

NAYEN 2011

*Re-invigorating a 'good'
Youth Exchange Program*

February 11-14, 2011
Chairman Wayne & his ladies
D5370 in Alberta, Canada





**How did a good program become
reinvigorated in D5370?**



We had a BGO!



**We had a blinding
glimpse of the
obvious!**



What caused our BGO?

- It was a result of a strategic evaluation of our program.
- SWOT analysis



What we found...

- **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



What we found...

- Despite our best efforts our results were random
- Increased focus on training was having no detectable impact



What we found...

- Lacked clarity around what we expected from the students how to consistently deal with the issues that were arising.
- The roles of our Club Counselors and our District Committee members weren't very clear and mostly administrative.



What we found...

- Our program had no outlet for our passion
- Focus had become too administrative and bureaucratic



What we found...

- We were holding others responsible for things we had influence with
- We were focusing on how participants were failing us and missed that **we were actually failing them**



What we found...

- Upon close inspection our 'good' program was beginning to shrink in almost every measurable way.



What we found...

- Our greatest strength was that the remaining participants were very passionate and we knew there was huge untapped potential



The reality was...

- Our 'good' program was actually mediocre and more troubling- it was only a few steps away from being in serious trouble



Our BGO!

- We had no compelling vision and a grossly inadequate mission

and

- If we didn't make some changes to this, things would get a lot worse



More simply...

- We realized we had:

no destination in mind

no roadmap to get there

and a lot of excuses for our troubles!



Our BGO caused us to ask 3 critical questions...

- Where did we want to go?
- What tools could make it easier to get there?
- How do we align all aspects of the program?



What we did...

- Developed a *compelling vision* that would keep us inspired through the good and the bad

*Having fun, working with the best
and enriching lives!*



What we did...

- Developed clarity around what ‘the best’ looked like for each participant.
 - Student, Counsellor, Club, District Committee etc.



What we did...

- Some of our Strategic Plan notes:
 - An exciting new team; fit people in roles and watch things grow. To be sad when we are done.
 - Brand some of the initiatives with the rest of the rotary world – creating a unique product
 - Program – develop content, guidelines and brand the content; inspiring in and outbound youth.
 - Develop specific content for the Spring Orientation and identify opportunities - strong branding and messaging, send “eagles” on exchanges, creates a lasting legacy



What we did...

- Developed 3 Success Tools
 1. The Exchange Creed
 2. The Exchange Tree
 3. The 6 Be's



What we did...

- We examined every aspect of the program to ensure that the tools are used in a way that moves us toward the vision



