

Membership, Development & Retention Committee Meeting Minutes

First Meeting 2014/2015

Rotary International in Great Britain and Ireland

Time and Date:

10:00am, Monday 14th July 2014

Location:

Leverton Room, Secretariat, Alcester

Distribution of minutes:

Leadership, Development & Training Service Committee

Executive Committee

Service Committee Chairs

President

Vice President

Staff

Personnel:

ROBIN BROWN, (Crewkerne District), Rotary Co-Ordinator, Zone 18a, PDG D1200 (**Chairman**);

JIM SLEIGHT, (Southam), Committee Member D1060;

CATH CHORLEY, (Inverkeithing & Dalgety Bay), PDG D1010;

KEVIN WALSH, (Brampton and Longtown), IPDG 1190;

TINA HOWARD, Head of Club and District Support (CDS);

DONNA WALLBANK, (Brynmawr), PDG D1150;

TIM COWLING, (Faringdon & District), LG, District 1090 (without vote)

CHRIS GARNER, (Hebden Bridge), Rotary Co-Ordinator, Zone 17, PDG D1040;

In Attendance:

PETER DAVEY, (Monmouth), Rotary Co-Ordinator, Zone 18a, VP (1100);

EMMA HOWELL, Conference & Marketing Manager; (**in attendance for 8.5 only**)

DAVID ELLIS, (Salford with Swinton) PDG District 1280, MPRC Chairman; (**in attendance for items under 8 only**);

EMMA JOYNES, CDS Administrator;

Apologies:

CHRISTIAN PICKEL, (Pall Mall), Committee Member D1130;

CHRIS BARNETT, (Dover), IPDG D1120;

| Item | | Action |
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| 1 | Introduction of new MDR Chairman - Robin Brown, Chairman, welcomed all new members to the committee and gave a brief introduction about himself. | |
| 2 | Declarations of Interest - None | |
| 3 | Items to be declared under "Any Other Business" – <ul style="list-style-type: none">• Messaging Guidelines• Youth Committee Projects | |
| 3.1 | Minutes of January 2014 Meeting | |
| | <i>Statement:</i> To note the approved minutes of the previous meeting. | |
| | <i>Decision:</i> The committee ratified the minutes. | |

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| 3.2 | Matters Arising | |
| | <p><i>Statement:</i> Recommendations from the January meeting, R.MDR.2013/14:01 & R.MDR.2013/14:02 had been omitted from Executive meeting and the General Council meetings due to administration error.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. The recommendations R.MDR.2013/14:01 & R.MDR.2013/14:02 to be re-submitted by the 2014/15 committee. | |
| 4 | Standing Decisions of the General Council | |
| | <p><i>Statement:</i> The Standing Decisions of the General Council applicable to MDR will need to be individually reviewed for accuracy and relevance and recommendations made for amendment or deletion as required following the distribution of the document when available.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Emma Joynes to distribute the 2014/15 document to committee members when available. 2. Robin Brown, in consultation with committee members as required, will review and make suggestions for amendment or deletion as required for ratification at the next meeting. 3. Under the direction of Robin Brown, committee to action Standing Decisions relevant to MDR. | <p>E. Joynes</p> <p>R. Brown & Committee</p> <p>Committee</p> |
| 4.1 | Actions of the General Council | |
| | <p><i>Statement:</i> The committee reviewed the arisings from the General Council meeting held on 19th May 2014 and received the verbal report from the VP of the Executive meeting held on 3rd July 2014.</p> <p><i>Decision:</i> Noted, no actions required.</p> | |
| 4.2 | RIBI Guide for Committee Members | |
| | <p><i>Statement:</i> The RIBI Guide for Committee Members which gives instruction to committees on their conduct, remit and expectations from General Council will need to be reviewed by committee members when available.</p> <p><i>Decisions:</i></p> <ol style="list-style-type: none"> 1. Emma Joynes to distribute the 2014/15 document to committee when available. 2. When distributed, all members to review document and take any actions as required. | <p>E. Joynes</p> <p>Committee</p> |
| 5 | E-Club strategy | |
| | <p><i>Statement:</i> The committee discussed the strategy which was on-going.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Cath Chorley to collate good practice from the recent seminar and develop case studies in order to put forward an E-Club Strategy to General Council later in the Rotary year. 2. Item to remain on agenda for development reports from Cath Chorley. | <p>C. Chorley</p> |
| 5.1 | Family membership | |
| | <p><i>Statement:</i> There was no report as Tim Mason was no longer on the committee.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Robin Brown to liaise with Tim Mason to discuss further. | <p>R. Brown</p> |

