

MODULE 3

DISTRICT INFORMATION TECHNOLOGY AND COMMUNICATION

Learning Outcome: President Elects will be informed of the various means of communication and sources of information available for Rotary District 7305, Rotary International and The Rotary Foundation.

December 31, 2020

Rotary District 7305

PETS Training Manual

Preface

Today's society has opportunities to access information from a variety of sources, as well as, different types of information. Information is available as text-based, digital photos and digital videos or a combination of these. Rotary International and the District 7305 have taken advantage of this opportunity and provided a diverse means to inform and educate Rotarians as well as promote Rotary. In this Module President Elects will review the various ways RI and District officials convey information and training opportunities. PEs will also be aware of how to update club information, design promotional materials per RI guidelines, communicate club activities and events.

Accessing the Rotary's Learning Center, the District's Website and DACdb

During your review of the training material you will be asked to access training materials, videos and power point presentations from RI's learning Center, the District's Website and DACdb (District and Club database). It is important that you have access to a computer, laptop or tablet so that you can review the online training materials when required. These three online resources require registration. If you are not registered then access each resource and register. Make sure you remember your User ID and Password. The web address for each site is:

District 7305 Website:

- Type in [Rotary District 7305](https://rotarydistrict7305.org) <<https://rotarydistrict7305.org>>
- At the top right corner click on Member login.
- You are already registered with your email address serving as your UserID. If this is the first time accessing the website you should create a new Password.
- Look for District Library along the right side of the window and identify learning resources listed in the training manual.

DACdb:

- Type in DACdb < <https://www.dacdb.com/SecLogin.cfm>>
- If new register for your account. If already registered sign in with User Id and Password.
- When learning resources become available the participants will be instructed on how to access the information.

Note: Clubs need to integrate DACdb with the RI data base. The instructions are located in the District Library (District 7305 Website) as well as the Application to Integrate the data bases. See Dan Daugherty (dan-dougherty@comcast.net) if you need assistance.

MyRotary.org

- Type in MyRotary.org < [My Rotary | My Rotary](#)>
- If new, register for your account. If already registered sign in with User Id and Password
- Scroll to bottom of page until you see the Online Tool Box.
- Look for Learning Center and click.
- Type training program name in search box.

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3.1 District and Club database (DACdb)

In July 2020, District 7305 replaced its database program ClubRunner with DACdb. It was developed by Rotarians to assist districts and clubs to meet their administrative reporting requirements to Rotary International and to foster easier communications within the district for the district leadership, district committees, club leadership, and of course the members of Rotary Clubs.

Activity 3.1a The following text provides a brief summary of information available to Club officials.

Club officers and members have access to both District and club information. At the District level, clubs can access information about clubs in general such as club officers, club locations, club meeting locations and statistics such as the number of clubs and members. District files are also stored as general files or secure files (only members can view). At the club level, all members have access to the membership list with address and contact information, Club leadership history, club statistics, as well as other interesting info. Updating members' contact information and adding new members can be completed on DACdb. **NOTE: Clubs need to request that their DACdb information be integrated with RI's database so that information that is added will be updated with RI's database. To integrate your DACdb information with RI read the *RI Integration Step by Step* article [https://www.dacdb.com/Rotary/Accounts/7305/Downloads/0/RI Integration Step By Step May 2020.pdf](https://www.dacdb.com/Rotary/Accounts/7305/Downloads/0/RI%20Integration%20Step%20By%20Step%20May%202020.pdf) and complete the integration form [https://www.dacdb.com/Rotary/Accounts/7305/Downloads/0/Club%20Authorization%20to%20Initiate%20Data%20Integration%20Agreement%20-%20multi-vendor EN%20\(1\).pdf](https://www.dacdb.com/Rotary/Accounts/7305/Downloads/0/Club%20Authorization%20to%20Initiate%20Data%20Integration%20Agreement%20-%20multi-vendor%20EN%20(1).pdf). Both are also available on the District 7305 Website under the District Library Section.**

Questions:

1. How can DACdb help you manage the club's information and communication?
2. How do you plan to use the information in DACdb?

