



Rotary District 6360
Membership Growth Initiative (formerly Under Youth Services)

June 25, 2015 Committee Report

The Rotary Student Program

District 6360 Board of Directors,

The Rotary Student Program was launched under the concept of “Club Growth Through Mentoring” as the catalyst:

- Providing a viable community service
- Connecting with communities
- Growing Rotary

District 6360

There is expected to be increased membership growth in District 6360 this year with District Governor, Rick Briscoe acknowledging the Rotary Student Program as a viable initiative for membership growth. As requested of Communications Chair, Deb Trapikas, the Program will have its place on the District 6360 website, along with RYLA, Rotary Youth Exchange and Interact. In July, the Herald Palladium plans to run a feature on the program and the role Jackie Huie’s Creative Studio, JohnsonRauhoff, has played in supporting it.

However, the program needs additional support to survive, per the January 14, 2015 District Committee Report “The Rotary Student Program” (included in this email). Further discussion with Rick Briscoe has taken place and is in order.

Rotary International

On June 4-11, Rotarians Mike Huie and Jackie Huie of Rotary District 6360, Rotary Club of St. Joseph-Benton Harbor, were invited to present the Rotary Student Program and conduct training at the 2015 Rotary International Convention, Sao Paulo, Brazil.

The presentation was shared at that conference as well as palm cards and handouts. Of the 500 capacity room, attendance was approximately 250 (conflicting events). Countries reaching out afterward with interest include Brazil, Canada, Denmark, Ghana, Nigeria,

Panama, Sri Lanka, US and the new Facebook page shot up to 83 “Likes” in one week following the conference, a 1,560% lift.

The Chief Strategy and Enterprise Projects Officer for Rotary International, Joe Brownlee, showed interest in the program and has agreed to meet to further discuss how it can help build membership internationally – membership growth being the #2 goal of Rotary behind Polio Eradication. Moving forward, sights are now being set on the 2016 Rotary International Conference in South Korea, again with the primary focus on helping District 6360 first grow membership in 2015-2016.

Program elements:

Communications tools

- Website with Video (June re-launch, adjusted due to other program obligations)
- Power Point Presentations (new RI Conference presentation completed)
- Palm Cards (extra print run handed out at RI Conference)
- How To Hand Outs (completed)
- Facebook (completed with June launch)

Program Presentations

- 2015 Rotary International Convention, Sao Paulo, Brazil
- 2013 Rotary International Convention, Lisbon, Portugal
- District 6360 Conferences (3)
- District 6400 Conference (East side Michigan)
- PETS Conference (3)
- Leadership Trainings (3)
- Clubs in District 6360 (approx. 30)



CEO Jeff Fettig, Student David Reimers and his Dad Randy Reimers, 2011

Attract Diverse Membership



Inspired as a Career Mentor, Mike Huie joined Rotary
Inspired by what the program did for his son, Bank CEO Randy Reimers joined Rotary
Seated with program participant and first Interact President, of the Rotary Club of St. Joseph-Benton Harbor, which chartered 60 members in 2-weeks and rose to 150 members within 2 years.

90% Lack Career Mentors



75 Middle School Interactors



Connect With Youth



Student David Reimers, joining Rotary Club of St. Joseph-Benton Harbor 2015

Draw Media Attention



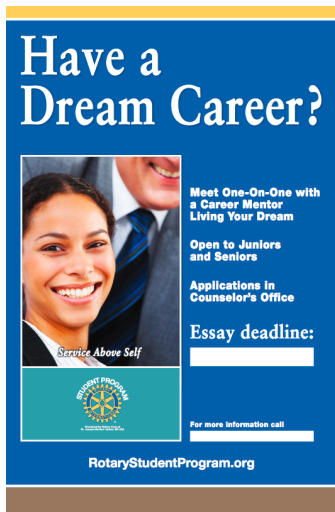
Rotary District 6360 and Rotary International plans to market program



CEO, Jeff Fettig, Whirlpool Corporation, an advocate of Mentoring and the Rotary Student Program after mentoring David Reimers



Facebook page: 83 “Likes” in one week



Student Mentor Program Application

STUDENT INFORMATION

Name: _____

Email: _____ Active Internet Member? ☐ Yes ☐ No

Cell Phone: _____ Home Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Preferred Method of Communication:

☐ Email ☐ Cell Phone ☐ Text ☐ Home Phone

Parent/Guardian: _____

Parent/Guardian Phone: _____

Parent/Guardian Email: _____

HIGH SCHOOL INFORMATION

High School: _____

Current Grade: ☐ Junior ☐ Senior Cumulative GPA: _____

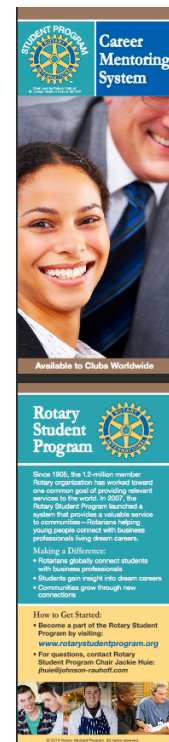
School Counselor: _____

Counselor Email: _____ Phone number: _____

In 250 words or less, please write an essay on the following:

- Describe your dream career(s). 1st and 2nd choice if applicable
- Why you want to pursue that path?
- Why you want to be a part of this program?
- What value will it give you?

Fill out and staple this application to the top of your essay, submitting both to the Rotary Liaison Counselor at your school by the deadline noted. Incomplete applications will not be considered. For more information visit www.rotarystudentprogram.org.



Rotary International Convention 2015, Sao Paulo Presentation



To help grow membership in District 6360, utilizing the Rotary Student Program as a catalyst for outreach, awareness and membership growth, the Board's follow-up, guidance, input and support is essential.

I respectfully look forward to hearing back from you and thank you for this opportunity to provide this report.

Jackie Huie
Mentoring Chair, District 6360
Past President Rotary Club of St. Joseph-Benton Harbor

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Program: www.rotarystudentprogram.org