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| 6 | Regional Membership Plan (RMP) (previously referred to as the Strategic Plan/5 Year Plan) | |
| | <i>Statement:</i> Committee discussed the Strategic Plan/5 Year Plan under the new title of 'Regional Membership Plan'. The RMP document had been distributed to the committee prior to the meeting and individual goals and objectives were discussed in detail. | |
| | <i>Decision:</i> 1. Robin Brown agreed to update the RMP and redistribute with action list as required. | R. Brown |
| 6.1 | Projects with Warwick and B'ham Universities | |
| | <i>Statement:</i> Background to project discussed. | |
| | <i>Decision:</i> 1. This forms part of the RMP goals and will in future be discussed under the RMP and not as a separate agenda item. | |
| 6.2 | Skills Database | |
| | <i>Statement:</i> Jim Sleight reported that the RIBI Vocational Service Committee had taken this over as they already had a project regarding a skills database. | |
| | <i>Decision:</i> 1. Tina Howard to report to Robin Brown on the feedback from the Vocational Meeting. | T. Howard |
| 6.3 | RIBI Membership Enquiries Taskforce | |
| | <i>Statement:</i> Emma Howell explained the background to the CRM system which allowed tracking of membership enquiries. A Taskforce would be used to handle the enquiries and the Marketing Dept staff would liaise with the Taskforce members when the Taskforce had been set up. The setting up of a Taskforce on an experimental basis before going further to General Council was discussed. | |
| | <i>Decision:</i> 1. Committee agreed that a Taskforce should be put together on an experimental basis. 2. Robin Brown to follow up with Amanda Watkin the timescale and process for identifying the Taskforce members, training, implementation and budget. | R. Brown |
| 6.4 | Webinars | |
| | <i>Statement:</i> Cath Chorley reported on Webinars and how they are currently not being used enough. The committee agreed that Webinars were a cost effective way to hold meetings, seminars and discussion groups and are more convenient to the working Rotarians, particularly those with young families, and that more Membership webinars should be developed. | |
| | <i>Decision:</i> 1. Robin Brown to allocate responsibility to develop a programme of Membership webinars for the 2014/15 year to a committee member. | R. Brown |
| 6.5 | Reports from RI Co-ordinators, Zone 17 & 18a | |
| | <i>Statement:</i> Peter Davey reported and updated committee on behalf of the Zone Co-ordinators. | |
| | <i>Decision:</i> Noted, no action required. | |
| 6.6 | Committee – Regional Liaison Reports/updates | |
| | <i>Statement:</i> Committee discussed ways in which they can communicate more effectively with Districts. | |
| | <i>Decision:</i> 1. It was agreed that each committee member would be allocated Districts for effective communication and to obtain feedback and information and that this task would be linked into the Assistant RI Co-ordinators to avoid duplication. | |

