

District 7810 Leadership Planning Event 2019/2020

NOEL EUSTACE – DISTRICT GOVERNOR ELECT
JOHN SLIPP – DISTRICT GOVERNOR NOMINEE - MODERATOR

ANTHONY WADDELL – VISIONING AND STRATEGIC CHAIR - SCRIBE

Fredericton Inn

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Executive Summary

District 7810 had its first District Leadership Planning activity for the upcoming operating year 2019/2020 on March 16th in Fredericton. This event had twenty-three (23) volunteers from the district team in attendance as well as several club treasurers attending the first treasury workshop. The attendees for the leadership included:

Silvana Bosca – District Governor
Noel Eustace – District Governor Elect
John Slipp – District Governor Nominee
Darren Hansen – District Governor Nominee Designee – Proposed
Terry MacDonald – Executive Secretary, District Webmaster
Rick Rogers – East Regional Rotary Foundation Coordinator Zone 24 East
Rob Griffin – Area Governor Zone 2
Nikki Whyte – Area Governor Zone 3
Harvey Bass – Area Governor Zone 9
Harold Moore – Past District Governor
Angie Cummings - Director of Literacy
Wayne Wornes – Director of Training,

Director of Youth Service
Doug Baker – Director of Finance
Nigel Bayliss – Director of Membership
Joy Barresi Savoie – Director of Foundation
Floyd Rockholt – Polio Plus Co-Chair
Cindy Richendollar – District Grants
Tamara Nichol – Rotaract Committee Chair
Sarah Kilfoil on behalf of Marcel Gervais – Youth Exchange Program Chair
Jack Low – Annual Giving Co-Chair
Candace Boone – Peace Scholar Chair
Anthony Waddell – Visioning and Strategic Planning Chair; Rotary Community Corps Chair
Katie Ritchie – Rotaract Representative

The information to follow is a summary of discussions that took place during the day for the planning session. The agenda focused on committee reports in the morning followed by an open guided forum in the afternoon. The three key questions that each committee was asked to answer:

- Where are you going?
- How are we getting there?
- What can the district do to help you?

It was asked that questions on the reports were kept until the afternoon due to the amount of information that needed to be communicated that morning.

This document was prepared in conformance to the agenda set out and therefore some of the formal reports were tailored to meet the standard in it. The full submitted reports can be found at the end of the report in the appendices.

Introduction to Day

[9:10am]

Commence meeting with John Slipp (DGN) and welcome.

[9:13am]

District Governor Remarks - Silvana Bosca

- Successfully visited the 40 clubs in the summer/ fall.
- Membership continues to be a focus.
- Monthly AG video calls
- Monthly club president video calls

[9:23am]

District Governor Elect Remarks -Noel Eustace

- World of Rotary is changing
- Rotary socks for the year for the theme: casual laid back and have fun
- Mark Maloney (incoming president, lawyer “Rotary Connects the World”)
- Our connection locally, regionally, and worldwide.
- Avenues of Service:
 - o Peace and conflict Resolution
 - o Disease Prevention
 - o Water and Sanitation
 - o Maternal Health and Children
 - o Basic education and literacy
 - o Economic development
- Rotary International message for 2019/2020: we need to be organized, strategic and innovative with new club models, more diverse members in world of change.
- Rotary should be an experience.

[9:35am-9:43am]

Roundtable Introductions

[9:44am-12:00pm]

Leadership Team Reports:

Past District Governors

Submitted Report:

Ginny Joles PDG 2016-17

- My recommendation is to focus on:
 - Membership growth
 - District-wide engagement.

Terry Lenihan PDG 2007-08

- What do you see as the 2 two strengths of Rotary District 7810:
 - International District
 - Bilingual District
- What do you see as 2 two areas the District could improve
 - Motivation of Past Members to return
 - More local meetings – Try to set up District meetings with various committees with each Club (Revolving)

Sandy MacLean PDG 1998-99

- Strength:
 - Enthusiasm and good-will of members in the clubs.
 - Projects both locally and internationally.
- Weakness:
 - Communication

Area Governor Reports

Review Submitted reports:

AREA 6 – Nancy Theriault

- Challenges:
 - Membership
 - Retention
 - Attraction of new, young members
 - Public awareness about Rotary
 - Current members not knowing how to access District website and/ or myrotary.com
 - Pets/Sets should be offered later in the spring, after February and March.
- Solution to these:
 - Club survey on what would benefit them
 - Trainers to hold sessions on best practices for membership

AREA 5 – John Grantham

- Strengths:
 - o Our 5 Club Presidents and Membership Chairs meeting monthly resulting in strong exchange of ideas/cooperation
 - o Membership is strong as a result of collective/cooperative effort
- Areas of Improvement:
 - o Planning – a significant challenge to get Presidents to focus on entering Club Goals/Citation/District Awards.
 - o Adapting club structures to strongly shifting member focus toward “hands-on” service and away from Club Administration (primarily Executive).
- Challenge:
 - o Clubs will have to adapt while trying to maintain Admin function as best they can.
- District Assistance:
 - o Identify a Management Consultant (hopefully a Rotarian) who could meet with clubs individually or collectively to assist in identifying possible courses of action.

Presented Report:

Area 2 - Robert Griffin

- PrePets/ PreSets worked this year
- Challenge to unite clubs in district
- Suggested: Push forward, challenging geographically between countries; tremendous support from the District.

Area 3 - Nikki Whyte

- Main challenge is membership, retention and growth
- Targeted ways to grow the membership
- Clubs are going into community to bring awareness to the local communities through leadership.
- PrePets was a good orientation and initiative, mini-sessions would be helpful to move forward with the training ahead of time.
- Main concern – members – 6 clubs 125 members. Smaller clubs are more active and engaged, can't hide but members are overloaded on projects.
- Visibility not the issue from her point of view; engage presidents one-one; open to learning the purpose and vision for clubs but having snippets of information. Have a similar event to build the momentum between April and July to engage.

Area 9 - Harvey Bass

- Membership growth in the area
- Difficulty to get four clubs together to meet – email correspondence works but personal touch is important.
- Two of the four clubs attended the PrePets. No support on the AG level – did it in Presque Isle: Hanover/ Florenceville. Valuable information for the training on the Myrotary and clubrunner value tools and simple.
- Do have issues with older members using the system – but there are so much strength in the computer.
- Support for AG – more training - tried GTM due to other reasons – resource person should be there to get information. Would have been better to have more people there to present at the session.
- Camp Rotary – story on District website
 - o Growing from Last Year, two camps scheduled for this year.
 - o Purpose to help out kids and using camp Rotary
 - o Financial commitment from clubs would make it sustainable through a district project.
- Pre-Pets should be on District Calendar and notice.

Programs Director/ Executive Report - Terry MacDonald

- Challenges
 - o Difficulty in following instructions; all club elections are supposed to be done at the end of December which helps to ensure right materials and training are sent to the right people.
 - Fosters deeper connection for communication
 - Would be helpful to know by January:
 - President/ Secretary
 - The 5 chairs of the avenue of services
- Insurance policy being reviewed with Jack on other districts across Canada, less costly than current.

Director of Finance - Doug Baker

- The district is an incorporated entity and so there is constant effort to ensure compliance with the Province of New Brunswick and the State of Main.
- Provides support to the governance
- Cooperation towards the creation of the reports that will help to complete them.

Submitted Report Review:

Polio Plus Co-Chair - Terry Thomas

- Strengths:

- Strong support, (resources, information, advice) from regional polio coordinator, Stella Roy
- Leverage on polio donations provided by Foundation, (5 to 1 on donations from our DDF, and by Gates 2 to 1 match on member / club donations.
- Goals
 - \$50,000 in club/member donations to polio
 - 15 clubs meeting or exceeding Foundation target of \$1500 donations per club
- Support Required:
 - Public image helping our committee and clubs with polio awareness initiatives; Rotaract and Interact teams helping to involve them in fundraising events.

Interact Chair – Paula Hitzl

- Goals:
 - Create a co-chair to help with the workload
 - Achieve more clubs in areas without Interact.
 - Educate and make aware other district committees to recognize the benefits of Interact Clubs.
- Budget request of \$200-\$300 for clubs that need financial assistance.

Rotaract Chair – Susan Kulesza

- Year in Review:
 - 2018-2019 had no budget expenses
 - The Rotaract Rep may need a budget (part of the allotted \$1900, though costs are usually shared with the sponsor clubs.
 - Specific Clubs:
 - Mount Allison
 - Well established events and programs.
 - Two youth have become Rhodes' scholars.
 - Fredericton
 - Struggles but has a core group trying to create events.
 - Attendance at meetings challenging.
 - A Dictionary for Life Project suggested by Mount A has been a success in Fredericton.
 - Woodstock
 - Very active group.

- Miramichi
 - Charter request from RI sent in last week of February 2019.
 - Advisors are strong at NBCC.
- Saint John Community Rotaract Club
 - Struggling with sponsor club coordination due to different college schedules.
 - It has 2 experienced Rotaractors helping to create the club.
- Dieppe
 - Working on a Club with University of Moncton.
- Moncton
 - Moncton West Riverview Club is hoping to meet and develop a Club at NBCC.
 -

Friendship Exchange Chair – Pam Harrison (SENT REPORT)

- We have plans to exchange with Brazil 2019 and Sweden 2020.
- I am looking for committee members from those who are going to Brazil, they will better understand the process.

Director of Public Image – Rachel Rice (SENT REPORT)

*Was received after the day's event, please refer to appendix 3.

Rotary Community Corps - Anthony Waddell

- Where are you going?
 - Launched pilot corps in Moncton with a board of representatives and a couple of hundred volunteers.
 - The corps is made up of non-Rotarians who don't pay dues, but have to volunteer.
 - The intention is to improve the local community creating projects that are aligned to the six areas of focus.
- How are we getting there?
 - Two board representatives are giving presentations to the 5 local clubs and have been connecting with the municipality and social media to get the word out that they exist.
- How can we help?
 - Any club that would like to look at using a different engagement with their community can be connected to them.
 - Sponsor clubs from around the world have seen a growth in membership due to the awareness of these affiliates.
 - We are tracking best practices and will share stories when they happen.

Director of Foundation - Joy Barresi Savoir

- What do you see as the 2 two strengths of your Committee/Team:
 - o Commitment of committee members
 - they are willing and active working in their area of focus.
 - o Committee has develop standard tactics we are using to drive toward goals; these continue to be revised and strengthened. Great starting point for next year
- What do you see as 2 two goals to achieve for 2019-2020
 - o Increase % of members who contribute to the Foundation: Every Rotarian Every Year (EREY).
 - o Increase % of members who have made a legacy gift to the Foundation.
- How do you see the District assisting your Committee/Team with achieving these goals?
 - o Increased collaboration with Awareness Committee would be valuable to help tell the story of the Foundation and how it supports the good work of Rotary locally and around the world.
- Goals:
 - o 100% has foundation goals in club central
 - 26 of 40 clubs have entered as compared to 24 Last Year.
 - o 100% Every Rotarian Every Year for \$25 (21% so far in participation) Gift.
 - Struggle to encourage the \$25 gift for future.
 - o Polio Plus \$40,000 to \$45000 this year.
 - o MOU needs to come to foundation seminars across the district – need the training to get the use of the
 - o Plan Giving – Million Dollar initiative
 - 9 Benefactors, 9 Bequest, 1 major donor
 - o Developed training and communication seven point plan for committee
 - Delivered to 5 locations on:
 - Advanced foundation work
 - Annual giving
 - Plan giving
 - The Why
- Challenge:
 - o Helping clubs and members understand what it is and what it represents.
 - o How to build the specific knowledge and fellowship hours (participation, district leadership and presidents)
 - o Driving interest to participate in monthly Go-to-Meetings.
 - 10-15 people per call even though we have 150 invited. Is it beneficial or should we do something different?

- Would like Co-chair from Moncton area on Global grants
- Appoint active foundation committee at club.
- Have every club participate in the Polio Event.

Peace Fellowship Chair - Candace Boone

- More awareness needs to be given to what this is.
 - Terry to send out to the clubs
- There is a candidate in Moncton – working through review process.

Paul Harris Society chair - Joy Barresi Savoie

- Million Dollar Initiative achieved goal set.
 - May 3rd, joint evening with District 7820 in Moncton.

Grant Committee Cindy Richendollar

- Seminars and training in the district
- Memorandum Of Understanding needs to be signed by the club for it to participate.
- District Grant applications and deadlines
- Encourage completed projects by May 1st for 2019/2020
 - Need club goals involved
 - Give more to the additional amounts
- Final foundation meeting (#5) at the Pets
- Additional \$4800/ year for grants due to policy change (Silvana) for next two years.

Director of Membership - Nigel Bayliss

- Challenges:
 - 26 to 36 members short of the goal
 - Membership retention
 - Club membership goals
 - 27 clubs put them in this year of the 40.
 - Every member to have an elevator speech on the value of being a Rotarian.
- How are you getting there:
 - Promote, educate clubs for motivation/ retention
 - Strength is clubrunner and Myrotary to find information.
 - Key source of contact should the clubs need any assistance
- Goal:
 - Resource for clubs in their efforts to grow and maintain membership.
 - Educate and motivate would be second goal.
 - Lack of communication from the club level to respond to requests for contacts.

Communications – Terry MacDonald

- More global approach
- Challenges
 - Getting clubs to let him know who does what and their contact information.
 - Has most updated version of emails for the membership.
 - Value of a global communication committee and getting one together.
 - Would be helpful to create social media and public relations strategies.
 - Getting people to read his emails – some people will block him.
- District Support:
 - He can produce any reports needed at District and RI.
 - He can't update club figures.
- Thoughts around the table:
 - Need to interact directly without going to an in-between (very bureaucratic).
 - Helpful to have procedures for sending information out to people; lack of communication.
 - Helpful to avoid repetition and target those that need to get the emails.
 - Helpful to get specific club contacts that will be needed for where they need to go.
 - Need to avoid sending emails to everyone and just send to those that need to see it, therefore it will stop people from not reading things.

Director of Literacy [Angie Cummings]

- Goal:
 - To increase efforts year over year.
- How?
 - Four members on committee:
 - Spearheaded resource document across all programs all clubs in the district with the contact.
 - Any clubs doing a project will list resources to help other clubs to not reinvent the wheel.
- Literacy Newsletter – Spring and Fall
 - Stories make a difference within the district with the impact and what they can do that would be the same thing.
 - Any interesting stories from the club levels – write up to include for the Spring – April 1st deadline?
 -
- Challenge
 - To find out what everyone is doing.
 - Need to add members in 2019/2020 to committee

- Recruit regional members to help discover information from a few clubs back to the committee.
 - Also ask what the goals for those clubs to help liaison between district and them.
- What can the district do to help?
 - Do you know someone passionate?
 - Inform about literacy projects going on should let them know.

District Conference 2019 - Noel Eustace

- Speakers for conference include:
 - RI Director Jeffry Cadorette Zones 24 & 32, 34 districts, 2641 clubs, 59313 Rotarians in four countries and seven time zones in Bermuda, Canada, France, US.
 - Paul Chappell NA Peace Leadership Director on waging peace; Captain in US army with two tours in conflict zones.
- Saturday night will be an East Coast Kitchen party – laid back bring kids, family etc. (Steeves) all about fun
- Sharing stories
- Bring friends to the District conference.

Director of Youth Service - Wayne Wornes

- Successful year:
 - Five (5) Rotaract Clubs
 - Ryla in 2015/16 at Camp Rotary and moving forward.
- Where are you going?
 - District website to list the Rotaract and Interact clubs along with the sponsor club.
 - New Interact chair taking over for Greg.
 - Building a database.
 - Going from 13 clubs to 15 in the District.
 - Need to find an Interact Representative at the District level.
- Youth Exchange program is self funding.

Rotaract District Representative– Katie Ritchie

- Nine new members Last Year
- Goal is to be recognized as Rotarians.

Youth Exchange Chair – Sarah Kilfoil on behalf of Marcel Gervais

- Encourage participants
- Established committee – looking for two new chairs on the Rotary Youth Exchange committee
- Build a database of former students that have gone out on exchange
- Planning a ROTex reunion at District Conference in September
- Develop website, FB, Instagram and possibly a newsletter
 - o Ways to stay connected and engage parents
- Partnered with 7820 with Outbound orientation from Crandall to Mount A:
 - o Friday leadership team building
 - o Accommodations and better strategic point
 - o Ryla in Sussex May 17-18 Kingswood University; one participant will be at the NARYLA in Washington
 - o # of outbounds as shifted down over the years as well as participating clubs
- Objective 25 LTE + 25 STE by 2020-2021
 - o Only at 22 this year, won't reach 50
 - o 50% have come from 3 clubs
 - o Challenges tend to be host families and financials
 - o Youth Exchange chair from each club should attend the orientation in May to know why.
 - o Going to be doing a survey, going out to the clubs to educate and bring awareness.

Rotaract Chair – Tamara Nicholl

- Challenge
 - o Lack of information on myRotary and so we are adding to the District website
 - o Disconnect between Rotaract and Rotary clubs interaction – social events invite regardless if you are a sponsor or not.
 - o Communication is moving up the chain – include Rotaract rep and chair to visit Rotaract Clubs and the District website update.

Director of Training – Wayne Wornes

- Training committee – develop materials and get out to the members of the district
 - o Setting up the learnings of the future.
 - o Role is to support the Gov Elect
 - Starts January in San Diego with mission statement from RI to develop the Pre-Pets and setup as much as possible.
 - o Finalize the curriculum.
 - o Use AGs to utilize Pre-Pets.
- RLI training sessions to navigate the session in the Fall in Truro and Dieppe in April. Separate administration in RLI and this is a joint effort.

- Attending in different parts – need to schedule through club coordination with identified members to participate.
- Pets/ Sets – fluid training that changes year after year in engagement
- Youth orientation and training youth – clubs should have chairs for the youth exchange chair.
- Zone institute
 - o District Conference committee planning three years in advance.
 - o Planning sessions develop year after year.
 - o Formulate core material for Pets and district conference.

Treasurers Workshop update – Jack Christie

- 24 people (oldest 93 yo from Florenceville).
- Treasurer should be in the capacity for at least 3 years to promote continuity.
- First time that all treasurers in the group and held every year. Outgoing and incoming should be done at the same time for take-aways around June.

Afternoon Sessions

*The answers are by the chair for that key area as listed below. Additional comments listed separately.

Foundation Questions Listing (Joy)

Key: Increase percentage of members for every Rotarian every year.

Increase legacy donation every year.

Increase collaboration.

- 1. Monthly fellowship – can we record the webinar?** Yes we can do that for technology and have it happen consistently and available. The challenge with the online meetings is to have a scale of virtual meeting 101 classes from the district – technical training and proper etiquette on the net.
- 2. For every Rotarian every year is that Canadian or US dollars?** Goals are all in USD (\$25).
- 3. Memorandum Of Understanding training – does RI have a slide-deck or can we develop it?** Rotary foundation has been having discussions – yes that will be true but there is a lot of improvements by doing things in person.
- 4. Is Youth Exchange part of the foundation?** It is not. It is not included in any training that Joy has not had.
Zone has not talked about it (Rick).
Noel at the RI training – it is under the foundation but not funded by the foundation due to the international component of it. Foundation dollars raised can be used for Youth Exchange. District and Global grants are under the Youth.
Wayne to look into when it was introduced and where it sits today – gives Rotary clubs an option.
Vocational Training Teams chair is needed. (JOY)
- 5. Could there be a paper newsletter?** Absolutely, resources would need to be allocated to be able to handle it. Is it the best way or should the district drive that?
- 6. For the rotary citation what is the expected citation?** Committee having 5 members at the club; \$100 per capita based on what the club gives as well as individual contributions; Citation requirements change year to year.
- 7. Is there allowances for aligning trainings and Pets/ Pre-Pets and regional?** Several years ago, it was done that way – a great potential today or Rotary rally or revved up to go to Rotary like a mini-conference (key note speaker). Advanced seminars were done last year (5) from Jan-March. This Year they were moved to the fall from Sept to Dec (3 done) with the fourth at Pets/Sets.
- 8. Could training dates be set in advance?** Training dates should be set by July 1st for each year. Align dates easier to participate as groups with all training at once instead of

multiple. It was sent to district leadership and circulated – communication and collaboration.

Membership (Nigel)

1. **What are other clubs best practices?** RI Website (Website on myrotary). Share circumstances and events within district member chairs by email.
2. **Is there a District exit survey?** Club level yes – could there be a model that is available (RI assessments in both English and French). Suggestion that it be done by someone out of the area to try and get real reason that the person left – might be easier to share especially in a smaller town.
3. **Did taking out mandatory attendance to meetings affect membership?** Relaxing the attendance but are engaged is good. Participation points to track members engagement. It would encourage people to join. Suggested that a club might consider an online make-up.
4. **Does your rotary club ever tell what the true cost will be?** Basic costs given out yes – but not hidden costs. A suggestion was made that we might consider talking with new candidates about the potential costs throughout the year which makes it less affordable.
5. **Does the committee have a new club coordinator, when a community starts a new club do they have a resource?** No we do not.
6. **Does someone need to get someone's permission to start a new club?** Yes from the District Governor, but anyone can start a club at any time.
7. **Are there any presentations to rotary clubs on how to diversify their meetings on time or place?** Yes through myrotary.com on how to diversify.
8. **Is there still the necessity of a new member process?** To a certain point yes but important to engage the potential member about costs and engagement.
 - a. **What does RI suggest?** I don't know.
9. **Is there a way to showcase the different ways to setup a club? (Passport, eclub)**
On myrotary.com
10. **What is the district membership committee view on the new models from RI?** On myrotary.com
11. **How do we retain members?** Health check at the club level – RI checklist and survey members to see what they want. Community engagement is important.
12. **The average club is 30-35, why not get the larger 100 member clubs to establish new clubs?** Spinoffs yes.
13. **Is there a way that you can recognize length of time for members in the data sheet?**
Yes it is trackable and individually at the club levels.

Open discussion:

Taking away the required attendance for meetings makes it even more difficult to engage members.

- Should be relaxed for those that are active in the club but cannot make regular meetings.
- How to track makeup meetings online.

New membership models by RI – what is the view on the new models to incorporate these in the District – and bring in quality members? (Nigel to examine)

RI Conference in Toronto suggested changing the way that we approach potential members – have them ask rather than we ask them, should get higher quality.

Literacy

- 1. Do you communicate with the grants committee on everything that is available for literacy?** No but that is a great suggestion.
- 2. Is there a plan or strategy to work with existing literacy organizations for goals we are trying to reach?** No for the district but yes for the clubs. We find out what the clubs are doing and we put the information on the resource document. Terry updates on website on the different clubs' partners for other clubs to use.
- 3. Is there a strategy or strategic plan for the Literacy committee?** We don't but have goals with what the clubs are doing, recruit regional representative to collect information. Help the clubs access and identify need in the community (must do a community assessment).
- 4. Have you considered partnering with other organizations?** Yes through the club level.
- 5. Has the literacy committee explored requirements at the international level?** Clubs have been doing this, for example: Guatemala from the Woodstock club. Committee could include and identify through RI's initiatives listings on newsletter.
- 6. Is there a list of outside agencies?** Yes, but not a deep list of them.
- 7. Can the district identify money to a specific projects?** District is not a charitable organization and so it is important to check the compliance with laws.
- 8. Could they look at adult literacy as well?** Yes.
- 9. Could the District establish a literacy project to work on?** Yes, but it needs to be driven by the clubs through a community assessment.
 - NB is working with Corrections Canada and Schoolboard (Silvana)
- 10. Rotary provides more funding if the district spearheaded projects.** (Angie to bring up at next meeting).
 - Send an email to John Slipp or Angie about what is going on with literacy at your club.

YOUTH SERVICES (Wayne)

- 1. Should every club have a chair?** Yes youth service chair. Emails directed by Terry.
- 2. How can we get more involvement in RYLA from all around districts?** Matter of education and engagement – value of product. The last four RYLAs have been great at the district level. It is promoted at district level, Pets, website.

- Cost is \$125 per participant to send to RYLA. 25-43 participants at the RYLA traditionally.
- 3. What are the biggest roadblocks for clubs participating in Youth exchange?** Think new to youth exchange; working on a model that is going to be given to the President elect first before it can be a district. Rebranding it as a scholarship than an exchange. Best for student and families. Market it more as a scholarship-wise with the education department and filtered through the schools rather than the district looking for students. Student provides three host families otherwise it does not move forward.
 - Past history roadblocks
 - Financial
 - Clubs too small or too old
 - 4. Is there still an Interact FB page?** Yes it is.
 - 5. Is there any early ACT?** Not sanctioned by RI.
 - 6. Is there any tracking of Rotaract/ interact after leaving?** No, due to privacy.
 - 7. Does a school have to sponsor the clubs?** Anything is possible – church, boys and girls club, community centre.
 - 8. How do you pickup club engagement for those that are no longer active in helping?** Combination of engagement – different ways to track and keep the conversations open.
 - 9. Does the district ever give parents training on exchange students?** Yes (Sarah) will be involved on the Saturday of the ROTex panel to share experiences as well as former parents/ hosts. Parents done in closed doors. Do more with other host families.
 - Newsletter is sent out.
 - Push towards Youth Service Club but more mandatory training – if the officer does not participate – the club cannot participate.
 - 10. Where are the interact clubs in the district?** Paula will be gathering the information and will be published on the district website as we get information.
 - (Silvana) RI has it on myrotary but it does not it cover it.
 - 11. Do they have leadership training for Rotaract members and who spearheads that?** Rotaractors are invited to any rotary event. RLI is \$125/ person. Sponsor club would need to cover or raised their own funds.
 - 12. What does the District money cover for YEP?**
 - District Newsletter
 - Conference
 - Clubs need a youth chair otherwise they cannot participate.

Communications

(Terry)

Currently we have PI team promoting rotary and support club engagement; emails, website; phonecalls, GTM; social media. Coordination team.

1. **For all of the topics we talked today, you can go to the rotary website; can we develop on our website to have a discussion board broken down into topics (forum)?** I am not sure – he will check.
2. **Does every rotary club have a website/ facebook? Should it be forced at the club level?** They should, but don't provide information back to the executive secretary. FaceBook yes.
3. **Can the district hire/ get an intern to manage the social media?** Postings usually done within a few days as compared to having it in the right format.
4. **Is there a template or document to tell clubs how to send?** Events: need to identify all specifics. No template currently.
5. **Need a proper district newsletter.**
6. **Can we have a district Youtube channel where the various committees post their content accessible to all members?** It can be done.
7. **Is there a plan for internal and external communication strategies?** Not currently.
8. **Is there a difference between communication and public image?** Yes, Public Image is information about the clubs while communication is what we want sent out.
9. **Can we plan and promote earlier?** Absolutely.
10. **How can we reduce the number of emails by engaging members?** Information is only posted on what is sent to him, goes back to informing him on who should receive what emails from the club level – ideally presidents/ secretaries.
11. **Will we have a policy on standardizing the external format?** No.
12. **How can we develop better training for branding?** I don't know. There is branding on myrotary.com.
13. **Communications branding or public image branding needs to be distinguished.** Communications is the vehicle (John Slipp), while public image branding is from the myrotary website.
14. **Do we keep the district website/ facebook pages current?** YES
15. **As a bilingual district, should all communication be in French too?** YES
16. **How do we keep our website current?** Terry needs it sent to him to put it online.
17. **Is there a template to use for submitting to Terry?** No.
18. **How long does the content remain on website?** – one year or can archive (TERRY) – can set the termination date for an event as an example.

WRAP UP COMMENTS:

- What happens when Terry leaves? Succession Planning?? (PARKED)

- Need training on technology
- Dates for District training
- Proper district newsletter

2:49pm Well done to Wayne.

2:50pm Noel Remarks

Thanks for coming out today

Change, change, change – throw what you thought you knew out the window.

What is next – strategic planning/ operational planning – maintaining continuity moving forward in engagement.

252: John Remarks

Discuss with your committee.

Collaboration of data to build agenda PETS/ SETS and COLLABORATION WITH CHAIRS.

SILVANA: Operational plan with objectives – give back to the chairs (Silvana) incorporate the plan and give back for feedback.

Give back to validate.

NOEL: Reassurance:

We are small and challenges but how strong the district is and progressive today than many around the world.

2:57PM Photo OP.

Appendix 1: Area Governors Report

AREA 9 –Harvey Bass

Family Camp Goodtimes - story on District Website

AREA 6 – Nancy Theriault

Whether large or small in numbers, clubs have dedicated members who fundraise to provide/assist different organizations.....in their respective communities and also on international level. Rotarians know what is needed in their communities!

However, there are challenges and main ones would be membership, public awareness. How do we retain members, and how to attract new, young members? How do clubs make the public aware of everything that Rotary is about!

I feel that perhaps if every club was surveyed to see what would be of benefit to them and then send trainers to hold sessions pertaining to their needs! *more trainers???

Another thing I noticed, is that not all Rotarians access District website or My Rotary! There is so much one can learn on these sites!

Could PETs/SETs be held later, end of February, March are really not exactly great months to hold sessions!

In summation, something needs to be done by clubs to attract members, to retain members, and to make the public aware of what we are about!

AREA 5 – John Grantham

What do you see as the 2 two strengths of your Area:

1. Our 5 Club Presidents and Membership Chairs meeting monthly resulting in strong exchange of ideas/cooperation
2. Membership is strong as a result of collective/cooperative effort

What do you see as 2 two areas your Area could improve on and how could the District assist:

1. Planning – a significant challenge to get Presidents to focus on entering Club Goals/Citation/District Awards as their key planning tools – don't know what else District/AG can do

2. Adapting club structures to strongly shifting member focus toward “hands-on” service and away from Club Administration (primarily Executive) –a challenge which is likely to continue – clubs will have to adapt while trying to maintain Admin function as best they can

How do you see the District could assist:

Identify a Management Consultant (hopefully a Rotarian) who could meet with clubs individually or collectively to assist in identifying possible courses of action.

Appendix 2: Past District Governors Report

Ginny Joles PDG 2016-17

My recommendation is to focus on membership growth and District-wide engagement.

Terry Lenihan PDG 2007-08

What do you see as the 2 two strengths of Rotary District 7810

1. International District
2. Bilingual District

What do you see as 2 two areas the District could improve

1. Motivation of Past Members to return
2. More local meetings – Try to set up District meetings with various committees with each Club (Revolving)

Sandy MacLean PDG 1998-99

Well, this is my 54th year as a Rotarian; so I've obviously found many good things in Rotary and particularly while meeting Rotarians in the 44 clubs I visited while a DG in 1998 – 99. I was always impressed by the enthusiasm and good will I found which existed in the clubs. There were many good projects throughout the district at that time. Today, other than in my own Dalhousie club I've lost the contacts. I would say that as long as the spirit is there we as Rotarians can continue to make a difference in our communities and through the Rotary Foundation a difference in the world. The very fact that we continue to exist and that we subscribe to the Four Way Test and the many good things going on in Rotary such as our efforts to eliminate Polio give us the potential to continue to make a difference both locally, district wide and internationally. This is all we need if we only want to tap it and build on it. If there is a glaring weakness in our organization it's our weakness in getting our message out. We just don't seem to tell the folks out there about the good that we do and this goes for the District as well. I may not have answered your questions, but these are the things that influence me to remain in Rotary at 85 years of age and physically handicapped and a hearing loss as well. There is one thing that those clubs which don't have bulletins or newsletters should do is start that kind of activity and with today's electronic mail it's easier to do.

Appendix 3: District Chair Reports

Rotaract Chair – Susan Kulesza

I have reviewed the attachments and have included Katie in this reply as District Rotaract Rep. I have submitted no expenses for the year 2018-1019, the same as in previous years and will not be as far as I can see. If Katie is planning a Rotaract Review some of the designated \$ 1900.00 might be of value but usually none of this went through District funding. Sponsor Clubs helped with costs.

The Rotaract Clubs have been busy this past year trying to hold onto existing members and recruit new but as demands increase on this age group the results are desultory at best. They are trying very hard and any travel as regards Rotary events is very limited for this same reason of a demanding life.

Mount A – have well established events and programs and Susan Fisher continues to engage and inspire a very mature and knowledgeable group of youth - 2 of which have become Rhodes' scholars. They are hoping to start a Rotaract Club at Oxford in England and knowing Colin and Katherine it is very conceivable. We are very proud as a District to have 2 such youth who were formative in the Mount A Club.

Fredericton – struggles but have a core group that work at events though meeting attendance can be low. We have original members still involved and add experience and a stability not always found in this age group. They are not ready to advance to the sponsor club and I do understand their concerns.

A Dictionary for Life Project suggested by Mount A as a District project has met success in Fredericton and their Sponsor Club is extremely supportive not only with this but every project they undertake.

Woodstock - Katie can report on and I may add that they are a very active group with tremendous support from Sponsor Club where they are invited to Rotary meetings and events each and every time.

Miramichi – under construction as the weather has played havoc with 2 scheduled meetings with NBCC having been postponed. Advisors strong and the NBCC connection has been great throughout the Province. **Update Request for Charter sent to RI last week of February 2019!!**

Saint John – with 2 experienced Rotaractors are struggling with Sponsor Club coordination as most of the prospective members are students from NBCC UNB Saint John and Dalhousie Med school and are all on differing scholastic schedules. They have requested dates but are unable to attend Rotary meetings or last minute social planning. They are hoping to be able to offer input on a new project that the sponsor club hopes to initiate but time is of the essence for these youth. Medical students leave

Saint John for other parts of the province and country as well as the graduates from NBCC and UNB SJ. Hopefully we can pick them up as graduates in other areas. To this end I hope to meet with them as a District Chair to ensure they are not lost to Rotary.

Moncton – I know you are working on a Club with Dieppe as a sponsor and to this you can add your own story. Please let me know how it goes.

Moncton – An advisor from the Moncton West Riverview Club is hoping to meet and develop a Club at NBCC and to that end another welcome addition.

So as you can see I think I can say that progress has been made as per our RI president. It has been a great journey for me and my time to step away to take care of health concerns that are advancing despite treatments.

Katie will be a wonderful help to the individual coming into the position as District Rotaract Chair and as I tidy up any loose ends upon my return to NB in April, I look forward to doing another round of visits and helping until June 30, 2019.

Thank you to all for the support and help along these past 4 years. It has been my pleasure to embrace these youth programs and my hope is that they continue strong into the future not only for the District but also for Rotary in general.

Friendship Exchange Chair – Pam Harrison

We have plans to exchange with Brazil 2019 and Sweden 2020. I am looking for committee members from those who are going to Brazil, they will better understand the process.

Interact Chair – Paula Hitzl

Currently Greg is the chair and for many years so is a strong leader for the group. And we have and will continue to talk about INTERACT and share ideas and receive guidance from his strong experience.

I personally would like to look at a co-chair and will discuss this possibility with Noel and if approved will research other Rotarians in other areas who may be interested in the position.

Hopefully we will be able to achieve more new clubs in areas that currently do not have INTERACT and where schools exist etc.

Working and educating other Committees in the district the benefits of having Interact clubs.

Also...I discussed with Greg re his budget for 2019–2020 and he is leaving that one to me. Well I know he is a scotch man and I have that in me as well along with Irish 🍀

and so French so needless to say I think so much can be done electronically especially for reaching out to young folks but would like to see \$200 or \$300 set aside in case a club wanting to help get a group started might need some assistance... and your thoughts on this as well...any questions just let know and will do My best to answer...

Polio Plus Co-Chair – Terry Thomas

What do you see as the 2 two strengths of your Committee/Team:

1. strong support, (resources, information, advice) from regional polio coordinator, Stella Roy
2. leverage on polio donations provided by Foundation, (5 to 1 on donations from our DDF, and by Gates 2 to 1 match on member / club donations

What do you see as 2 two goals to achieve for 2019-2020

1. \$50,000 in club/member donations to polio
2. 15 clubs meeting or exceeding Foundation target of \$1500 donations per club

How do you see the other Committees/Teams within the District assisting your Committee/Team with achieving these goals?

1. Public image helping our committee and clubs with polio awareness initiatives; Rotaract and Interact teams helping to involve Rotaractors / Interactors in fund raising events.
-

Foundation Chair – Joy Barresi Saucier

What do you see as the 2 two strengths of your Committee/Team:

1. Commitment of committee members; they are willing and active working in their area of focus.
2. Committee has develop standard tactics we are using to drive toward goals; these continue to be revised and strengthened. Great starting point for next year

What do you see as 2 two goals to achieve for 2019-2020

1. Increase % of members who contribute to the Foundation (EREY).
2. Increase % of members who have made a legacy gift to the Foundation.

How do you see the other Committees/Teams within the District assisting your Committee/Team with achieving these goals?

Increased collaboration with Awareness Committee would be valuable to help tell the story of the Foundation and how it supports the good work of Rotary locally and around the world.

Public Image Committee Plan and Goal Assessment – Rachel Rice Rotary Year 2018-2019

Develop a District Public Image Committee composed of at least 5 public image chairs from clubs around the district. Work with Presidents to identify ideal candidates. Ensure at least 2 committee members are given the opportunity to participate in RLI.

As discussed with DGE Noel Eustace, there currently isn't a standing DPI Committee. Some heavy lifting needs to be done to pull together at least 5 willing individuals from throughout the district to serve on this committee. Help from club presidents in identifying these individuals is not only very much needed, but critical, in populating the committee and setting it up for long-term success.

Identify the public image chairs from each club in the District. Ensure they receive training from the chair and/or committee members during Area 1 trainings.

This work has been partially done and will likely continue into the summer because of turnover once we start the new Rotary year. Work needs to be done, in concert with Rotary leadership, to determine the best ways to conduct trainings with public image chairs during Area 1 trainings.

Work to move clubs through the following list, which will build their branding efforts step by step:

1. Create a Rotary branded club logo
2. Put together a team of at least three people so you can focus on story writing, website and social media
3. Submit stories and photos to local media
4. Develop/refine your club website
5. Develop/refine your club Facebook page
6. Create print materials
7. Create a club PSA
8. Use Rotary.org and the Brand Center to further develop your public image
9. Start planning and budgeting for marketing
10. Evaluate, refine, and then expand

Some work has been done with this through emails out to public image chairs, covering topics ranging from how to build Rotary branded club logos to how to create People of Action promotional materials. More emails/communication on these topics need to be done—and on a more consistent basis—in order to ensure clubs work their way through all, or at least most, of these items.

Gather and share unique stories from around the District on the District facebook page/website.

Topics to include: Service projects, highlights of people or organizations that have benefited from local Rotary clubs (including alumni), local events/fundraising efforts, polio eradication or six areas of focus, social connections/networking opportunities.

Brian Cormier, who serves as primary manager of the District's Facebook page, has done a good job of sharing posts from around the District on that page. More could be done, perhaps with the help of Rotary leadership or club presidents/public image chairs, to share items to the District Facebook page, though it would be important to develop a plan/process for how this would happen. Efforts have been made, with just a little success so far, to have public image chairs share People of Action campaign posters they've created with the committee so a Facebook photo album can be created on the District Facebook page.

Bring together all public image chairs for a special training on public image during District Conference.

This has not happened yet, though efforts will be made to work with Rotary leadership on a training like this for the next District Conference.

Promote Rotary's People of Action campaign through social media and, if budget allows, a billboard campaign.

Some work has been done on this effort, as mentioned above. A billboard campaign was proposed, but funding was not approved to move forward. Should funding become available, the DPI committee would work with DGE Noel Eustace and other Rotary leadership as identified to conduct a billboard campaign in New Brunswick (Maine does not allow billboards) based on Rotary's People of Action campaign.

In summary, this committee's top 2 **goals** are:

1. To get the DPI Committee fully populated and meeting on a monthly basis.
2. To establish monthly connections with club public image chairs, to include a monthly email to go out to those club chairs, as well as monthly "fellowship hour" meetings as suggested by DG Silvana Bosca.

This committee's top 2 **strengths** are:

1. There is a willingness and great desire—at all levels—to see more frequent and consistent communication throughout the district.

There are some very significant tools and supports available through Rotary International and the Brand Center.