

# District 7810 Leadership Midway Planning Review 2019/2020

When: Saturday November 16<sup>th</sup>, 2019

Where: Fredericton Inn

NOEL EUSTACE – DISTRICT GOVERNOR

DARREN HANSEN – DISTRICT GOVERNOR NOMINEE - MODERATOR

JOHN SLIPP – DISTRICT GOVERNOR ELECT

ANTHONY WADDELL – VISIONING AND STRATEGIC CHAIR - SCRIBE

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## Executive Summary

District 7810 had its first District Leadership Planning update for the 2019/2020 operating year on November 16<sup>th</sup> in Fredericton. This event had twenty-three (22) volunteers from the district team in attendance as well as past district governors and a few club presidents. The attendees for the leadership included:

**Noel Eustace** – District Governor

**John Slipp** – District Governor Elect

**Darren Hansen** – District Governor Nominee

**Nikki Whyte** – Area Governor Zone 3

**Harvey Bass** – Area Governor Zone 9

**Richard Lemay** – Area Governor Zone 5/ Resurgo Satellite club president

**Wayne Wornes** – Director of Training, Director of Youth Service

**Nigel Bayliss** – Director of Membership

**Floyd Rockholt** – Polio Plus Co-Lead

**Tamara Nichol** – Rotaract Team Lead

**Marcel Jervais** – Youth Exchange Program Team Lead

**Jack Low** – Annual Giving Co-Chair

**Candace Boone** – Peace Scholar Chair

**Anthony Waddell** – Visioning and Strategic Planning Team Lead; Public Image Team Lead

**Silvana Bosca** – Immediate Past District Governor

**Allan MacLellan** – Past District Governor

**Don Price** – Gagetown club president

**Pam Harrison** – Friendship Exchange

**Paula Hiltz** – Interact Team Lead

**Anne Poirier-Basque** – Moncton club president

**Carl Victor** – Dieppe club president

**Ginny Joles** – Past District Governor

**Bonnie Hoyt** - District Conference - Fredericton

The information to follow is a summary of discussions that took place during the day for update to find out where everyone is at and is there anything that the district governance can assist with.

## Introduction to Day

10:04 Welcome: Darren Hansen (DGN)

- Talked about the importance of today.
- What the District wanted to accomplish and the need to get a copy of the update out to the membership and team leads.
- They are making a change from chairs to team leaders.

District Governor: Noel Eustace (DG)

- Welcome to the planning forum. Gathering of the minds in March to discuss things going on and asked how are you doing, where are you at, and how can we support you.

## Leadership Team Reports:

### Public Image Team Lead (Tony Waddell)

- Took over in June, taking time to figure out where we are at.
- Launched into twitter, LinkedIn, Instagram and snapchat
- Created a closed group on Facebook for the presidents and club PI chairs – today 37 compared to 7 a month ago. Engagement is the challenge, but it was decided that they wanted to remain in an online forum as opposed to a monthly call.
- Two newsletters: one on projects and one on tips/ tricks are being created to launch prior to the end of 2019.
  - o The intention is to have club PI chairs and clubs help write the newsletters. The first one is being drafted with the help of Rotary International members in Public Image.
- Providing support at club level for non-technical PI chairs and if a club can't post event or articles, my team is actively involved to get that information out and shared.
- Sent out a call to members and Rotaractors on social media to help with committee.
  - o He has a couple of interested people – meeting with them to see how they can help.
- Priorities:
  - o Strengthening the team is priority; word out to help see if people would like to help.
  - o RI Branding – how to use – needs to be done at the club level from the documents that have been provided in the closed group. Webinar? Pets? Translation of branding – need compliance at club levels>>>EDUCATION
  - o AREA TRAINING for PI training

**\*\*Noel emphasized that district teams are open to all Rotarians regardless of time in Rotary.\*\***

## Leadership Team Reports Continued:

### Polio Plus (Floyd Rockholt)

- Over half of clubs participated in tulip with other events happening that day. Over \$3000 raised by events and \$11000 with the tulips.
- Every club should have a champion for End Polio. Has requested help to find out what clubs did in the district.

UPDATED Nov 20<sup>th</sup> Tracking for End Polio was sent out to AGs to collect by Public Image Lead –  
He will send to Floyd once all the results have been updated.

