



## **Arizona Rotary Leadership Academy**

### **COURSE LEARNING OUTCOMES**

#### **Becoming a Rotary Branding Champion, DGE, Bret McKeand, Faculty**

The goal of this course is to help Rotarians understand the importance of promoting Rotary as a worldwide organization of “People of Action” committed to uniting to take action to create lasting change across the globe, in our communities and in ourselves.

*Upon completion of this course, you should:*

1. Have a better understanding of how to find and use Public Image/Branding courses available to Rotarians, clubs and leaders in the Rotary International Learning Center @ rotary.org.
2. Have a better understanding of branding and public image guidelines and Requirements as officially adopted , required and expected by Rotary International and The Rotary Foundation.
3. Be able to promote Rotarians as “People of Action” and how to use the Brand Center to create and implement a “People of Action campaign in your community.
4. Understand how to use the Brand Center at Rotary.org to create club logos, brochures, print/broadcast/social media advertisements and promotional materials, as well as how to use the Brand Center to assist with public events and membership materials.

#### **The Rotary Foundation, PDG, Ernie Montagne, Faculty**

1. Know how to spend Foundation dollars.
2. Know how to give to the Foundation.
3. Understand District Designated Funds (DDF).
4. Understand the role of the District Rotary Foundation Committee
5. Where to go for help

### **Collaboration and Funding to Meet Needs, PDG, Art Harrington, Faculty**

1. Understand why meaningful service projects are essential to the health and member retention of every Rotary Club.
2. Know how to select and develop projects for your Rotary club that will address systemic needs rather than applying temporary band-aids on symptoms of deeper, unaddressed problems.
3. Comprehend why collaboration with partners is essential to creating projects that will be capable of addressing these deeper needs and will have sustainable outcomes.
4. Understand the criteria for selecting project partners who will successfully follow through and perform as needed.
5. Know how to package and market major projects.
6. Know how to finance these large projects, and to use them as a foundation on which to build even larger projects to meet greater needs.

### **District 5500 History and Leadership, PRID, Phil Silvers, Faculty**

1. To understand how changing circumstances in the past--a) required Rotary to adapt or b) presented opportunities to be seized.
2. To identify and honor those D5500 Rotary leaders who brought us to places (i.e., **good** places) that where we had never been before.
3. Learning from the past, to be able to intervene and mediate in negative behaviors/conflicts within Rotary Clubs or the district in a way that is beneficial to all concerned.

### **District 5495 History and Leadership, PDG, George Wheeler, Faculty**

#### **Membership Success, Doug Woodard, Faculty**

##### **FIVE STEP PLAN FOR SUCCESS**

1. Developing assessment tools to help you and your club identify weaknesses and strengths for refocusing club direction.
2. Building best practices toolbox to successfully recruit and engage members.
3. How to build a diverse club.
4. Developing an understanding of new RI club and membership types to restructure your club for success.
5. How to develop a plan for your club.

## **Rotary's Fiduciary Responsibilities, and Youth Protection, PDG, Sandy Goodsite, Faculty**

1. Understand the meaning of fiduciary responsibility and its role in clubs and district.
2. Explain how fiduciary responsibility applies to fundraisers, district matching grants and Rotary International grants (e.g. global grants)
3. Know the useful strategies for safeguarding against embezzlement (evaluating and minimizing your districts liabilities).
4. Know the major IRS rules and club/district practices for annual reporting.
5. Identify the policies and procedures for youth protection applied by your district and local school district(s).
6. Explain how your district responds to any report/incident of youth abuse or infringements on their protection.

8.24/20 updated 11/1/20