Activity 3.1b: Access DACdb and click on the Club Tab. The window will display a number of options to choose from (Club Dashboard). Click on Club Members. Review the list of members to see if it is correct.

Questions:

1. How difficult was it to access your club's membership information?
2. Click on other Dashboard buttons and determine what other resources are available that would be helpful for your club and for club administration.

3.2 District 7305 Newsletter – “The Connector” and the District Bulletin Board

In addition to emails and other forms of direct communication, the district has two monthly publications: The Connector and The Bulletin Board. Around the first day of each month, they are both published on the district’s Facebook page and are also emailed to every Rotarian in our district who has a valid email address on file.

Activity 3.2a Review the following summary regarding *The Connector* and the *Bulletin Board*.

The Connector is our district newsletter. This is where you can read about things that have happened around the district and beyond. It contains a mix of stories about club and district projects and events, as well as relevant information from our district leadership, our dual Rotary Zones 33 & 34, and from Rotary International. Material for The Connector should be submitted as text with separate pictures. The text can either be submitted as plain text in an email, or as a Word document. Pictures should be attached to the email (not included in a Word document) as jpg, tiff, or png files.

The Bulletin Board is where clubs in our district can promote their upcoming events and projects. It will also have relevant information about upcoming events on a district or zone level. Material for The Bulletin Board should be submitted as a letter size document. It can be a Word file, a pdf or a jpg. When submitting materials, please make sure that proper Rotary graphics are used.

Materials for either publication should be sent to the editor, Ivar Berge, at: d7305.newsletter.editor@gmail.com

Activity 3.2b Review the most recent issue of *The Connector*.

Questions:

1. Which aspect of the issue was most appealing to you?
2. How could you use *The Connector* in sharing your club’s accomplishments?

Activity 3.2.c Review the most recent issue of the *Bulletin Board*.

Questions:

1. Which aspect of the issue was most appealing to you?
2. How could you use the Bulletin Board in announcing your club’s activities and fundraisers?

3.3 District 7305 Website

The Rotary District 7305 Website is the public image of our district for both non-Rotarians and Rotarians. It provides helpful information about our District and shares interesting news for the viewer. The tabs at the top of the page offers additional information, as is indicated in the image below. Additional resources are listed on the right side of the page under the Site Pages, District Library, and District 7305 Budget and Insurance Information



Activity 3.3: Open the District 7305 Website and review the information under each of the tabs as noted in the image above. Under the tab District Clubs click on **Maps to Clubs** to see where our clubs are located.

Questions:

1. Which resource do you believe would be helpful for you and club members?
2. Would you consider using the Calendar as a way to advertise your club's events?

3.4 Public Image and Social Media

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Our public image needs to be consistent across our District, the country and throughout world. We will be reviewing your club's public image and social media in this section.

Activity 3.4a The following summary introduces Rotary's public image campaign.

Rotary's People of Action campaign communicates the essence of Rotary and reflects our values, such as:

- We build lifelong relationships.
- We honor our commitments.
- We connect diverse perspectives.
- We apply our leadership and expertise to solve social issues.

It tells our story in our own voice, which is:

- Smart — we are insightful and discerning.
- Compassionate — we tackle community challenges with empathy and understanding.
- Persevering — we find lasting solutions to systemic problems.
- Inspiring — we encourage others to take action, conveying hope, enthusiasm, and passion.

As a Rotarian, you're also a brand ambassador. You can tell the story of Rotary and how we are people of action in communities worldwide.

Questions:

1. Reflect on how your club's image represents the essence of Rotary and its values. Note some examples here.
2. Would you wish to improve the club's image and how?

Activity 3.4b Review the Rotary images below and the checklist for assessing your club's public image.

