



District

5370



2010 NAYEN Conference
Chicago, USA February 27, 2010

*Re-invigorating your Youth
Exchange Program*



The Gap Emerges

- **What are the goals of the Rotary Youth Exchange program?**
- **What is one tool that all us are given to train our students?**

Our Program Challenges

- **4 D's**
 - negative, a message of what **not** to do
 - made fun of
 - students were challenged to break them
 - did not give students problem solving tools
- **Lack of Framework**
 - no consistency for how to deal with students' challenges
 - beyond abiding the 4 D's – there were no clear behaviour expectations

Program Challenges Continued

- **Lack of Engagement**

- students not involved in developing positive objectives for their year

- **Lack of Focus and Direction**

- message from the program was unclear and not consistent
- no road map after our March outbound student orientation
- students didn't know where to go and how to get there

Program Challenges Continued

- **Varied student outcomes**
 - why did some only survive while others thrived?
- **Training was solely focused on the exchange year**
 - not giving resilient young adults tools to equip them *beyond* the program
- **Monthly Reflections**
 - flat responses that did not give us much information
 - made the RYE committee the problem solver, not the student

Program Challenges Continued

- **Homesickness/Desire to Return Early**
 - lacked a consistent tool to have a meaningful conversation to re-focus them on their exchange
- **Early Returns**
 - had no consistent tools to help the student move forward
 - often meant that the student strayed from Rotary
- **Lack of Host Families**
 - Students were “takers” and families & clubs hesitant to host again

Environmental Challenges

- In the last decade, we've struggled with tough worldwide events:
 - Terrorism
 - Economic Recession
 - Rotary Certification
- Got caught up in the administration details of the program

So Where Were We?

- Frustration all around:
 - Students
 - Host families
 - Counsellors
 - Clubs
 - RYE District Committee

Committee Impact

- **Had a contracting RYE District Committee**
 - shrunk down to 3 members with an outgoing chair
 - no succession plan
- **Committee member burnout and disengagement**
 - drowning in the paperwork/administration of the exchange
 - lack lustre opportunities for committee members
- **Lost our vision**
 - did not focus on compelling reasons to keep us moving forward

Committee Impact Continued

- In *survival* mode
- Declining program from 35 to 17 students in/out

SOMETHING HAD TO CHANGE!

New Inspiration, New Ideas

- **Had a strong belief in the program and knew its potential**
- **Strategic Planning Session**
 - **Purpose:** to improve the world by inspiring our youth and all participants to be outstanding ambassadors
 - **Vision:** having fun, working with the best, enriching lives!
 - Sharing “The Business of RYE” presentation with students, parents and counsellors - changing focus on who is the customer

New Ideas, New Tools

- **Development of New Tools**
 - The Creed
 - The 6 Be's
 - The Rotary Youth Exchange Tree
 - Monthly Reflection Exercise

District 5370 Exchange Student Creed

**This is my experience.
Many have been here before
And many will follow -
But this time is mine.**

**My journey will present
numerous doors to
Unlimited opportunities.
Some of these doors will be open,
Some will be closed.**

**But one thing I know for certain,
The key to all doors lies within.**

6 Be's of D5370 RYE

Be First

I am a person of action!

Be Curious

I seek to understand!

Be on Purpose

I am certain of my outcome and move steadily toward it!

Be Grateful

I focus on things I can be thankful for!