District 5370 Exchange Program Creed

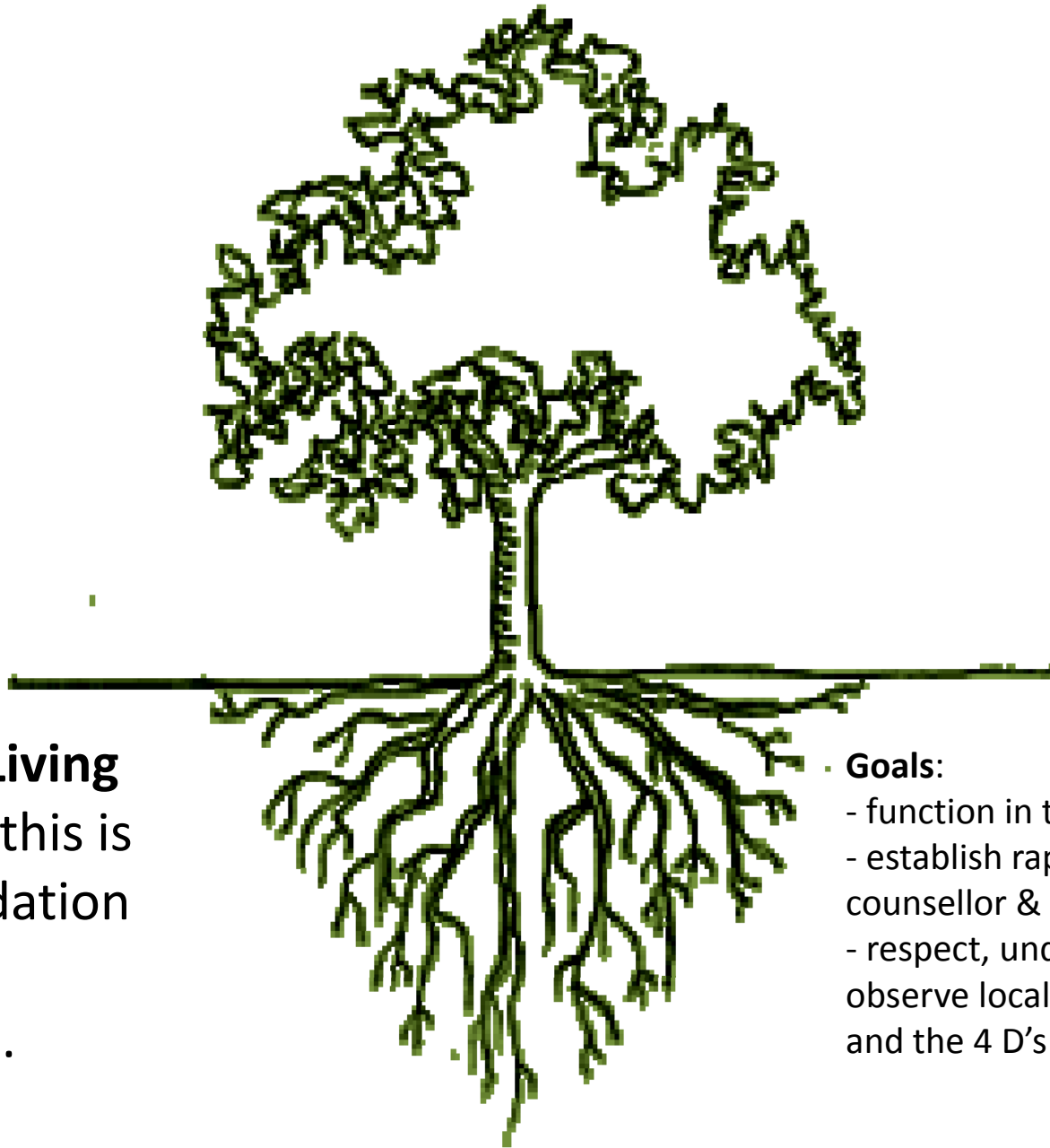
This is my experience.
Many have been here before
And many will follow -
But this time is mine.

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.



