



Rotary International

Zones 23 & 24

District Trainer Network

Survey of 2008-2009 District Trainers & District Governors

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Of

Consumer Survey Center, Inc *

The purpose of this survey is to help all who are involved in Training in Zones 23 & 24 to have a systematic picture of what training is provided by districts and what opinions district training leaders have about that training.

This survey was conducted through the use of the District Trainer's Network. Current District Trainers and Current District Governors were surveyed with similar questions. It was done with the intent to better serve the Districts through the Education Department of our 2 Zones and to assist in training and the planning of training. The survey was meant to be a starting point. The survey was conducted from September 5 to September 12, 2008. Most completed it within 48 hours after receiving it by email and then promptly returning it.

The survey started by proposing a set of possible Rotary Training topics or sessions and then asking which were offered in each of the Districts. The Charts below show the results of the questions in descending rank order using the answers of the District Trainers to determine the rankings. The groupings were then divided into thirds to get a feel as to which were high, which were in the middle, and which were low.

Has the District Made Presentations in the Past Year on:

	<u>District Trainers - Yes</u>	<u>District Governors - Yes</u>
<u>How to Get New Members</u>	95%	83%
<u>How to Increase Annual Giving</u>	95%	72%
<u>How to Keep Current Members</u>	90%	78%
<u>How to use TRF Funding</u>	85%	89%
<u>Strategic Planning or Vision – Planning & Direction by Rotary Clubs</u>	80%	78%
<u>How to Conduct Effective Club Meetings</u>	75%	67%
<u>How to Design and Conduct International Service Projects</u>	75%	78%
<u>How to get PR and Publicity</u>	70%	61%
<u>How to Design and Conduct Community Service Projects</u>	65%	61%
<u>How to Design and Conduct Youth Service Projects</u>	65%	50%
<u>How to Build and Use a Budget</u>	50%	39%
<u>Strategies and Tactics for Fund Raising</u>	50%	44%
<u>How to Speak Effectively in front of Audiences</u>	45%	44%
<u>How to Increase Diversity</u>	40%	44%
<u>Training Other Rotarians to become Club Trainers</u>	30%	17%
<u>How to Motivate or Inspire Volunteers</u>	25%	33%
<u>How to Manage Volunteers in Rotary</u>	10%	22%

It was gratifying to see Visioning and Strategic Planning in the upper third since the District Trainers Network has had it as a priority since August of 2007. It was also very gratifying to see some of the other offerings that were high on the list since they address the creation of an “Effective Club”:

- How to Get New Members,
- How to Keep Current Members,
- How to Increase Annual Giving, and
- How to use TRF Funding.

It was also exciting to see what was in the lower one third of offerings. The hope is that if Training gets added in these areas that we might have a tremendous increase in what Rotary can do:

- How to Build and Use a Budget,
- Strategies and Tactics for Fund Raising,
- How to speak effectively in front of audiences,
- How to Increase Diversity,

- Training Other Rotarians to become Club Trainers,
- How to Motivate or Inspire Volunteers, and
- How to Manage volunteers in Rotary.

Then we looked at the

Effectiveness of the Training based on those whose district has made a presentation on this topic in the past year:

<u>Considered Excellent or Very Good by:</u>	<u>District Trainers</u>	<u>District Governors</u>
<u>How to Manage Volunteers in Rotary</u>	100%	75%
<u>Strategies and Tactics for Fund Raising</u>	70%	50%
<u>How to Design and Conduct Youth Service Projects</u>	69%	78%
<u>How to Speak Effectively in front of Audiences</u>	67%	38%
<u>Training Other Rotarians to become Club Trainers</u>	67%	100%
<u>How to Increase Annual Giving</u>	63%	77%
<u>How to use TRF Funding</u>	59%	69%
<u>How to get PR and Publicity</u>	57%	64%
<u>How to Conduct Effective Club Meetings</u>	53%	50%
<u>How to Design and Conduct International Service Projects</u>	53%	64%
<u>Strategic Planning or Vision – Planning & Direction by Rotary Clubs</u>	50%	57%
<u>How to Build and Use a Budget</u>	50%	86%
<u>How to Increase Diversity</u>	50%	38%
<u>How to Get New Members</u>	47%	73%
<u>How to Design and Conduct Community Service Projects</u>	46%	46%
<u>How to Keep Current Members</u>	44%	71%
<u>How to Motivate or Inspire Volunteers</u>	40%	50%

Those that had very high scores were not necessarily absolutely marvelous but they were all the result of limited availability. Those with a hundred percent were all offerings in 3 or less Districts. Otherwise the training seems like it has room to improve. This might imply the need for training of trainers even in the upper third.

