

# District 5010 Council of Governors

## Considerations and Preliminary Framework for Expanding D. 5010 Membership Diversity

### EXECUTIVE SUMMARY

In June 2020, the Rotary International Board of Directors adopted the following:

#### Rotary’s Diversity, Equity and Inclusion (DEI) Statement

“As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity.”

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The D. 5010 Council of Governors has considered and discussed this Statement and offers its advice, recommendations and suggestions for how the clubs and district may move forward in implementing the Statement and how clubs may move towards a club membership that is most reflective of each community’s diverse membership. Successful implementation recognizes that change will begin at the club level in our communities; that each community is unique, and, therefore, that the strategies and actions may differ from club to club. There are also many ways in which the District may support and encourage the clubs in each club’s efforts to embrace diversity, equity and inclusion. This document provides recommendations for proposed club and district action.

#### I Overall Objectives & Questions Considered

- How can District 5010 become more diverse and move toward achieving the goal cited in Rotary’s DEI statement?
- How can the district support clubs to achieve diversity that best reflects the composition of the club’s community?
- What steps can clubs consider/take to realize Rotary’s DEI statement?
- How to proceed when clubs use projects as a vehicle for increasing membership diversity?

## **II. Club Initiatives and Activities – Determined by the Club’s Current Status**

### **A. DEI-Related Questions That Need to be Asked and Proposed Actions**

1. What is club’s DEI composition when compared to the community?
2. How does the club raise club awareness about the importance of DEI and membership?
  - hold discussions at club assemblies
  - schedule speakers representing the groups/projects
  - restructure meetings to have more appeal to the target groups
3. Identify DEI objective(s) and desired outcome(s) before development begins. [The outcome may be to positively impact the community in a specific way without establishing a club or directly targeting diversity membership growth.]
4. DEI considerations may include:
  - Who is the target population(s)?
  - Should the diversity work focus on more than one target population?
  - Can we do a better job of growing diversity through Rotary’s \* existing tools, such as RYLA and Youth Exchange?
  - What part, if any, should be district defined as compared to club-defined?

### **B. Project-Related Considerations, Questions That Need to be Asked & Proposed Actions**

1. Is community-project activity the path to increasing diversity for the club? [Identify project objectives and desired outcomes before development begins.]
2. Assess the status of the club’s community
  - What does the community need?
  - What is urgent and important?
  - What will best serve that community?
  - How the club currently works with the community and meets needs
  - Future possibilities

### 3. Important Considerations

- Plan and develop a long-term consistent relationship and trust building with Rotarian and nonRotarian local community leaders and organizations most familiar with the community and its needs, for example, a NGO, a Native corporation, a village corporation, a social services organization.
- Engage local leaders in identifying community needs, outcomes, project planning and ownership (when required)
- Determine if a community assessment has already been completed; if there is an action Plan, and resources still needed.
- Assess the status of the club's community: how the club works with its community, what it is doing currently to meet needs, and what is possible for the future.
- How does this project advance diversity: engagement, membership?

## **III. District Initiatives, Activities, Support**

### **A. Help/support clubs to increase DEI.**

- Raise club awareness about importance of DEI for sustaining membership
  - a. Diversity awareness could be built into PETS, Assembly and other training events, and district conference speaker(s)
  - b. A district-sponsored virtual forum with speakers from diverse groups in the community
  - c. A district-sponsored Diversity fair, or festival of foods, etc.
- Help clubs talk about DEI.
- Encourage clubs to conduct a needs assessment

### **B. Develop a set of common guidelines** to support clubs in most effectively planning and taking DEI steps in their own communities.

### **C. Encourage clubs to develop needs-based projects** in conjunction with identified community groups

**D. Encouraging/Supporting action at the club level should be the basis of the district's development initiatives.** District would not take the lead in implementing community projects although there may be shared roles between the district and the club(s) in a region.

**E. District-identified projects require club buy in** and participation commitment in advance. Clubs should have the major role in these projects; however, there may be centralized organization/coordination provided via the district with decentralized execution by clubs.

**F. District grants can help to provide monetary support.**

**G. Appoint a DEI district chair or a committee**

- to help ensure continuity in development and maintenance of long-term DEI relationships
- to assist clubs and district committees in implementing the district DEI strategy and Rotary's DEI policy at the local level
- to ensure that action is underway.

[A liaison from the Council of Governors could serve on this committee for continuity and overall strategic direction. Other district-wide committees can also support clubs with diversity in the area of specific responsibility.]