

# **Zone 33 Rotary Leadership Institute District 7610 Chair**

## Job Description

### **1. Positional**

- a. Appointed by the District Governor
- b. Voting Delegate to Zone 33 RLI meetings
- c. Serves one to three year terms, subject to reappointment by the DG

### **2. General Description**

- a. Represent Zone 33 RLI in the District
- b. Plan, conduct and wrap-up all events within the District, subject to direction of the Regional Coordinator
- c. Select, organize and preside over the District RLI Committee, including RLI District Promotional Chair, RLI District Facilities Chair, RLI District Faculty Chair, and District Assistant Governors.
- d. Identify and encourage RLI graduates to become RLI Faculty

### **3. Promotions**

- a. Select a RLI District Promotions Chair
- b. Promote all RLI events within the District.
- c. Examples of Promotional opportunities:
  - i. Governor's newsletter, to include list of recent RLI participants
  - ii. Governor establishing club goals for minimum of two from each club to attend RLI
  - iii. Club newsletters
  - iv. District website
  - v. District Directory-listing course dates, RLI district committee, etc
  - vi. Membership and Foundation Seminars
  - vii. Club programs featuring recent attendees or RLI officers or faculty
  - viii. Distributing RLI brochures at district events or club meetings

- ix. Setting up special RLI Promotions table, with poster and RLI registration form to win free attendance at an RLI event, at district conference
- x. Encouraging graduates of RLI to wear their RLI pin
- xi. Recognizing graduates at club meetings, and district events
- d. Sample Plan for Specific Course Promotion with Club Leadership:
  - i. Club presidents should be told to talk personally and privately with those Rotarians who will be serving on the club board or whom the president believes has the potential for future club leadership.
  - ii. These individuals should be told that the club is willing to pay the registration fees to send that person to the next RLI part I course in the area.
  - iii. It is not effective to announce to the club at a general meeting that there will be RLI courses and ask for volunteers to attend.
  - iv. One or two prospects should be sent to the courses each year plus those who need to complete parts II and III. (If there are more who want to go, that is obviously fine)
- e. Promotions Timeline:
  - i. 90 Days before course --- --- Snail mail a Letter + 2 brochures or course flyers to each Rotary Club President and Secretary. Can use e-mail, but ordinary mail seems to be more effective. Both can be used.
  - ii. 60 Days before course – meet with or e-mail Assistant Governors with a copy to the Governor indicating that you are promoting the RLI event and asking them to promote attendance during their area Rotary Club visits.
  - iii. 30 Days before course -- e-mail a message to each Rotary Club President and Secretary as a reminder of the up-coming event with copies to the Assistant Governors and others, and ask their assistance in urging potential RLI attendees to go on-line to register. Include specifics with RLI registration website link.
  - iv. 30 days before course – mail (or e-mail) a letter to each prior participant – including those who have completed Part III or a Graduate session – as a SPECIAL INVITATION to attend. Get history and addresses from the RLI

Registrar.

- f. Other Promotions Resources
  - i. Governor's NEWSLETTER: Ask for space in the issues of several months prior to the initial courses to promote the sessions.
  - ii. Assistant Governor SUPPORT. See above. Chair to send follow-up or emails.
  - iii. Governor's Club Visits: Provide the Governor with ample copies of the RLI Zone 33 brochure. Send the Governor a written request to promote RLI at all Rotary Club visits. Copy the Governor-elect requesting support as he/she visits clubs.
  - iv. Faculty Support: Request the RLI District Faculty Coordinator contact each of the district RLI Faculty (active or not) and ask them each to do a promotion spot in their Rotary Club and nearby Rotary Clubs. Best Practice is to actually assign clubs for faculty to visit and keep everyone informed of visits made to avoid duplication of visits.
- g. Promotional Best Practices
  - i. Advise Rotary Clubs that seating may be limited by space; and to register early.
  - ii. Urge Rotary Clubs to pay the RLI tuition for its members, it will have a tremendous return for their club. Promote RLI sessions wherever Rotarians are gathered.
  - iii. Remember that the Governor-elect and Governor-Nominee also visit Rotary Clubs. Help make them cheerleaders for RLI.
  - iv. Ask the district membership committee to promote RLI as they hold sessions. Attending RLI sessions is the best member retention tool we have.
  - v. Copy all communications to the Governor, DGE and DGN as their support is very important.

4. **Pre-Event Duties:**

- a. Recommend proposed dates and event sites for consideration in the master schedule in consultation with the Governor and the RLI Scheduling Coordinator. Verifies any other large event conflicts before finalizing RLI event dates with RLI Scheduling Coordinator,
- b. Review and implements the RLI Site Protocol,
- c. Ensure necessary space, if possible expanding as required by registrations,
- d. Engage caterer – may delegate the responsibility to a Facilities Coordinator
- e. MAY extend on-line registration until Monday night prior to event by working with RLI Registrar,
- f. Identify hotel convenient and available for out-of-town Faculty – Faculty to make their own reservations and payment,
- g. Identify appropriate restaurant for Faculty dinner to be held the night before the RLI session and hosts the dinner. Allowable food expense is up to \$25 per faculty. Doesn't include spouse expenses or alcohol, which should be paid for separately by the Faculty member,
- h. Notify RLI Regional Coordinator of Faculty hotel and site for Faculty dinner so that Regional Coordinator can notify assigned Faculty,
- i. E-mail, using ABCSignup (bulk e-mail process), to all registered participants SEVEN DAYS prior to the event to include: Welcome message, date, time, location of event with building identification, i.e. number or name if on a campus or in an office building,
- j. Assure requisite number of flipcharts, easels and markers are available – provided either by RLI or the Facility.

5. **Day-of-Event Duties**

- a. Have Sergeant-at-Arms to act as timekeepers to notify faculty five minutes before class to end and ring the bell ending class,
- b. Manage on-site registration procedures, as may be delegated to a RLI District Registrar,

- c. Engage a minimum of two local Rotarians to staff the Registration table the morning of the event. They are to arrive 30 minutes before registration opens to assist in setting up materials, name badges, check-in lists, etc.
- d. Collect on-site payment of fees, *and forward payments to the Registrar*

- e. Assign and set up classrooms – including signage, working with the Sergeants- at-Arms and the Facilities Coordinator, to include flip charts, markers, etc. ,
  - f. Provide and place or has placed interior and exterior signage
  - g. Take candid pictures of breaks, sessions and graduation for RLI newsletter and web page.
6. After-Action Requirements
- a. Within 5 days of an event, complete the After Action Review (Exhibit C, Event Protocol) and, sends the original copy, original registration sheet and any un-deposited checks to the RLI Event Auditor, with a photocopy or email to the RLI Regional Coordinator and the RLI Database Manager.
  - b. Within 5 days, the RLI District Promotions Chair to send photos of event and graduates, with graduates identified by name, to their District Newsletter and to the Zone 33 RLI Web Manager for publication.
  - c. Upon receipt of email notice of Attendance & Graduation Certificates by the RLI District Promotions Chair from the RLI Database Manager, the RLI District Promotions Chair shall:
    - i. run off the certificates
    - ii. arrange for the personal delivery of RLI certificates to the Participant’s Rotary club during a regularly scheduled meeting of the club. For personal delivery of the certificates, the RLI Faculty in the district may be enlisted for assistance, and should also try to arrange for a program or other time during the club program to recognize the Participant(s) and to promote RLI to the club,
    - iii. send a list of all the district’s Part I, II and Graduates to the District Governor for recognition at their District Conference.