### Director of Membership (Nigel Bayliss)

- Formed a super membership committee:
  - o Engaged, passion, raise awareness
  - o Plans:
    - Membership Attraction Plan
      - Identified specific areas that needed support
        - o Sackville changed up fee structure for joining
          - \$180 to join at a basic level on the areas of focus
  - o Strength and disadvantage of being so far apart
    - Branding is important to tell the story
    - 17 have not put membership goals out of 40. 15 clubs have membership goals.
  - o Challenges
    - Why Rotary? How do we tell a story?
    - Five club brochure – understand other clubs close by
    - Why do members stay and leave.
      - Across the Zone – we are the biggest upswing as a district.
  - o Solutions
    - Bring a friend as a part of being a Rotarian
    - Elevator speech on why you are a Rotarian
    - Club connections – district training
    - District conferences and committees
  - o Actions moving forward
    - Formation of a passport club and an e-club.
    - Rotaract including private colleges
    - Working more closely with Public Image
    - Club health check – reported once or twice a year to help along (AGs)  
To be done by February 8<sup>th</sup>.
- Has a membership committee now to help support the communication with four members.
  - o Help support clubs and district leadership
  - o Orientation and mentoring

## Leadership Team Reports Continued:

### Team Leader (Director) of Youth Services (Wayne Wornes)

- New team to the district to help the organization of the information

### Youth Exchange Program & RYLA (Marcel Gervais)

- Expanding the committee to help support
- Vacancies in March but now have completed the field
  - Added LT Outbound Coordinator, Administrator online youth hub (\$400 US/yr for both short and LT), Public Image team lead
- Rotex
  - Built database – 400 past students; trying to create a reunion build a website an IG account. Today only 3-4% actually become Rotarians
- Outbound orientation
  - Now joint with 7820 from Crandall to Mount Allison
    - 48 students in total – best in history
    - Leadership by Mount A
- RYLA
  - Sussex club taking it on – at Kingswood University
  - John Maxwell institute – 8 of 16 modules completed. Rated 4.7/5 very well received.
  - One student sent to NA RYLA (18+ or graduating to qualify).
  - Choose Ottawa and NA RYLA (\$150 to sponsor a student including the trips)
    - Interact and Rotaract
    - Planning meeting at end of November
- 4 of 15 short term want to do Long term
  - Cost to club is \$300
- Youth Exchange
  - 8 clubs have been involved
  - Have not done survey – will be doing it in this round
  - Challenges
    - Small community
    - Bad experience in the past
      - Misperception is that they need to be Rotarian family
    - Get student out to talk about

### Interact (Paula Hiltz) – new since July 2019

- 12 in the district but only 11 listed on the District Website
  - UPDATE – this has now been corrected – all listed.
- Looking at a New Brunswick Student leadership conference

## Leadership Team Reports Continued:

### Rotaract (Tamara Nichol)

- Designed a group chat
  - o Nov 7<sup>th</sup> GTM – all clubs attended except one.
    - Introduced and what clubs are doing
    - Disconnected but needed more networking
    - District unified local project
    - Rotaract conference – invited by 7820 in February - \$30 affordable; 10-15 committed
    - Decided to get together online every second month to finalize district projects and prepare for conference
    - One goal to foster the team spirit
    - A potential new club in Presque Ile in December.
    - Christine Cormier Moncton Community Rotaract club initiative and keep Nigel in the loop.
- AG – get the information to Tamara as well as a Rotaract rep while the resource person for the club.

### Director of Learning and Development Committee (Wayne Wornes)

- Good representation on the committee
- March got Leadership report and built this year off of the information.
  - o Used to generate the Saturday sessions and PETS
    - Bonnie building the President-elect training
      - No secretary training at PETS
  - o Calendar has been updated on the District Website.
    - Feb 8<sup>th</sup> – all areas will do training for Pre-Pets to happen
      - o President elect
      - o Membership
      - o Foundation
      - o Public image
    - Facilitators
      - o Members that can assist as well as RLI facilitators
  - March 21<sup>st</sup> – Leadership Planning
  - April 4<sup>th</sup> – RLI Dieppe: French Level 1 first time at 15 with 3 facilitators
  - April 17<sup>th</sup> – AG workshop
  - April 18<sup>th</sup> – President elect training seminar
  - April 30-May 2: Youth Service chair should be coming out to it
  - May 9-10 RYLA
  - June 6-10
  - Sept 23-26 Zone institute Governor Line training
  - Oct 16-17 District Conference in Woodstock
  - Nov 7-10 Midway update

## Leadership Team Reports Continued:

### Visioning and Strategic Chair (Tony Waddell)

- We have a place on District website on right hand column of the website under Downloaded Files and Links in its own section.
- I have a project management software with everyone's goals – if you would like to update that will help to remember what you did year after year, also help with succession planning.