Rotary Standard Images



Masterbrand Signature



Mark of Excellence

Current Rotary Theme Image



Rotary Club Brand Checklist

- 1. Club Website
 - a. Is it displaying Masterbrand Signature (standalone, or customized version)
 - b. If displaying standalone wheel (Mark of Excellence) is it the current/correct version?
One Wheel, One Color
 - c. If displaying theme, is it the theme for current Rotary year?
(2020-21)
 - 2. Club Newsletter
 - a. Has header and/or other graphics been updated to reflect current branding?
 - 3. Social Media
 - a. Is Rotary brand featured in either the Cover Photo or Profile and if so, is it current/correct? (see above)
 - b. If not, is incorrect branding being displayed? e.g. wheel with integrated club name
 - c. Using current hashtags #PeopleofAction #EndPolio #ServiceAboveSelf #Club Name
 - 4. Club-specific materials
-

- a. Have templates / Signage / Banners for annual events been updated?
- b. Have club-specific brochures and event flyers been brought current?
- c. Are all other club materials (e.g. press release templates, scholarship applications, grant applications) showing current branding?
- d. In any materials that contain 'About Rotary' language, has that been updated to the current boilerplate standard?

Questions:

1. Use the checklist to evaluate your public image resources and determine if they need to be updated.

Activity 3.4c Access to public image resources are located in MyRotary.org under the Online Tools - Brand Center. Open the Brand Center website to explore the available resources. A brief summary is listed below.

RESOURCES

Positive images of Rotarians as people of action are critical to capturing the public's attention and igniting real passion for Rotary. Clubs should use photos that portray authentic instances of Rotarians working side by side with other community members. The wide array of resources on the Brand Center can help you tell your Rotary stories

- ▮ Print ads
- ▮ Graphics to share on social media
- ▮ Video and radio ads
- ▮ Digital ads
- ▮ Outdoor ads
- ▮ Roll-up banners
- ▮ A photo library
- ▮ Templates for creating your own print, digital, and social media ads that feature your club in action (see example below on the right)



Club picture



Enhanced Club picture

Questions:

1. Does your Club have a Public Image Chair?
2. What would you as President want to address concerning your Club's Public Image?

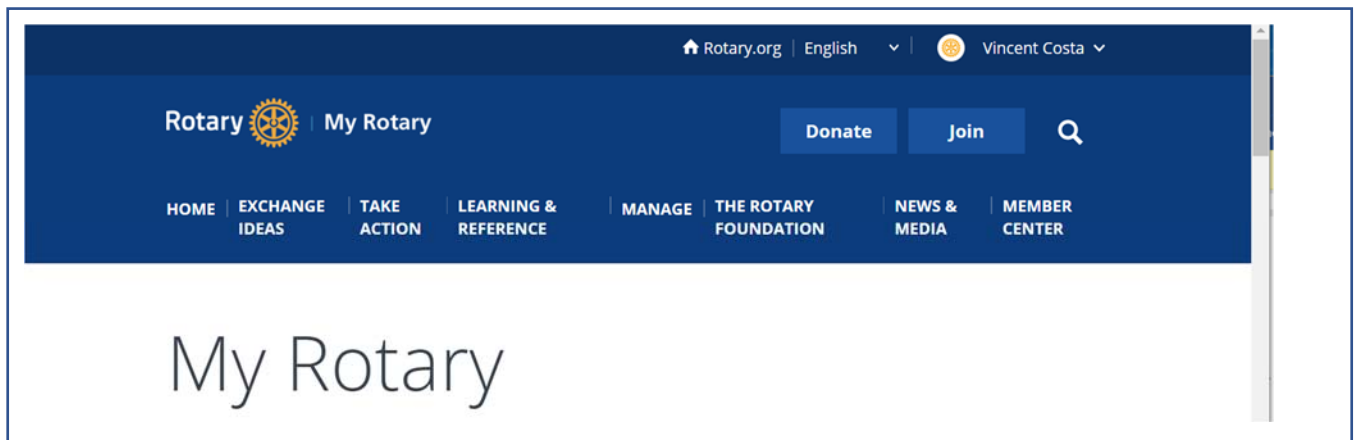
Contact your **District Public Image Chairs** for help or questions!

