

## Notes from the event ... by Terry McCormick

### **February 22nd at 7:00PM virtual Multi-District Membership seminar “Young People Speak - It’s Time to Stretch and Listen”.... 182 Participants**

Keynote speaker - Drew Kessler

Proposition Statement:

How do we encourage younger people to join Rotary?

Topics of focus for seminar

1. Balancing Rotary with work and family - it should not have to be a choice
2. Club diversity - a variety of individuals reflecting a representation of our community
3. What is Rotary? Considerations for our brand, public image, and role in community

Future forward: Reimagine Rotary that will continue post COV-19 with online and in-person venues

Panel of Young Professionals

- Lizzy Martin spoke on public image
- Angela Benson reflected on her InterAct experience that led to her becoming club president
- Tyler Lorey shared the influence of his experience as a Rotary exchange student in Chile. Joining Rotary upon moving back to Skaneateles and transitioning to leadership role quickly
- Peter Wilhelm [I got hypoglycemic and neglected to take notes]
- Darnell Haynes on his “transfer” to another club going from a welcoming to resistant culture. Darnell emphasized the need to be “intentionally engaging and fun”
- Jim McFawn proposed updating dues structure (how it’s paid), meeting format, and the pre-COV need for required, long travel to RLI, plus fees. His new orientation didn’t not have the needed mentorship for leadership roles
- Troy addressed his experience how other clubs in the area were not receptive to project contributions, either \$\$ or service, and no engagement on cooperative proposals
- Matt Whitman, an incoming president, was challenged by other members by demonstrating resistance to change. He also spoke of the desire for “cashless/checkless” Rotary transactions as many younger people don’t use these anymore
- Patrick Ousterout was formerly a Kiwanis and found communication of a common understanding at Rotary difficult
- Kelsey Holland emphasized the goal of creating a club culture as “people of action” as this is what younger (referenced millennials) seek in volunteerism today. She highlighted ways to expand community influence through social media and situational changes for a broader appeal

Summary “Action Items” noted by the host

- Active chairpeople and providing a rewarding, welcoming experience
- Rotary on-boarding orientation process enhancements for new members
- Defined outgoing process
- Encouraging teamwork
- Cashless/transactional options

Becoming People of Action!