Be of Service

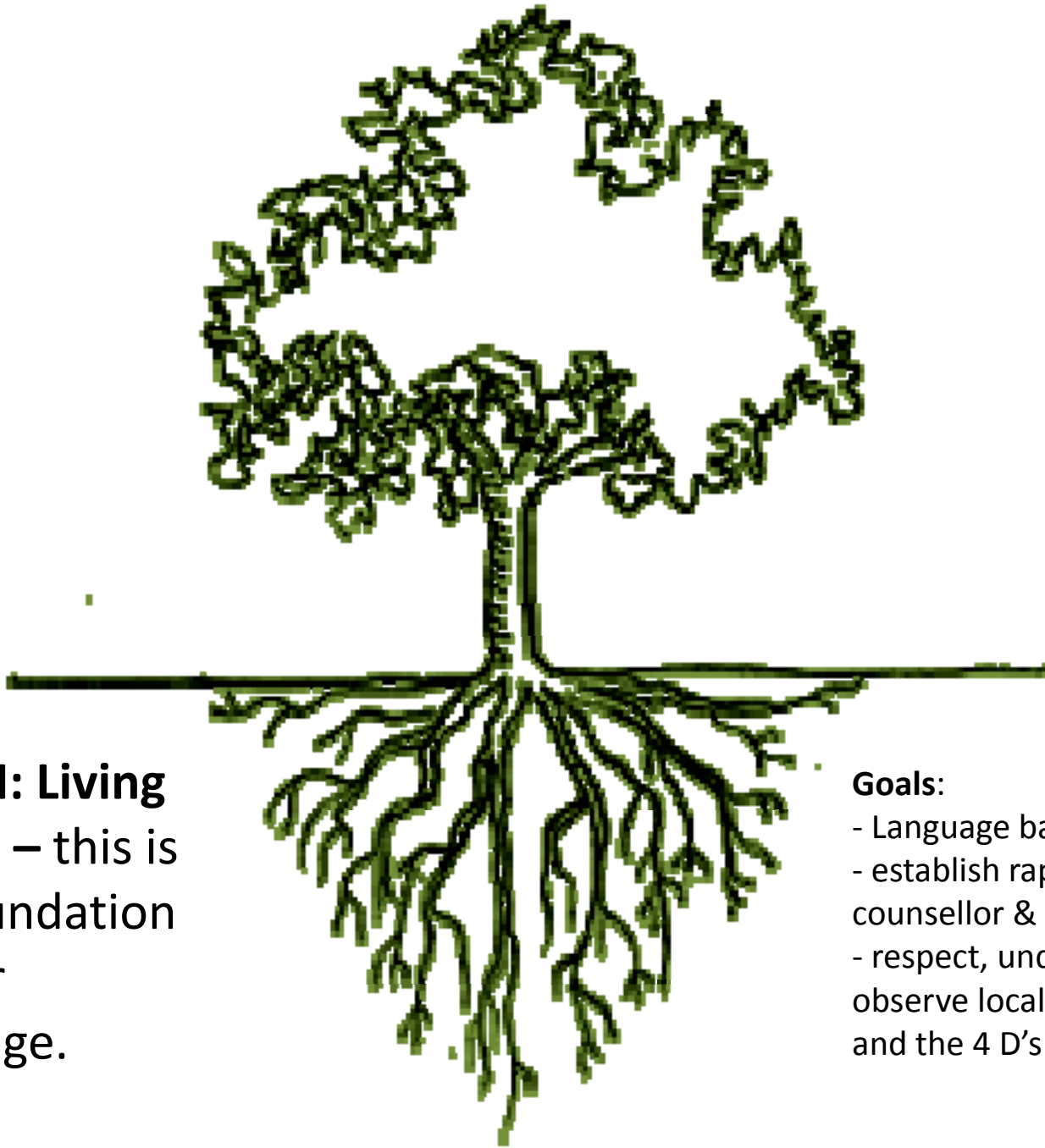
I give of myself!

Be Here Now

I live in the moment!

The D5370 Tree of Youth Exchange

Why do some **thrive** while
others just **survive**?