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| 6.7 | Clubs with membership giving concern/low numbers/Termination of Clubs | |
| | <p><i>Statement:</i> The previous committee had reviewed this task and had put forward recommendations to bring the standing decision up to date.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Further discussion postponed to an audio meeting after the results of the recommendations are known – see Min. 3.2. | |
| 6.8 | Regional Membership Seminar Plan | |
| | <p><i>Statement:</i> Robin Brown reported on how Regional seminars provide an opportunity for district leaders to learn more and to share ideas and that the seminars were an integral part of the RMP and would be discussed in future under the RMP agenda item.</p> <p><i>Decision:</i> Item to be removed from future agenda and discussed under RMP as part of the review each meeting.</p> | |
| 7 | Extension (New Clubs Formation) | |
| 7.1 | Extension Officer Report | |
| | <p><i>Statement:</i> Cath Chorley introduces herself as the 2014/15 RIBI Extension Officer and gave a brief update on her plans for the year.</p> <p><i>Decision:</i> Noted, no action required.</p> | |
| 7.2 | Extension (New Clubs Formation)/ Membership Pilot Projects | |
| | <p><i>Statement:</i> Cath Chorley discussed the current membership pilot projects RIBI are involved in and the need to provide clubs and districts with more detailed information about how the pilot are implemented, run and used to the advantage of increasing membership. The collection of data of those clubs participating in the RIBI pilot projects for reporting on the RI Global Database by RI was discussed.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Using feedback from the District Extension Officers, Cath Chorley to produce up to date guidance on the RIBI pilot projects and create a resource area on the committee's webpages. 2. Cath Chorley to continue to progress the initiative to collect data of clubs participating in the RIBI pilot projects. | <p>C. Chorley</p> <p>C. Chorley</p> |
| 7.3 | Update of Extension (New Clubs Formation) Handbook and forms | |
| | <p><i>Statement:</i> Cath Chorley reports on re-creating the RIBI Extension (New Clubs Formation) Handbook to make it clearer and easier to follow. The revised manual would be based on the RI document 'Starting a New Club'.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Cath Chorley to update and put draft manual through District Extension (New Club Formation) Officers and MDR committee members for comment before progressing it to the Executive committee for approval. Aim to have draft for Executive meeting on 9th September 2014, workload permitting. | C. Chorley |
| 7.8 | District Extension NCF Officer Seminar | |
| | <p><i>Statement:</i> Cath Chorley reported on the feedback from the District Extension NCF Officer Seminar held on the 19th June 2014 which had been very successful with lots of questions generated on the pilot projects and starting new clubs.</p> <p><i>Decision:</i> Noted, no action required.</p> | |

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| 8 | Events/Communications/Finance | |
| 8.1 | MDR Mid-Year Review 2014/15 | |
| | <p><i>Statement:</i> Committee discussed the need, value and format of the MDR Mid-Year Review and ways in which it could be improved.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Committee agreed MYR should be re-title to 'MDR Seminar'. 2. Committee agreed that the MDR Seminar would be via webinar to make it more cost effective and more flexible. 3. Robin Brown to allocate responsibility of organising MDR Seminar via webinar to a committee member. | R. Brown |
| 8.2 | RIBI Conference 2015 – 10th – 12th April 2015, Belfast. Rotary “We’re for Communities” stand update | |
| | <p><i>Statement:</i> All committee members to note that they should not take up any other roles/duties at the RIBI Conference that will impact on their duties to man the committee stand, which they are all expected to man during the conference.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. It was agreed Robin Brown would liaise with the MPRC Chairman regarding a joint stand. 2. It was agreed, and approved by Peter Davey as Chairman of the Service Committee Chairs group, that the LDTC Chairman and Conference Chairman are to be invited to attend future meetings of the Service Committee Chairs group to answer questions that arise during discussions (meetings are via audio conference). | R. Brown |
| 8.3 | RIBI Regional Assemblies 2015 | |
| | <p><i>Statement:</i> Peter Davey gave a verbal report to explain the new format for the 5 regional Assemblies. It was notes that the correct date for the Birmingham Assembly would be 22nd March 2015 and not 15th March as previously notified.</p> <p>8th March 2015 – Bristol, Aztec Hotel & Spa 14th March 2015 – London, Kings College 21st March 2015 – Manchester, Manchester Conference Centre 22nd March 2015 – Birmingham, Colmore Gate (amended date) 28th March 2015 – Edinburgh, Edinburgh First, Edinburgh Uni.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Peter Davey to convey to Tony Quinn the committee’s concerns as to who is going to be the specialist person in the room to respond if someone asks specific questions at the Regional Assemblies. | P. Davey |
| 8.4 | RIBI Website/Committee pages | |
| | <p><i>Statement:</i> Robin Brown reported on the New RIBI Website</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Committee agreed to review the website and feedback any requirements or problems to Robin Brown who would take up with James Lovatt to get the webpages developed. | Committee |
| 8.5 | Report of Marketing Campaign | |
| | <p><i>Statement:</i> Emma Howell gave report on the position of the Marketing Campaign. As the proposal to fund a further Marketing Campaign had failed at the ABM, the MPRC had made a recommendation to General Council for a small budget to cover principle activities.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Committee supported MPRC’s request to General Council for a budget to be made available and Tim Cowling would include this in his report to General Council. | T. Cowling |