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

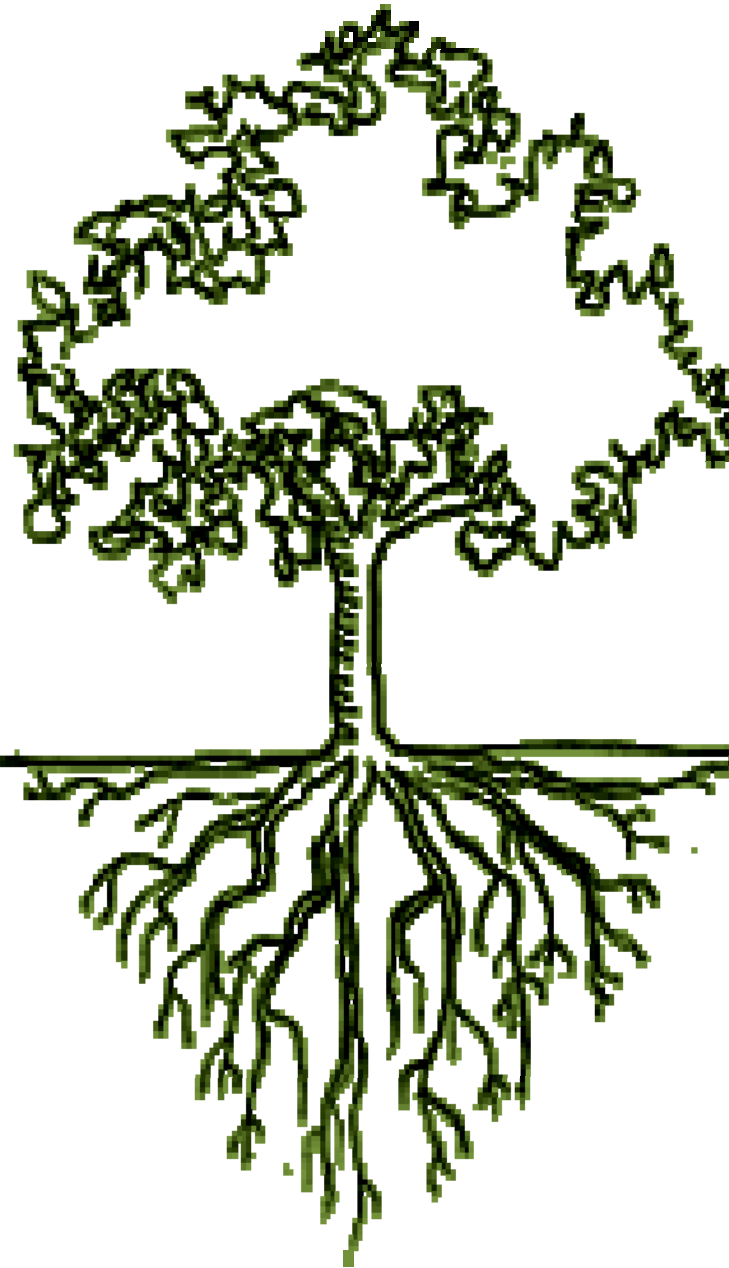


Phase I: Living Within – this is the foundation of your exchange.

· **Goals:**

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

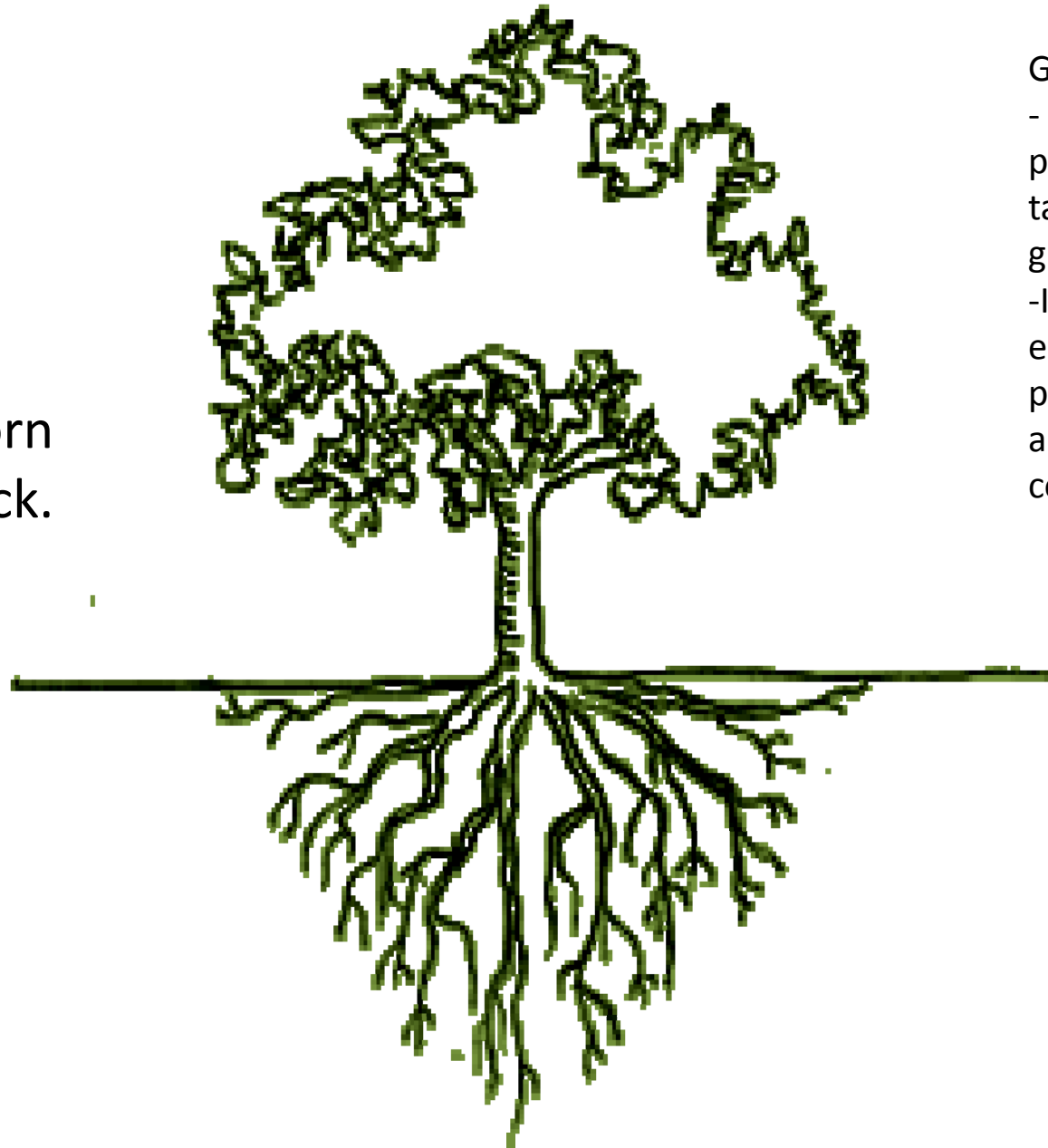
**Phase II:
Ambassador –**
growing,
sharing and
developing
branching out.