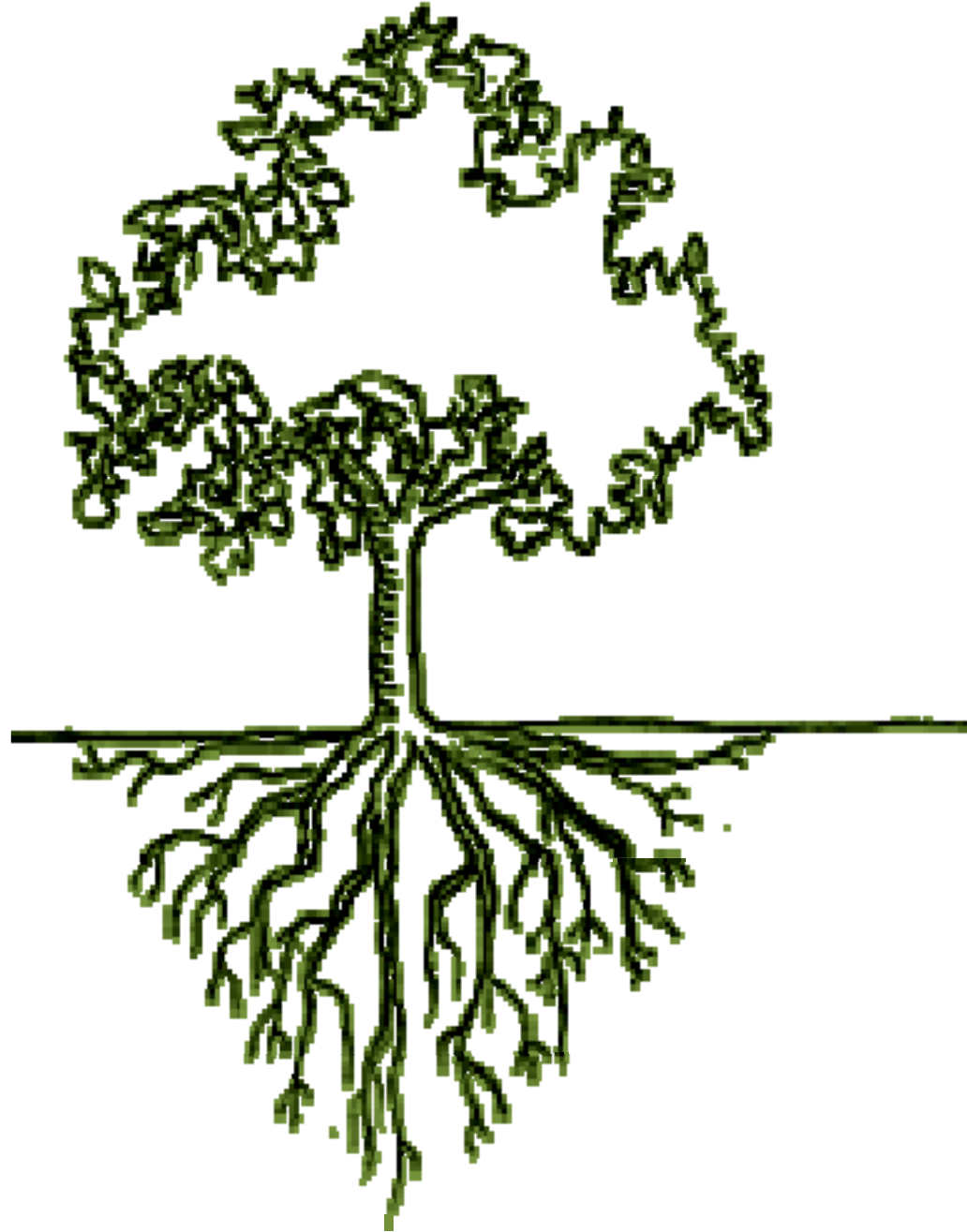


Phase I: Living Within – this is the foundation of your exchange.

Goals:

- Language basics
- establish rapport with counsellor & host family
- respect, understand and observe local customs & laws and the 4 D's