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| 8.6 | Rotary Today Magazine Articles | |
| | <i>Statement:</i> Committee discussed including more articles encouraging membership in the magazine. | |
| | <i>Decision:</i> 1. Robin Brown agreed to create articles and send to the Editor on a frequent basis. | R. Brown |
| 8.7 | Facebook Page Update | |
| | <i>Statement:</i> Committee discussed the current position of the Facebook page and how to make it more appealing to members. The committee expressed concerns over some inappropriate comments. | |
| | <i>Decision:</i> 1. Cath Chorley agreed to keep updated, and would monitor. 2. Cath Chorley to add MDR committee members to have access to the Facebook page. 3. Robin Brown to establish if MPRC have a Social Media Policy. | C. Chorley R. Brown |
| 8.8 | Information Sheets – Review | |
| | <i>Statement:</i> The committee discussed the information sheets for which the committee were responsible for updating for relevance and accuracy. | |
| | <i>Decision:</i> 1. Committee agreed that they will review and provide updates to Robin Brown which will then be forwarded to Club and District Support for amendment and replacement on the website. | Committee |
| 8.10 | New Information sheets for consideration | |
| | <i>Statement:</i> Committee discussed the information required for the pilot projects. | |
| | <i>Decision:</i> 1. It was agreed that the information would be produced as webpage information and not individual information sheets and therefore would not need approval via a recommendation. | |
| 9 | Budget | |
| | <i>Statement:</i> Committee discussed expenditure for 2013-2014 and the committee budget for 2014-2015 | |
| | <i>Decision:</i> Noted, no action required. | |
| 9.1 | Promotional Budget | |
| | <i>Statement:</i> Committee discussed promotional budget and which areas it would be best used. | |
| | <i>Decision:</i> 1. Committee agreed to put this towards the Youth Service events like the Big Bang and Shakespeare School Festival (SSF) | |
| 10 | Declared Any Other Business | |

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| 10.1 | Messaging Guidelines | |
| | <p><i>Statement:</i> Committee discussed the Messaging Guideline, RI Document 'Tell the Rotary Story' and the importance of how this could change the behaviour of Rotarians and staff when talking about Rotary.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Committee agreed that raising the profile of the document within RIBI will be a key objective and the document would feature at various events such as District Training Officers seminar and the District Governors Elect seminar. 2. Robin Brown to arrange for document to be promoted on the MDR webpages with a link to the RI document. 3. Robin Brown agreed to contact RI regarding costs to produce a hard copy booklet version of 'Tell the Rotary Story' for distribution to all Rotarians within RIBI. 4. Encourage DGs to promote the document in their monthly newsletter – Tim Cowling to include in his report to GC. 5. Robin Brown to encourage Editor to link articles to the document. 6. Robin Brown to highlight document in Service News. | <p>R. Brown</p> <p>R. Brown</p> <p>T. Cowling</p> <p>R. Brown</p> <p>R. Brown</p> |
| 10.2 | Youth Committee Projects | |
| | <p><i>Statement:</i> <i>Statement:</i> Donna Wallbank discussed the projects that the Youth Committee are involved in that could potentially have a good impact on membership, particularly raising the new relationship with the Shakespeare School Festival.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Donna Wallbank to provide Robin Brown with detailed report and costs regarding the Shakespeare School Festival. | <p>D. Wallbank</p> |
| 11 | Date of Next Meeting | |
| | <p><i>Statement:</i> The second meeting of the 2014/15 Membership, Development and Retention Committee will be held on Wednesday 8th October.</p> <p><i>Decision:</i></p> <ol style="list-style-type: none"> 1. Committee agreed time of 15:00pm for approx. two hours. The meeting will be via Audio Conference. | |

Recommendations – MDR Meeting, 14th July 2014

R.MDR.2014/15:01

D.Exec.2001/2002:13 amended by GC.2009/10:64, District Governors shall, on 30th October, be provided with the names of clubs with less than 15 members, shall be deleted as it is no longer relevant.

Purpose & Effect: In the current membership climate there are now many Rotary Clubs with less than 15 members that effectively contribute to the Rotary programme and these clubs should not be singled out as being less viable.

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R.MDR.2014/15:02

District Governors shall, on 30th November, be provided with current membership numbers, and the previous year's membership numbers, of clubs within their district and shall make contact with those clubs with falling membership to provide appropriate support through the district team to encourage membership growth.

Purpose & Effect: To formalise District Governor responsibility for monitoring declining club membership and providing appropriate support through district team officers such as Assistant Governor, Membership Chair, Extension Officer etc. Date changed from October to November as information is based on July subscription payments and these do not tend to be finalised until November.

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