Felicia Mycyk, feliciamycyk@gmail.com

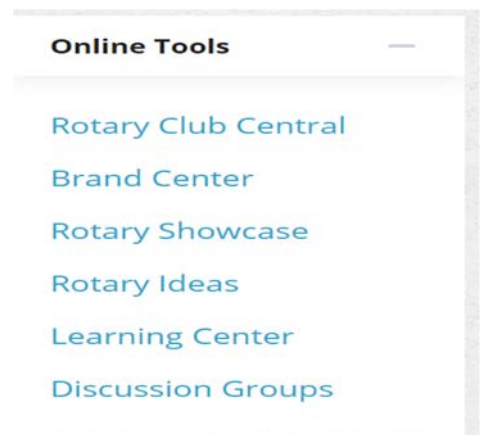
3.5 RI's MyRotary Website

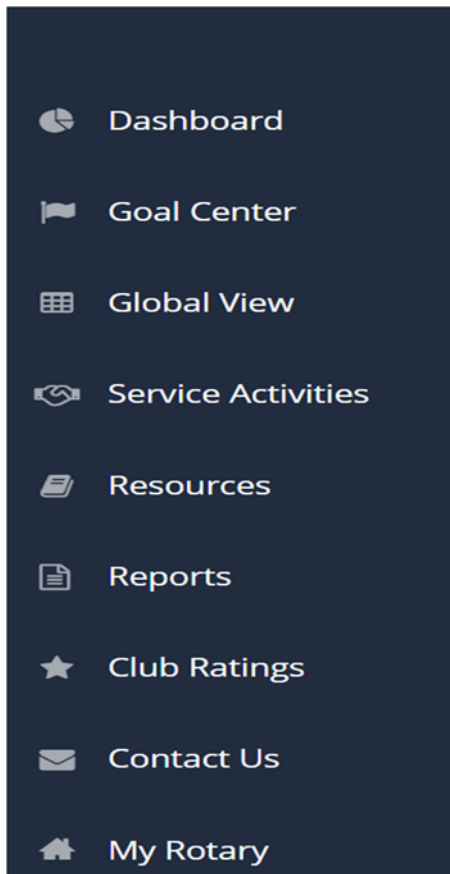
The MyRotary Website (MyRotary.org) is a convenient one stop resource for District and Club officers to review club information. It also provides access to The Rotary Foundation, Club Central, Brand Center and the Learning Center.

Activity 3.6a Open the MyRotary.org website. Sign in with your email address and password. You will be directed to the following banner and tabs. Review the page for the type of content available. Note your Club information. Is it correct? Explore the tabs so that you become familiar with the available information and resources.



At the bottom of the page is a section called Online Tools (see insert to the right). Here one has access to a variety of resources. Three resources that are of particular interest for clubs: *Rotary Club Central*, *Brand Center* and *Learning Center*.





Activity 3.5b Under the Online Tools section in MyRotary.org , click on the **Rotary Club Central** link. The window opens up to your Club Dashboard. This provides an overview of trends in your club. It is a great tool for planning for your year as President.

On the left side of the window are options to select (see insert on left). Click on Goal Center to **introduce your goals for the year**. See Appendix A for explanation on how to submit your club’s goals.

Activity 3.5c Return to the Online Tools section of MyRotary.org and click on the **Brand Center** or press Ctrl and left click on [Brand Center | Brand Center \(rotary.org\)](#).