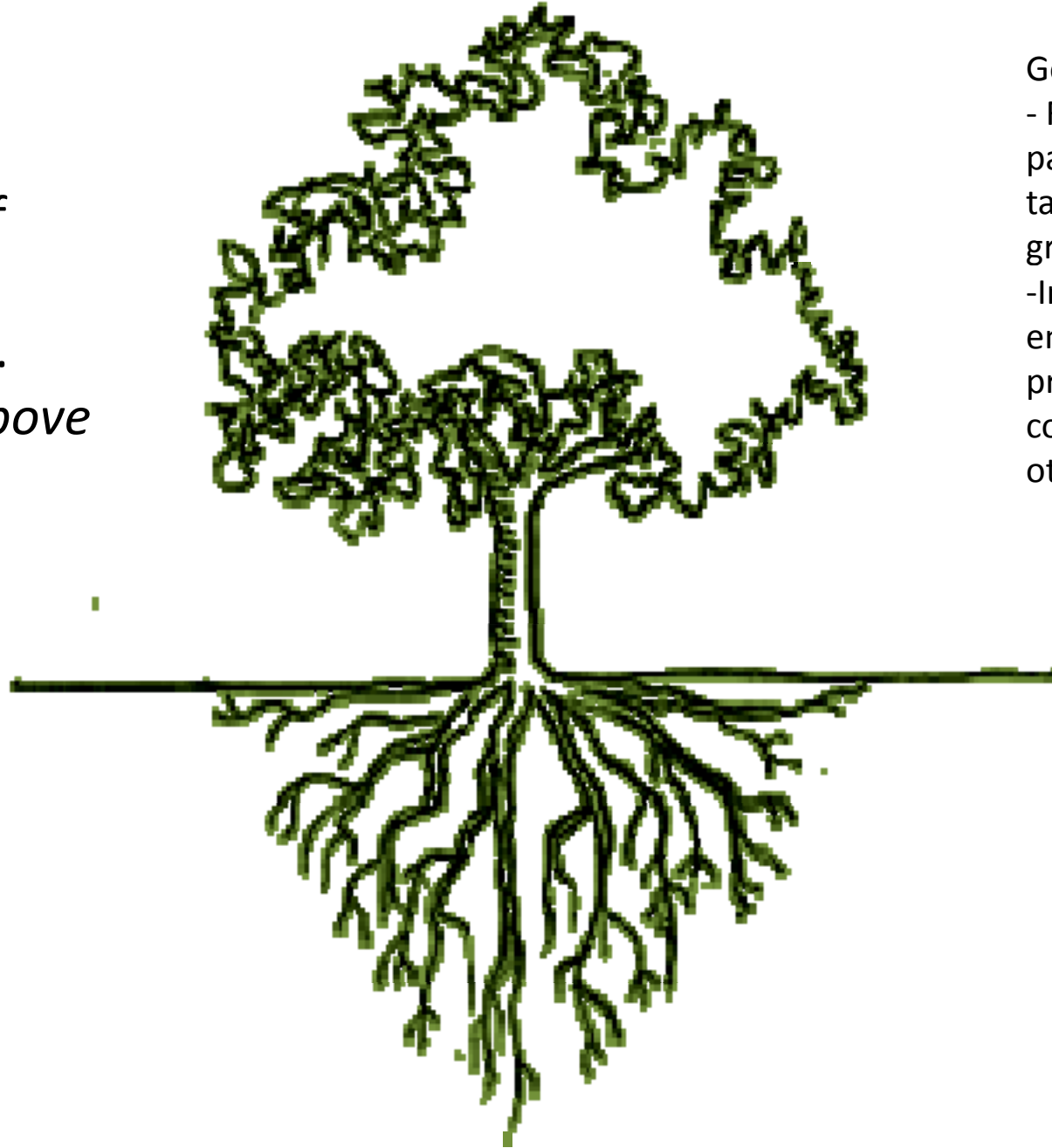
**Phase II:
Ambassador –**
growing,
sharing and
developing –
branching out.



Goals:

- Regular speaking roles
- Extensive contact network
- Deep understanding of local culture
- High level of functioning in local language
- Deepening understanding of host culture
- Sharing homeland culture

**Phase III:
Leaving a
Legacy –
“fruits” of
your
exchange.
*Service above
Self.***



Goals:
- Freely sharing
passion, gifts and
talents for a
greater purpose
-Initiating an
endeavour or
project that
contributes to
others

Our 4-Way Test & Way of Life

- Like the 4-Way Test is to Rotarians, the 6 Be's and the Tree is to our RYE committee
- It's our decision making tool – **will it help students climb the tree?:**
 - Travel approval
 - New training programs
 - District sponsored trips
- Increased Student Participation
 - Participate in Rotary club meetings, not just eating!
 - **How to act** at club, school, community and district events

The Outcomes

Increased engagement of students,
counsellors, clubs and RYE
committee!

