Rotary’s 7 Areas of Focus

2021-2022 RLI Graduate Course
Session Goals

- Review RI’s Documents that provide direction for our work as Rotarians
- Become Acquainted with RI’s 7 Areas of Focus
- Sharing - What is your club currently doing (or past initiatives) relative to the 7 Areas of Focus?
- Interactive Small Group Discussion - What can club’s do in the future that will address and encompass any of the Areas of Focus?
- Share proposed projects and information that will assist in the pursuit of volunteer work within any of the areas of focus.
Schedule & Process

• Session Length: 9:00 am to 2:00 pm
  – Lunch 11:30 to Noon

• This course is an interactive learning and discovery experience

• Please take notes on your downloaded Student Guide document

• If wish to contact each other after today’s session, share your contact info in the chat room. Include your name and email address.
  Open Chat > Click 3 dots > “Save Chat”

Meet & Greet

• Name

• District and Geographic Region

• Years in Rotary

• Current Rotary Position

• Describe in 5 words or less the type of Rotary service that excites you.
  – Planning; Leading; Doing
  – Local; International
  – Short-term; Long-term
  – In-club; In-district
What Will be Today’s “Take-Aways”?

What is the “One Thing” you want to learn more about during today’s session?

• Use the “Chat” function on your screen.
• You have one minute

Thoughts to Be Mindful of Today

• What is your average daily cost of living?
• Do you observe or personally experience differences of opinion among others?
• How do you experience waste in your daily activities?
• To what degree is education important and why do you see it that way?
• In what ways can child health screening be prioritized?
• What toiletries do you purchase regularly?

RI Documents to Guide Our Rotary Work

• Vision Statement
• Strategic Priorities and Objectives
• Core Values
• Object of Rotary
• Four Way Test
RI’s Vision Statement

ROTARY’S VISION STATEMENT

TOGETHER WE SEE A WORLD WHERE PEOPLE UNITE AND TAKE ACTION TO CREATE LASTING CHANGE ACROSS THE GLOBE IN OUR COMMUNITIES AND IN OURSELVES

To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the next five years.

RI’s Strategic Priorities & Objectives

ROTARY’S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT
- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH
- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary’s openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT
- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT
- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making
RI’s Core Values

FELLOWSHIP
INTEGRITY
DIVERSITY
SERVICE
LEADERSHIP

By honoring our past and embracing our future, we can evolve and keep Rotary not only relevant, but thriving.

Object of Rotary

The Object of Rotary is “to encourage and foster the ideal of service as a basis of worthy enterprise” and in particular to encourage and foster:

1. The development of acquaintance as an opportunity for service

2. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian’s occupation as an opportunity to serve society.

3. The application of the idea of service in each Rotarian’s personal, business, and community life.

4. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the idea of service.
Rotary’s Four Way Test

The 4-Way Test
of things we do and say:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

RI’s Action Plan

- Rotarian March Issue pp 26, 27
- Funding Model GG DG
- Rotarian Sep 2021 pp 30
RI’s Areas of Focus
https://www.rotary.org/en/our-causes

Peace Building & Conflict Resolution
Rotary encourages conversations to foster understanding within and across cultures.

- Train adults and young leaders to prevent conflict by understanding the underlying causes
- Provide communities with skills to mediate and resolve conflicts
- Help refugees who have fled dangerous areas
- Support peace fellowships and scholarships
Disease Prevention and Treatment
Rotary educates and equips communities to stop the spread of life-threatening diseases like polio, HIV/AIDS, and malaria

- Improve and expand access to low-cost and free health care in developing areas
- We set up temporary clinics, blood donation centers, and training facilities
- Design and build infrastructure that allows doctors, patients, and governments to work together

Water, Sanitation and Hygiene
Rotary helps develop solutions to bring clean water, sanitation, and hygiene to communities

- Provide access to clean water and sanitation
- Decrease waterborne diseases
- Increase regular school attendance of children and adolescents

Maternal and Child Health
Rotary makes high-quality health care available to vulnerable mothers and children so they can live longer and grow stronger

- Educate parents how to protect themselves and their children from disease
- Provide education, immunizations, birth kits, and mobile health clinics
- Teach women how to prevent mother-to-infant HIV transmission and how to breast-feed
Basic Education and Literacy
Rotary strengthens the capacity of communities to support basic education and literacy

- Reduce gender disparity in education
- Increase adult literacy
- Support education for all children
- Enhance literacy for children and adults.

Community Economic Development
Rotary carries out service projects to provide sustainable solutions that enhance economic and community development

- Create opportunities for productive work for young and old
- Strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities.

Environment
Rotary shares an interest in protecting our common legacy: the environment.

- Supporting activities that strengthen the conservation and protection of natural resources
- Advance ecological sustainability
- Foster harmony between communities and the environment
- Empower communities to access grants, embrace local solutions, and spur innovation

Sharing Your Activity
What is your club or district currently doing (or past initiatives) relative to the 7 Areas of Focus?

Lunch - We will reconvene at Noon
Breakout – Plan an AoF Project

• Small Group Planning Discussion - What can our clubs or districts do in the future that can address and encompass any of the Areas of Focus?

• Consider the use of the DMAIC process

(Define, Measure, Analyze, Improve, Control)

DMAIC is a data-driven improvement cycle often used as a basic framework for improvement of organizational operations and opportunity realization.

Using the DMAIC process

• Define – Define the opportunity
• Measure – Measure the opportunity
• Analyze – Identify the root cause of the opportunity
• Improve – Solve the root cause and verify improvement
• Control – Maintain sustainability and continually identify further improvement opportunities

In your breakout room:

• Identify a need within one of RI’s 7 Areas of Focus
• Who are the beneficiaries of this project?
• What is the scope of your project proposal?
• In what ways will you bring about sustainability?
• What assistance will you need? Who could you look to for assistance?
• What is the intended outcome?
• What Areas of Focus are evident in this project and why?
Share the AoF Project Effort

- Return to the full group
- Each team shares their proposed project (4 to 5 min)
- How did you include DMAIC in your planning? (Define, Measure, Analyze, Improve, Control)
- The other groups comment on the project
- Were all AoF addressed? If not, which were not considered and why? In what way(s) would a needs assessment have helped?

Alignment of AoF to Rotary Citation

- In what ways do the Areas of Focus align with …
  - Your “Personal Credo” for your continued Rotary engagement?
  - Rotary Citation?
  - Rotary’s guiding documents?

- How do the Rotary guide documents, the Rotary Citation and YOUR “Personal Credo” connect to Rotary seven Areas of Focus?

- Remember, it’s not the one thing we do … it’s everything we do.