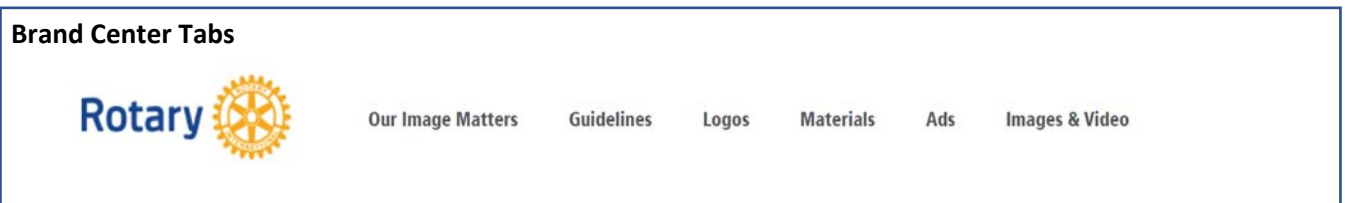
The tabs at the top of the page provide a variety of resources for clubs (see insert below). Review the content of each tab. Under the tab *Logos* one can download currently acceptable Rotary logos for use in advertising, letterheads, pamphlets and brochures. Clubs can create their own logo with their club name. See example below for the Oakland Rotary Club.

Sample customized Rotary Logo

Rotary
Oakland Rotary
Club (Pittsburgh)



There are templates also available for brochures, newsletters, promotional materials and so on under the Materials tab.

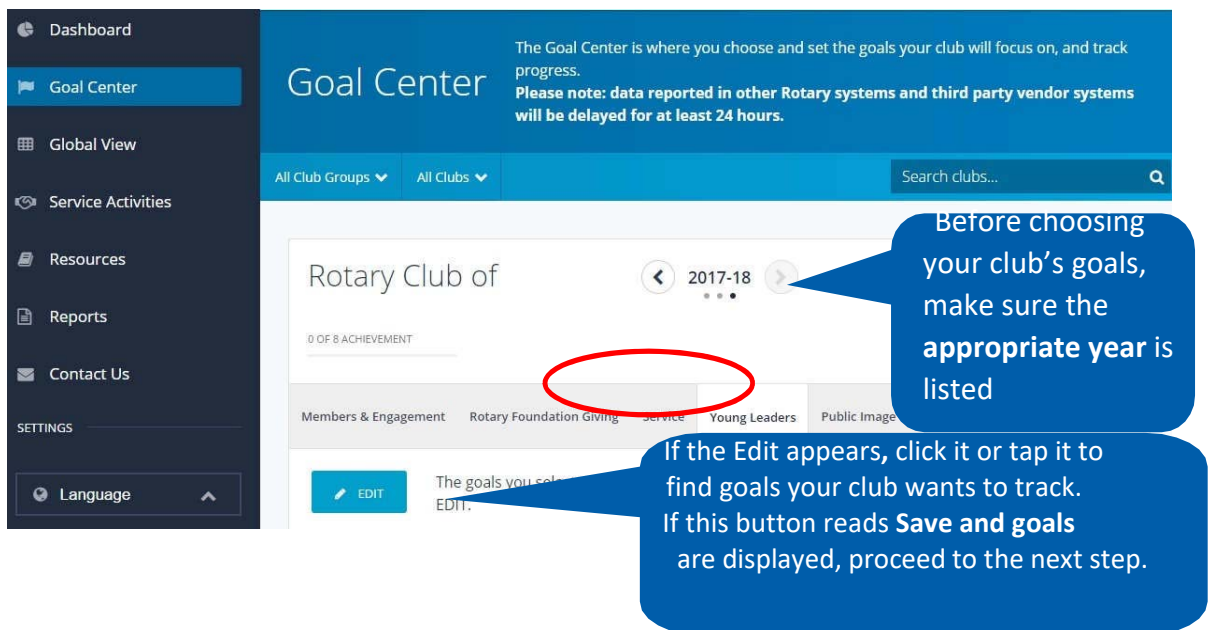
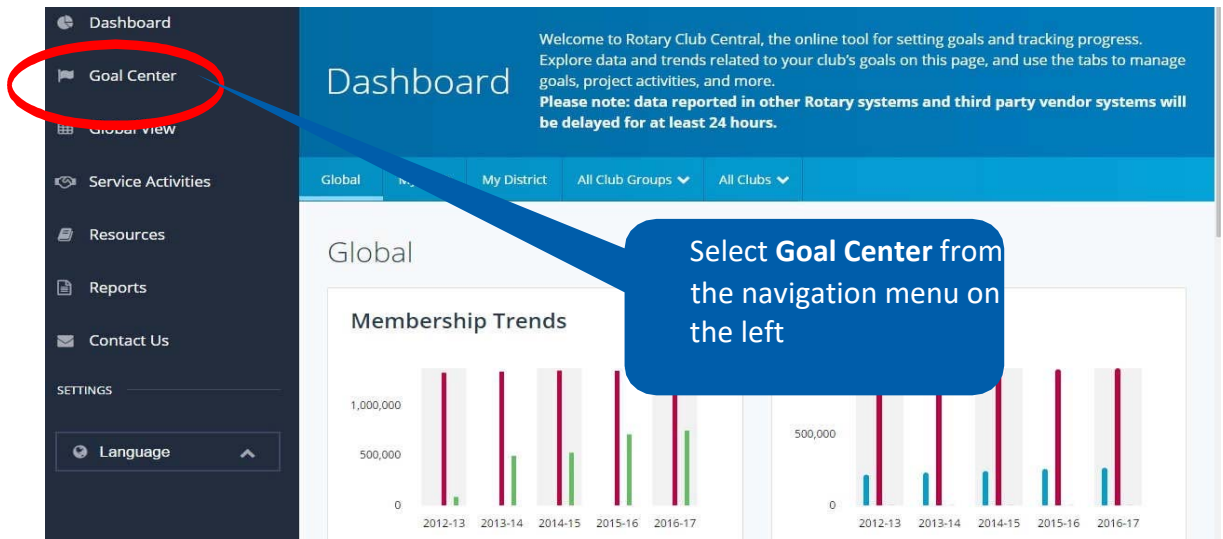


