



# Rotary International District 5390 Leadership Academy

<http://www.academy5390.org>



## COURSE DESCRIPTIONS - 2011-2012

### PRE-ADMISSION

- **July - August - Course #1: Communications (Admissions Course)**
  - Course #1 is an overview of Rotary Electronic Communications at all levels (club district and international) both currently and historically. DLA students will receive all communications electronically (at their required Gmail address) and they will complete all of their course work and submit it electronically. This course will introduce students to Social Media and its use by Rotary International today at all levels; it will assist them in successfully locating information on the Rotary International web site; it will introduce them to communicating and collaborating by using the Academy Google Group and it will provide the technological foundation for all future courses and provide them with an opportunity to evaluate how they will use all of the aspects of electronic communication as a potential future district leader. *Successful completion of this course and passing of the final exam by the August 25 deadline is required in order to be eligible to participate in the full Academy program for the year.*

### FIRST SEMESTER

- **September - Course #2: New Generations**
  - This course is new this year. It will introduce students to Rotary International's four primary youth programs: Interact, Rotaract, RYLA, and Youth Exchange. New Generations is Rotary's 5<sup>th</sup> Avenue of Service and its newest avenue of service as adopted by the 2010 Council on Legislation. The 2010 RI Manual of Procedure states as follows: *"It is the responsibility of each Rotarian to prepare the New Generations - all young people up to the age of 30 - by improving their life skills to ensure a better future, while recognizing the diversity of their needs. All clubs and districts are encouraged to undertake projects that support the fundamental needs of the New Generations: health, human values, education, and self-development."* It is with this mandate in mind that this course has been added to the Leadership Academy program.
- **October - Course #3: Membership**
  - This course will give students in depth instruction in membership recruitment, retention, and club extension. All of the latest membership tools will be provided that will show students how to assist clubs in the area of membership in order to increase and strengthen the clubs. Students will develop a membership action plan and ascertain how their own club can grow /retain its membership using new methods as defined by Rotary.
- **November - December: Course #4: Club, District and RI Organization**
  - This course will focus on strategic planning for clubs to help them build for the future. Students will learn how the work of the club relates to the district and how the continuity between the two can be beneficial to both. The reorganization of Rotary clubs under the Club Leadership Plan as recommended by RI and strategic planning plays a significant role in the implementation of the Club Leadership Plan. In addition, students will cover material related to the organizational structure of Rotary International including the latest revisions to Rotary's structure by the Council on Legislation and the revisions to the RI Strategic Plan and how it relates to clubs and their future.

### SECOND SEMESTER

- **January - Course #5: Public Relations**
  - This course was completely revised for the 2010-2011 Rotary year based on Rotary's new focus on PR and Rotary's public image and the new materials developed for PETS. Students will now have the opportunity to use many of the new resources offered in the new PETS training being provided to club presidents-elect. Building on these new resources and focusing on the newly revised RI Strategic Plan,

students will analyze the results of the various RI “focus groups” over the past 8 years and then working with the RI Strategic Plan as a reference will design their own PR plan for use by their Rotary club. They will have the opportunity to work with and collaborate with their classmates to create a plan that is well thought out, well-designed, and focused on all aspects of RI’s PR Public Image plan.

- **February - Course #6: PolioPlus, TRF Educational Programs and Way of Giving to TRF**
  - This course is the first of two Academy courses on The Rotary Foundation. This course focuses on the various ways in which to raise money for and contribute to TRF and then delves into the three educational programs of TRF. In addition, Rotary’s Number 1 priority, PolioPlus, is fully explored in this course. Where it began, what our progress has been, where we are now and what the future holds for globally eradicating polio. Students will develop a presentation on the TRF educational programs and explore the question “It in the world’s best interest to ‘eradicate’ polio completely or continue to maintain its current status” . . . what are the benefits / drawbacks of each and what road should Rotary follow. Also, how can we continue to get our members to support Polio eradication with their contributions?
- **March - Course #7: Service Projects (Humanitarians Grants and the International and Local Level**
  - This course is the second of the Academy courses on TRF. This course deals with the “spending” side of TRF as opposed to the funding side. Specifically, this course teaches students how to use their contributions to TRF to provide both local and international humanitarian service through various service projects from District Simplified Grants to TRF Matching Grants. The students will be instructed in the difference in the manner in which TRF now handles DSG and MG and how it will all be changed with the implementation of the Future Vision Plan on 7/1/13. As part of their assignment, each student will submit a MG based on criteria provided for the course instructor.
- **April - Final Essay (Mentored by Academy Dean):**
  - Students will write a final 3-page essay on a subject of their choice (with the approval of the Academy Dean). They will be mentored by the Academy Dean and their essay will be turned into the Dean. In addition, their essay will be posted to the Academy web site for all to see.