Training Framework for the Be's and Tree

- Outbound Orientation
- Inbound and Outbound Counsellor Training
- Rebound Reunion
 - Re-integration tool – what served you well on exchange will also make you successful upon re-entry (6 Be's)
 - 10 year future outlook – Where am I in 2020?
- Host club & family recruitment and training
 - Help the students maximize their experience

Outbound Orientation

- Focus not on WHAT to think, but HOW to think
- *Consistency and use of the tools*
 - Scenario based challenges – students solve them with the 6 Be's
 - Repetition of message – “THE KEYS” – positive affirmation
 - Public Speaking Breakout– topics revolve around the 6 Be's
 - Creed and 6 Be's on a business card and a keychain (visual anchor, given out at the graduation ceremony)

Program Impact

- Tasks between March and June
 - Goal setting for their exchange year
 - Presented at a June Outbound BBQ

It's Much Bigger Than Youth Exchange:

- “We’re going to take these conversations and share them around the kitchen table with our family”
- Strong focus on using the RYE experience as a STEPPING STONE
 - not the best year of my life, but the first year of many “best years”

Expanding Our Impact

- Rotary and Rotaract clubs embracing the 6 Be's at the board & club level
- More clubs refreshed by the new approach
 - certification discussions have settled
 - embraced the 6 Be's vs. 4 D's

Outbound Student Impact

- **Outbound Monthly Reports**

- Tools to use to cope with their challenges (homesickness, lack of direction and focus etc)

- “Be First” – can’t sit back and wait for others to do something for you

1. *Challenges that are causing stress this month? Plan to overcome them?*

2. *2 to 3 mini-goals you will be focusing on?*

3. *Which one of the 6 Be’s will help you achieve these goals?*

- **Outbound Student Goals**

- Goals gave a starting point for discussion to assist the students throughout the year

- Helped us prevent early returns (re-focus)

- Keeping students engaged throughout their entire exchange

Inbound Student Impact

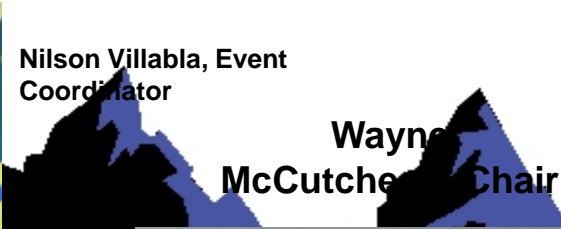
- Counsellor and student discussion:
 - Half-way mark:
 - How are you going to leave your legacy?
 - What are the fruits of your exchange?
 - Shifting “it’s all about me” to “how can I give back?”
- Volunteer Service Projects at Orientation
 - Refocus on the outcomes of time spent together

Moving Forward – a Journey

- What's next?
 - Integrating these tools with our Senior Rotex
 - Host Family Training
 - Ongoing Club Recruitment – having every club touched by the program
 - Inbound-rebound mentoring program
 - Having all trip leaders using the new tools



**Nilson Villabla, Event
Coordinator**



**Wayne
McCutcheon, Chair**



**Pauline Perreault ,
Outbound Chair**



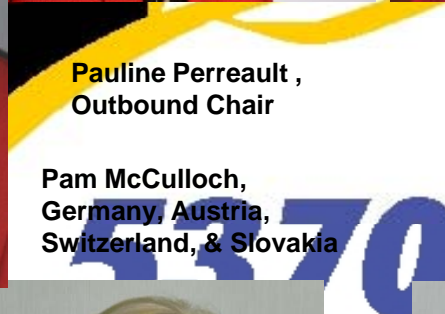
**Darren King, Inbound
Chair**



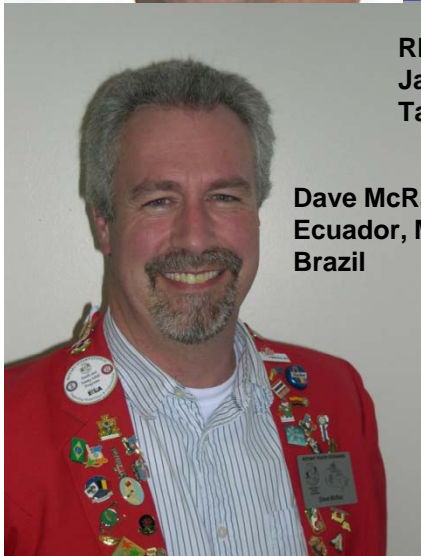
**Dave Lovely, Rotex
Liaison**



**Pam McCulloch,
Germany, Austria,
Switzerland, & Slovakia**



**Kris Price, France,
Belgium, Finland
& Sweden**



**Rhonda Tkachuk,
Japan, Thailand,
Taiwan and Poland**



**Dave McRae,
Ecuador, Mexico &
Brazil**





**ROTARY
INTERNATIONAL
DISTRICT 5370**



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