**DISTRICT LEADERSHIP ACADEMY**

**D6440**

**SYLLABUS 2023-24**

Each module has an extensive reading / viewing / reference list of Rotary and District materials, which students review and comment upon to build familiarity with resources.

**PRE-COURSE**

* Become familiar with Rotary Club Central, the Rotary Learning Center, the Rotary website, the D6440 website, and the Canvas tool used by DLA.
* Participate in a Zoom meeting.
* Review the DLA Student Handbook and expectations
* Complete the Rotary Learning Center course on “Getting Started with the Learning Center”

**CORNERSTONE**

* Complete an assessment of your club using the Rotary Club Health Check
* Complete the “Rotary Web Challenge” to become familiar with the organization of the RI website and know how to locate information
* Complete Rotary Learning Center courses: “Protecting Personal Data”, “Preventing and Addressing Harassment”, “Committing to Diversity, Equity, and Inclusion”
* Become familiar with D6440 policy on “Preventing and Addressing Harassment”
* Complete a Club Communications Survey and develop a “Club Action Plan for Communications”

**MEMBERSHIP**

* Review library of Membership Reference Materials
* Complete Rotary Learning Center courses on “Best Practices for Engaging Members”, “Strategies for Attracting New Members”, and “Build a Diverse Rotary Club”
* Demonstrate understanding of Satellite Clubs and Alternate Membership Types, and develop plans to implement them in their own club
* Discuss the value of First Impressions on those visiting our clubs
* Complete a Club Membership Survey and develop a “Club Action Plan for Membership”

**YOUTH SERVICE**

* Review library of Youth Service Reference Materials
* Complete the Rotary Learning Center course on “Protecting Youth Program Participants”
* Demonstrate familiarity with Rotary’s Youth Programs - Interact, RYLA, and Long- and Short-Term Youth Exchange – and assess the benefits of each to your club
* Survey community-based Youth Programs with which your club are or could be involved
* Complete a “Club Youth Service Survey and develop a “Club Action Plan for Youth Service”

**ORGANIZATION**

* Demonstrate the use of the Rotary International Manual of Procedure and Code of Policies to find answers to questions concerning club, district and Rotary organization using Rotary’s official documents
* Demonstrate the use of the District 6440 Manual of Procedures to find answers to questions concerning the organization and operation of the District
* Explain to other Rotarians the objectives and implementation plans for both the Rotary International and District 6440 Strategic Plans
* Explain the legal structure of their club and charitable fund (if applicable) and its reporting obligations
* Analyze their club’s fundraisers and consider options to improve or replace them

**PUBLIC IMAGE**

* Review library of Public Image Reference Materials
* Complete Rotary Learning Center courses on “Building Rotary’s Public Image”, “Our Logo: Representing Rotary”, and “The Rotary Brand”
* Demonstrate ability to use the Brand Center to generate materials using templates
* Become familiar with Rotary Public Image Guidelines and review your and other clubs’ materials for compliance
* Develop and present your personal Rotary story and use it to attract a non-member to a club event
* Complete a “Club Public Image Survey” and develop a “Club Action Plan for Public Image”

**FOUNDATION 1**

* Explain the history and objectives of the Rotary Foundation to other Rotary members
* Describe the different funds The Rotary Foundation has established, and the ways and channels through which donations can be made
* Describe the recognition programs through which TRF shows appreciation to donors
* Explain the origins of Rotary's commitment to and the expected endgame for the eradication of Polio, and describe the Global Polio Eradication Initiative
* Explain the Seven Areas of Focus for The Rotary Foundation, why Rotary has chosen them, and how they relate to global and district grants

**FOUNDATION 2**

* Explain the difference between Global Grants and District Grants, and what each can be used to accomplish
* Explain the process for clubs to "qualify" to participate in Global and District Grants
* Explain Rotary's expectations for sustainability, especially as it applies to Global Grants, and evaluate proposals accordingly
* Communicate the timetable for submission and approval of Global and District grants
* Successfully submit a District Grant Application

There may be additions and changes to focus on Leadership and Management skills (relying heavily on Learning Center courses).