Looking at the above chart, the topics that were considered more excellent are also those that might be considered more interesting. If we can elevate the excitement of the topics by training our teachers or getting those teachers to teach who are skilled in adult learning techniques perhaps those topics can be made more interesting.

Someone might understand “how building and using a budget” may result in a lack of excitement but “How to Increase Diversity” and “How to Motivate or Inspire Volunteers” should generate interest, excitement, and enthusiasm.

Topics likely to offer to club members within the next twelve months:

	<u>District Trainers</u>	<u>District Governors</u>
<u>Strategic Planning or Vision – Planning & Direction by Rotary Clubs</u>	75%	56%
<u>How to Get New Members</u>	75%	61%
<u>How to Conduct Effective Club Meetings</u>	70%	56%
<u>How to Build and Use a Budget</u>	70%	61%
<u>How to Keep Current Members</u>	65%	67%
<u>How to Increase Annual Giving</u>	65%	50%
<u>How to get PR and Publicity</u>	60%	67%
<u>How to use TRF Funding</u>	60%	61%
<u>How to Design and Conduct Community Service Projects</u>	60%	44%
<u>How to Design and Conduct International Service Projects</u>	50%	44%
<u>How to Design and Conduct Youth Service Projects</u>	50%	39%
<u>Training Other Rotarians to become Club Trainers</u>	50%	28%
<u>How to Increase Diversity</u>	50%	39%
<u>How to Speak Effectively in front of Audiences</u>	45%	44%
<u>How to Motivate or Inspire Volunteers</u>	45%	33%
<u>Strategies and Tactics for Fund Raising</u>	45%	56%
<u>How to Manage Volunteers in Rotary</u>	40%	22%

The ones in the lower third of this chart were not offered in the last 12 months and they are still seen as not going to be offered as much in the next 12 months. There is one exception and that is that “How to Build and Use a Budget” was in the lower third in terms of being offered last year and now it has moved to the top third in what will be offered next year.

The other courses in the lower third of the above chart may be a reflection that Rotarians by definition are leaders. Leaders may feel that they do not need to learn those 4 topics since they already possess those skills.

Does the District Offer any kind of Training Program to Develop Club of district Leadership and Management Skills?

<u>District Trainers - Yes</u>	<u>District Governors - Yes</u>
75%	61%

To best discover the actual courses that are being offered many of the Trainers or Governors were called by telephone. This was also a marvelous opportunity to connect with District Trainers to do follow up probing and get further insights into the training being done.

What are those other Training Programs? (See attachments)

<u>Training Programs</u>	<u>Participating Districts</u>
Club Online Training	5110-in development
Effective Communication	5100
Leadership & Development Academy	5340
Leadership 5170	5170
Leadership Academy – (Local Adaptation & Version of STRS)	5150
Leadership Academy (5110 type)	5110, 5170, 5000, 5010
Leadership Development Academy	5330
Leadership Skills & Public Speaking Session	5320
Potential Rotary Leaders Seminars (PRLS)	5240, 5160 (looking at offering), 5220 (offered in the past), 5280, 5300
Professional & Rotary Leadership Seminar – (Local Adaptation & Version of PRLS)	5260
Rotary Academy (Modified & called Leadership Academy in 5220) Correspondence Course	5030, 5220, 5190
Rotary Leadership Academy (RLI) – Arizona Division	5490, 5500, 5510
Rotary Leadership Academy (RLI) – Cascadia Division	(5040), (5050), (5060), 5080, 5020, 5100
Rotary Leadership Academy- Institute for Leadership (IFL)	5130
Strategic Planning or Visioning	5100, 5170, 5180, 5220, 5000, 5130, 5000
Success Through Rotary Seminars (STRS)	5180, 5170

The materials to show the differences in the various programs are attached for your review. If you are thinking of offering one of these classes we hope that you will use the information to help analyze the programs and contact the districts that offer the classes that you are interested in.

