Chapter 3 Membership Diversity

Assessment

With clubs in more than 200 countries and geographic areas, one of Rotary’s greatest assets is the diversity of its over 1.2 million members. The aggregate skills, talents, and experiences of Rotarians worldwide enable clubs to better serve their communities and the world. The variety of cultures and countries represented in Rotary also strengthens the organization’s ability to work for world understanding and peace.

Choose a facilitator for this exercise who is very comfortable talking about diversity and is passionate about the need for greater diversity in Rotary. You may also consider asking a district-level representative to speak.

This exercise works best when done concurrently or in conjunction with the Classification Survey and the 25-Minute Membership Survey.

**Objectives**

• Gather demographic data (gender, age, religious affiliation, ethnicity,

profession) on your local community’s professional population.

• Create member awareness of the goal of diversifying across these

categories.

**Time**

• Individuals: 20-60 minutes (outside of the club meeting, depending

on whether the individual is on the membership committee)

• Club: 45 minutes

**Preparation**

• Distribute a copy of the completed classification survey as a reminder that the first step toward examining club diversity has already been completed.

• Photocopy instructions/worksheet to distribute to club members.

**Materials**

• Paper

• Pens or pencils

• Worksheets

• Local phone directory

• Internet access

**Procedure**

1. Have the facilitator (or club president, membership committee chair or committee member) open with a discussion of diversity. Hand out the completed classification survey.

2. Distribute the membership diversity worksheet to be completed

outside of the club meeting. The research that is necessary for

this exercise should be done by club members so that they have a

stake in the process; greater inclusion of all members helps create

broader awareness. A sample worksheet is included, which you can

customize to better fit the needs of your club.

3. Assign club members to different groups and instruct each group to conduct research from one of the following sources in the community:

• Local business association, such as the chamber of commerce, to gather demographic data

• Local tourism bureau, to gather information about the community’s cultural, historical, and demographic composition

• Local economic development experts or city government departments, to gather socioeconomic statistics

• Most recent census results, which may include information on the age, gender, ethnic, and religious makeup of your area

Have the groups meet for a few minutes to discuss their assignment and select a spokesperson who will report the findings of his or her group.

4. Give the groups a specific club meeting date for making their reports.

The spokesperson will spend approximately five minutes of club

time reporting the group’s findings. (5 minutes per group; 20-30

minutes total)

5. Facilitate a discussion about the reported material and its relevance to your club. (15-30 minutes)

6. Distribute copies of the membership diversity checklist (or a customized version that you create yourself). This exercise should get members thinking about what they have researched and discussed, and it should indicate their attitudes toward diversity.

7. Collect the checklists and remind all club members of their responsibility to propose new members.

**Membership Diversity Worksheet**

**Rotary Year 20 -**

**Rotary Club of**

1. What source(s) did you contact in your search for data on your community’s demographic composition?

2. What data did you find for your community in respect to

Age:

Gender:

Religious affiliation:

Ethnicity:

3. Does this data correspond to the makeup of working professionals in your community?

Please explain your reasoning.

4. What data did you find the most interesting?

What surprised you most?

What surprised you least?

5. How can your findings be incorporated into a strategic action plan for membership development?

**Membership Diversity Checklist**

**Rotary Year 20 -**

**Rotary Club of**

|  |  |  |  |
| --- | --- | --- | --- |
| Yes   | No   | Not Sure   | The ages of the members of my Rotary club reflect the ages of the |
|  |  |  | professional population in my community. |
|  |  |  | My Rotary club’s membership represents the gender composition of working professionals in my community. |
|  |  |  | The religions represented in my community are equally represented in  the religious affiliations of my club members. |
|  |  |  | The members of my Rotary club reflect the true ethnic diversity of the community in which I live. |
|  |  |  | The professional classifications represented in my club membership reflect the business and professional population of my community. |
|  |  |  | I believe my club is diverse. |
|  |  |  | I believe my club needs to continue its efforts toward greater diversity in membership. |

Please include any comments or suggestions about your club’s diversity: