REPRESENTING YOUR COMMUNITY'S PROFESSIONS

In Rotary, members' classifications refer to their occupations, professional expertise, and training. Rotary clubs aim to include members from a number of classifications because bringing together professionals from different fields and industries increases a club's capacity to serve its community as well as giving its members an opportunity to learn more about others in the community. To maximize your impact, strive for professional diversity that represents the professions held in your community. Because business activities and terminology vary from community to community, Rotary doesn't maintain a comprehensive list of classifications. Be open to nontraditional professions that bring new skills and perspectives to your club.

OUTCOME

Conduct this classification assessment and act on its results to:

- **Grow and diversify your club's membership.**
  You will clearly see which professions are represented in your club and what skills and expertise it's missing. Each gap you identify presents an opportunity to target your recruitment efforts.

- **Make the best use of members' expertise and skills.**
  Your club's collective knowledge and talent can help it make a more significant impact in your community. Once you recognize the expertise and skills your members have acquired through their professions, you'll be better able to use them to the club's advantage. Recognizing members for their unique talents will yield a number of benefits, too. When members' professional skills are put to good use:

  - Retention rates are higher, because members feel useful and valued
  - Clubs are better equipped to conduct successful service projects
  - Members are motivated to excel
  - Members have more opportunities to grow professionally and network
  - Clubs are more attractive to prospective members

Note: Each of the steps can take a week or longer. When planning your assessment, be sure to allow enough time. Steps 3 and 4 could take 1-2 weeks.

225

GETTING ORGANIZED

To conduct a successful classification assessment, you'll need a dedicated group of members. It could be your membership committee, or you can organize a classification assessment team.

GETTING STARTED

Ready to start? Here's how.

Step 1: Gather member data

Have all club members complete the Occupation and Professional Expertise Survey on page 1.4. You can ask them to take it during a club meeting or turn it into an online survey that they can complete in their own time. Explain the purpose of the classification assessment and make sure that members understand the benefits of having a good mix of professions represented in your club.

Step 2: Evaluate the data

Analyze the completed Occupation and Professional Expertise Surveys and fill in the Classification Audit on page 1.6 with the professions of your club's members.

Step 3: Collect data on your community

Gather data about the professional makeup of your community. You can research local employment statistics online or ask your chamber of commerce or another local business association for information.

Next, fill in the Classification Audit table with the top five professions in your community, along with the percentage of community members in those professions.

Step 4: Analyze the data

Use the results of the Classification Audit to determine which professions should be added to your club to achieve a balanced membership. Finally, answer questions on the Classification Worksheet on page 1.7.

Step 5: Present the results

Present your results and recommended actions at a club meeting, including:
- How seeking members from underrepresented classifications can guide your efforts to identify potential members
- How the skills you've discovered among your current members can be used to strengthen your club and enhance service projects
Get member input on your recommended actions, gather consensus, and adjust your action plan accordingly.

Step 6: Take action

The final step is to take action based on your results. Identify qualified prospective members according to the gaps you found in your club's classifications. Ask current members to fill club roles or apply their skills to service projects to maximize the club's impact.

Interested in other assessments?

Diversifying Your Club: A Member Diversity Assessment Finding New Club Members: A Prospective Member Exercise Improving Your Member Retention: Retention Assessment and Analysis Enhancing the Club Experience: Member Satisfaction Survey Understanding Why Members Leave: Exit Survey

Rotary # OCCUPATION AND PROFESSIONAL EXPERTISE SURVEY (FROM STEP 1)

1. What is your current profession? If retired, give your most recent profession.

2. Have you had other professions, or do you have other expertise that's not related to your current profession?

3. In what industry do you work? (For example, food industry, publishing, etc.)

4. Do you have experience or expertise in the following areas? If so, please briefly explain.

   A. Leadership roles

   B. Training / teaching

   C. Mentoring

   D. Website design or management

   E. Social media (blogging, Twitter, Facebook, LinkedIn, etc.)

   F. Research or survey design

   G. Fundraising

   H. Public relations or marketing

   I. Project management

   J. Strategic planning

   K. Other experience, expertise, or skills