Are you aware and familiar with the Best practices Program Developed by Rotary International called the “Club Leadership Plan?”

	<u>District Trainers</u>	<u>District Governors</u>
<u>Aware of the Best Practices Program Developed by Rotary International called the “Club Leadership Plan</u>	90%	72%
<u>Very Familiar with the ideas of the “Club Leadership Plan”</u>	89%	46%

The above chart shows a significantly higher familiarity of the Club Leadership Plan by the District Trainers than the District Governors. That may result from Trainers having the Club Leadership Plan as a topic that they dwell on while Governors lose sight of the CLP due to the overwhelming amount of other material that they get exposed to.

Mean Number of Clubs in Your District that have:

	<u>District Trainers</u>	<u>District Governors</u>
<u>Held a Club Meeting to gather Opinions and inform the club of its Plans for the Year</u>	36	40
<u>Made specific Annual Goals for their Rotary Clubs to Achieve</u>	35	45
<u>Have a plan and procedure to assure smooth continuity of leadership for the coming year</u>	27	34
<u>Have a specific plan for scheduling fellowship opportunities for the club for the year</u>	26	40
<u>Designed a clear plan or process to have regular communications between the Club Members, the Club Leaders, and the District Leadership</u>	23	34
<u>A specific Method to be sure that every club member is involved in club activities</u>	23	33
<u>A member of the club who develops a plan and provides different kinds of training information to club members</u>	20	18
<u>Held a meeting for the purpose of developing a longer range plan or strategic plan for their club</u>	11	18

The above chart shows 8 implementation steps of the Club Leadership Plan. The upper third see that the clubs are still focused on annual plans and having a Club Assembly to disseminate those plans to the members.

Implementations steps on strategic planning and developing a club trainer have not yet been done and are in the lower third of the chart. This is a real hopeful sign since it leaves a lot of room for improvement when clubs have implemented those 2 best practices.

This may be a question that reflects how many of our clubs are exposed to this stuff! The Club Leadership Plan if it is truly a best practices plan needs to have a best practices kind of marketing plan to get our clubs to see the value of those practices.

Would you like a District Trainer’s course at the Zone Level?

<u>District Trainers</u>	<u>District Governors</u>
<u>Yes</u>	<u>Yes</u>
55%	61%

Interestingly the Governors would like to see their team trained so that they can deliver the best possible during the Rotary year but the differences between the two are not that great.

Year that your current service as District Trainer Began (Only asked of District Trainers)

<u>Year</u>	<u>District Trainers</u>
2006	13%
2007	40%
2008	33%

Year that your current service as District Trainer Will End (Only asked of District Trainers)

<u>Year</u>	<u>District Trainers</u>
2009	33%
2010	27%
2011	27%

District Trainers were asked if they had been a District governor

<u>District Trainers</u>
45% yes

District Trainers if PDGs could help the District Governor since that gives them the benefit of the Trainer as a consultant.

67% of that 45% have served as District Governors since 2003

Mean Number of PDGS in your District who are good at organizing and presenting training programs to Rotarians

<u>District Trainers</u>	<u>District Governors</u>
5.3	5.5

Mean Number of PDGS in your District who are good at organizing and presenting special kinds of Rotary Events and Meetings

<u>District Trainers</u>	<u>District Governors</u>
5.4	6.5

Number of PDGS in your District who are talented at keeping track of Rotary Administrative Matters, such as scheduling, budgeting, and business matters.

<u>District Trainers</u>	<u>District Governors</u>
5.0	6.6

*The survey was created by PDG Ron Sekkel. Modifications to make the survey easier to analyze were made by PDG Dave Cresson and Ed Anderson both of Consumer Survey Center. They contributed many hours of their time so a big thank you goes to both of them. They also uploaded the survey onto Survey Monkey which creates a second round of thank you not to mention the final tabulation! Service Above Self is alive and well, thank you Dave and Ed.