Goals:

- Regular speaking roles
- Extensive contact network
- Deep understanding of local culture
- High level of functioning in local language
- Engaging others first about their host country and Canada

Phase III:
Leaving a
Legacy –
“fruits” of
your
exchange
year are born
– giving back.



Goals:
- Freely sharing
passion, gifts and
talents for a
greater purpose
-Initiating an
endeavour or
project that makes
a difference in the
community

6 Be's of D5370 RYE

Be First

I am a person of action!

Be Curious

I seek to understand!

Be on Purpose

I look for opportunities wherever I am!

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!



Is it working?



What we are finding...

- Our new approach resonates with participants and captures their attention and imagination much more than before (clubs and families wanting back into the program)
- Increased participation and engagement and reduced early returns
- Monthly reflections have become a conversation tool that propels students forward (vs. us “checking up”)



What we are finding...

- Students respond very positively to an empowering approach
- We are having fewer troubles with students blatantly breaking the 4D's
- Students are setting and achieving goals more **consistently** and at a higher level



What we are finding...

- Counsellors better understand their role and we are hearing more positive messages
- Participants have developed deeper relations with one another
- District Committee members have more trusting relationships with students



Our Orientations

- We subsequently changed our approach at:
 - Inbound orientation – goal setting, service
 - Outbound orientation – the Be's and Tree, collecting "keys"
 - Counsellor (YEO) training
 - Rebound reunion - using the Be's in year 3



Do We Have it all Right?

- NO! This isn't about finding a magic bullet.
- Still work to do:
 - Integrating these tools with our Senior Rotex
 - Host Family Training
 - Ongoing Club Recruitment – having every club touched by the program
 - Having all trip leaders using the new tools



Take-Aways

- Evaluate your program and be honest
- Define where you want to go
- Develop tools to get there
- Align all aspects of the program
- Repeat as necessary...





**Nilson Villabla, Event
Coordinator**

**Wayne
McCutcheon, Chair**



**Pauline Perreault ,
Outbound Chair**



**Darren King, Inbound
Chair**



**Dave McRae,
Ecuador, Brazil,
Netherlands, Turkey
and Denmark (our
melting pot!)**



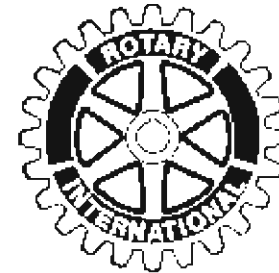
**Dave Lovely, Germany,
Austria, Switzerland, &
Slovakia**

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



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





**ROTARY
INTERNATIONAL
DISTRICT 5370**

Discussion

- Q & A

