



## 2008-09 Resource Group Goals

The following goals were identified by the leaders of the 2008-09 resource groups. The specific terms of reference for each resource group were distributed at the International Assembly and is available in the *2008-09 Official Directory*. Additional information on the activities of all the resource groups is available on President D.K. Lee's web pages on [www.rotary.org](http://www.rotary.org) (click on *About Us* > *Leadership* > *RI President*).

### **Health & Hunger Resource Group**

The 2008-09 Health and Hunger Resource Group will:

- Encourage Rotary clubs and districts to work with schools and community groups, to raise awareness about and develop programs that address health and hunger issues (e.g. health fairs, soup kitchens, providing medical care for the uninsured);
- Urge cooperation between Rotary clubs and districts with government and other competent and reputable organizations to raise awareness and work cooperatively on programs that address health and hunger;
- Support projects and programs that effectively address health and nutrition issues of mothers, infants, and children and reduce child mortality;
- Support projects and programs that promote a safe blood supply;
- Promote health and hunger education programs that address:
  - Basic nutrition
  - Polio, HIV/AIDS, tuberculosis, malaria, diarrheal diseases, respiratory diseases, and other preventable or treatable diseases
  - Hygiene and sanitation
- Communicate and publicize programs that connect Rotarians to information about natural disasters, famines and other complex emergencies that threaten health and cause hunger worldwide;
- Collaborate with other Rotary resource groups to promote projects that reduce child mortality;
- Improve communication and reporting of Rotarian health and hunger projects;



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- Provide sincere, honest, and timely responses to all appropriate requests for assistance;
- Recognize Rotarian service that improves health and reduces hunger.

### **Literacy Resource Group**

The 2008-09 Literacy Resource Group will encourage every club to:

- Celebrate International Literacy Day on 8 September

*Suggested special event idea:* Devote a club meeting held during the week of 8 September to a program focusing on the 2008-09 emphasis of reducing child mortality or Rotary's cooperative relationship with the International Reading Association

- Celebrate Literacy Month in March

*Suggested special event idea:* Recognize local programs and school based projects that promote character literacy in the community. This could also have a *Make Dreams Real* theme with the honoree(s) being an example of someone who made his or her dream real and in doing so exemplified character literacy.

- Conduct a dictionary project or other book project
- Devote one club meeting to the role of literacy in reducing child mortality and consider service projects related to this issue

The 2008-09 Literacy Resource Group will encourage every district to:

- Conduct a district literacy workshop or area literacy workshop
- Incorporate a literacy component into all district training functions and the district conference

### **Public Image Resource Group**

The 2008-09 Public Image Resource Group adopted the document PUBLIC IMAGE STRATEGIES/GOALS FOR 2008/2009 as the goals for the upcoming year.

1. To define public relations simply and effectively as “the management function that creates, develops, and carries out policies and programs to influence public opinion or reaction.”



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2. Emphasize the value in grass roots acknowledgement of the importance of public relations.
3. To reinforce the core values of Rotary ethics and to emphasize worldwide promotion of the Four Way Test and the Declaration of Rotarians in Business.
4. Emphasis should be placed upon early training of PR zone coordinators and then having the zone coordinators pass on that training to the district and club groups.
5. Conveners of Zone Institutes be required to include PR content in plenary, training and workshop sessions such as training at Zone Institutes/GETS.
6. Recognize at least one district in each zone for exemplary work in PR.
7. Ensure PR address at the time of the International Assembly includes success stories and graphics.
8. Recognize Rotary's gift to the world at the time of completion of the PolioPlus program, gift PolioPlus statues to municipalities.
9. Recognize and develop the role of PR in membership development. Encourage education of Rotary club members to enable all to share in Rotary's public relations.
10. Request that RI staff develop the concept of 3 year terms for club and district PR chairs. Such positions to be filled by people with professional expertise wherever possible.
11. Launch an international Rotary Humanity in Motion Day possibly as an external promotion on February 23.
12. Recommend applications be sought from representatives of media for all District GSE teams.

### **Water Resource Group**

The 2008-09 Water Resource Group will:

- Encourage and facilitate major programs that demonstrate Rotary's ability to mobilize local resources and to work with international agencies, NGOs and the private sector to create a sustainable, water-based, disease-free, healthy community;



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- Encourage every Rotary club to participate in a sustainable water and/or sanitation project during the 2008-09 Rotary year;
- Encourage every Rotarian to become aware of local and global issues relating to water and/or sanitation;
- Create a guide to best practices;
- Optimize the use of locally available manpower and material in order to create the greatest advantage for the local economy;
- Publish and distribute a quarterly electronic newsletter;
- Promote sustainable water and sanitation as a discussion topic at presidential conferences, district assemblies, district conferences, international institutes, zone institutes, and other gatherings of Rotarians and friends committed to humanitarian service.

### **Youth Services Resource Group**

Serve as a resource to:

- Establish bi-directional and interactive communication between area and zone coordinators and districts in support of Interact, Rotaract, RYLA, and Youth Exchange
- Obtain relevant data from zones on the current state of youth programs in the districts
- Motivate Rotarians to improve upon current state through marketing and promotion
- Encourage opportunities for recognition of outstanding program participation at district and zone level
- Encourage projects and activities that reduce child mortality or raise awareness through Interact, Rotaract, RYLA, and Youth Exchange
- Promote/encourage linkages between Youth Services and the:
  - 2008-09 Interact Committee
  - 2008-09 Rotaract Committee
  - 2008-09 RYLA Committee
  - 2008-09 Youth Exchange Committee
- Promote/encourage linkages between Youth Services and the:



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- 2008-09 Health and Hunger Resource Group
- 2008-09 Literacy Resource Group
- 2008-09 Public Relations Resource Group
- 2008-09 Water Resource Group

### ***Program-specific Goals:***

#### Interact:

- Encourage every Rotary club to sponsor at least one Interact club
- Encourage sponsoring Rotary clubs to support Interact clubs in completing 2008-09 Interact Presidential Citation
- Match new, stagnating, or struggling Interact clubs with strong clubs
- Match Rotary clubs wishing to grow Interact with other clubs with proven success

#### Rotaract:

- Encourage every Rotary club to sponsor at least one Rotaract club
- Encourage sponsoring Rotary clubs to support Rotaract clubs in completing 2008-09 Interact Presidential Citation
- Match new, stagnating, or struggling Rotaract clubs with strong clubs
- Match Rotary clubs wishing to grow Rotaract with other clubs with proven success

#### RYLA:

- Match districts wishing to start or strengthen RYLA with other districts with strong RYLA programs
- Encourage districts to submit RYLA Reports to RI after completing successful RYLA events
- Promote age-appropriate RYLA events (consider RYLA for 14-18 year-olds, RYLA for 18-22 year-olds, and RYLA for 23-30 year-olds).
- Promote special RYLA events for disabled young people, or targeted to Interactors or Youth Exchange students.
- Recommend inclusion of Presidential emphases in RYLA curricula during 2008-09
- Encourage zones to hold RYLA at club, district, and international level. Include exchange students to make it an International RYLA.

#### Youth Exchange:

- Match districts wishing to start or strengthen their Youth Exchange program with other districts with a strong Youth Exchange program.
- Promote dialogue among districts to meet certification requirements and build Youth Exchange.



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- Encourage districts or clubs that are not currently participating in Youth Exchange to have a student from another district or club present at a meeting or a conference.
- Encourage districts and clubs to have Youth Exchange students participate in club and/or district service projects.
- Encourage districts to develop alumni groups (ROTEX) and to organize better participation by alumni.