#### SUGGESTION

- o Club champion for the district to relay information from the AG and the district.
  - Top of mind stuff as opposed to the club president to create meaning. Could be a past president to help re-engage
  - Same person in the role year after year to create consistency

### Team Leader for Literacy

- District conference meeting done
- Newsletter to be sent out on social media (TBA)
- Regional resource
- Google Doc on literacy project – End of January
- Nov 25<sup>th</sup> at 6pm GTM

### Friendship Exchange chair (Pam Harrison)

- Brazil – Rotarians bring their children to meetings as though they are Rotarians as well.
- Sweden in May 2020: 2 from Grand Manan; Sweden will be here in October
- Croatia in 2021

### District Conference (Bonny Hoyt)

- 200 attendees
- Good speakers and seminars
- Created a binder to cross-over with the templates
- \$3000 in black and transferred to Woodstock committee
- Informality event took in a 4.8/5
- 33 clubs of 40 represented
- Rotaract heavily involved
- Issues: financing disclosures for planning, identification of meals/ labels

#### OTHER DISCUSSIONS

- o Gagetown would have more members go if the costs were lower – overall.
- o Recognized that the fee+accommodations+travel+extra meals
- o (Darren) Mini conference in Charlottetown
  - \$20 fee, 3 speakers and breakout sessions



## Past District Governors

### Silvana Bosca

- Leadership evolution; 2022-2023 District Governor Nominee-Nominee being selected later today.

### Wayne Wornes

- District has come along way – the direction is great to see and should create more engagement and more tools for the future. The PDG don't know where they fit in afterwards – so inviting is great to see.

### Allan MacLellan

- Nice to see line of progression

### Pam Harrison

- Musical Ride in Sackville for July for UN anniversary
- UN (PAM) – advisory board chief advisory on creating relationship nation to nation
  - o Celebrate the charter of human rights at camp with Eleanor Roosevelt on July 30<sup>th</sup> to come and wear t-shirt on World Friendship Day and historic picture
    - Grand Manan Rotary Club to serve lobster
    - Tea with Elanor, historian
    - \$20 shirt, \$20 for the tea, \$20 for the meal (CANADIAN) 11am-5pm
    - 120 max
  - o Oct 24<sup>th</sup> World Polio – at Joggins 74 people fundraiser with UNESCO
  - o Mark Maloney, RI president, would like each club to consider an activity to celebrate United Nations.

### Ginny Joles

- Re-engaging with Rotary, keep people in mind of people missing due to other life events.

## Club Presidents

### Don Price (Gagetown Club president)

- Good to be here

### Anne Poirier-Basque (Moncton Club president)

- Very enlightening session.
- Checklist from PETS was amazing

### Carl Victor (Dieppe Club president)

### Richard Lemay (Resurgo)

- Chartered in June 20, 2020, at 2000 at an airport
- Passport is an opportunity – fluid community (PAM)
  - o 2 meetings per month and focus on service.

## Area Governor Reports

### Area 3: Nikki Whyte

- Meeting monthly face to face to share
  - Successes:
    - Meet and collaborate on projects
    - Between the clubs on best practices
      - Learn
    - Rotary Open House
      - Show and create awareness
      - Interest but no inductions yet
    - District Conference
      - Collaborate
  - Rotary Focus themed for each of the meeting and projects
  - Challenges
    - Membership engagement and attraction
      - Assessment completed
      - Adding other types of structures

### Area 5: Richard Lemay

- Greater Moncton Area club presidents meet once a month and open to president elect
  - Five questions
    - Membership increasing
      - Innovation
    - New strategies
      - Very structured and some fluid
      - Change of membership options
      - Passing around potentials
    - Engagement from conferences
      - Yes
    - Does the community know who we are and how do you know?
      - More social media and public image
    - What is the greatest strength and challenge
      - 3 of 5 is fundraising is strength
      - 2 of 5 is member involvement
      - How to get younger members/ connect to mentor and outside of the club
      - Retention
    - 2020 celebration with Moncton (April 27-28 Mark Maloney in Moncton to celebrate the 100 year clubs in 7810/ 7820: Sydney, St Johns, St Stephen, Houlton...+)

## Area Governor Reports Continued:

### Area 9: Harvey Bass

- Projects
  - Radio Bingo – collaboration to help expand
  - Auctions – at the same time
  - Meeting all clubs is difficult with the Houlton due to border
  - Very active
- Membership Growth
  - Type of members is same but never diversifying

### Final Thoughts: DGE (John Slipp)

- Excitement and passion for the amount of participation by clubs in the campaign with the tulips.
- Thanks for the inspiration and openness to change – to make the time to work.