Activity 3.5d The last popular resource under the Online Tools section is the **Learning Center**. By now PEs would have already accessed this resource as it is part of this training program.

Questions:

1. Does your club have a Public Image Chair who could access the Brand Center?
2. How will you use the MyRotary Resources to support your Presidency?

Appendix A: Goal Setting for your Rotary Club



The screenshot shows the 'Goal Center' interface for a Rotary Club. A sidebar on the left contains navigation options: Dashboard, Goal Center, Global View, Service Activities, Resources, Reports, Contact Us, and SETTINGS (Language). The main header area includes the text: 'The Goal Center is where you choose and set the goals your club will focus on, and track progress. Please note: data reported in other Rotary systems and third party vendor systems will be delayed for at least 24 hours.' Below this, there are filters for 'All Club Groups' and 'All Clubs'. The main content area is titled 'Rotary Club of' and shows '0 OF 9 ACHIEVEMENT'. A 'SAVE' button is visible. A list of goals is displayed, with the first goal being 'Inbound Youth Exchange students'. This goal has an 'ACHIEVEMENT' field with a dash, a 'GOAL' field with a dash, and a 'SELECT GOAL' checkbox which is checked and circled in red. A blue callout bubble points to this checkbox with the text: 'Select the goals that your club wishes to track by clicking or tapping the check boxes next to them'.

This screenshot shows the same 'Goal Center' interface. The 'Inbound Youth Exchange students' goal is now selected. The 'GOAL' field next to it contains the number '3' and is circled in red. A blue callout bubble points to this field with the text: 'Enter a goal value in the box titled Goal'. The 'SAVE' button is also circled in red, with a blue callout bubble pointing to it that says: 'Click or tap Save after you've entered a goal value'. The 'SELECT GOAL' checkbox remains checked. The 'GOAL' field below it is empty and labeled 'Enter Goal Value'. A 'PRINT' button is visible in the top right corner of the goal list area.