ([download](#)).

Imagine a welcoming club experience: Comfort and Care

Rotary has an important role to play to ensure that the club environment and experience is welcoming, inclusive, and enjoyable for all members and participants. Surveys show that comfort and care is the single greatest driver of satisfaction and our most powerful tool for retention. This begins with listening to and understanding what members and participants want out of their Rotary involvement. We often speak of the importance of "exit interviews" to better understand why former members leave. But why wait for them to leave? Jones urges club leaders to incorporate "entrance interviews" as well to understand the needs and expectations of new members at the outset. And of course, be sure to regularly survey all existing members, to ensure they have an opportunity to share thoughts about their membership experience.

[Watch](#) Jones talk about her Comfort and Care initiative ([download](#))

Empowering Girls

Jones will continue past RI President Shekhar Mehta's [Girls Empowerment initiative](#), recognizing that empowered girls become empowered women. Share your Girls Empowerment projects on Showcase.

Imagine Impact: Expanding Rotary's reach media tours

Imagine Expanding Rotary's Reach Throughout the year, Jones will visit eight service projects that represent each of Rotary's areas of focus and polio eradication. The tour will provide examples of how Rotary can make a measurable difference, while introducing Rotary to new audiences and potential partners and influencers.