



Rotary  | *"Vocational service gives Rotarians the opportunity to help others escape poverty and gain a measure of self-respect. As business and professional leaders, we have a duty to lead and encourage good ethics through vocation." Carlos Frum, PDG D6440*



JANUARY IS
**VOCATIONAL
SERVICE
MONTH**



Ideas Bank for the Vocational Services Director

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Based largely on the ideas of Tony Sheard
Vocational Chair Rotary District 6330

This list is not intended to be a prescription of what you should do but rather as a bank of ideas that you can dip into from time to time to stimulate your thinking. You can then develop a program to meet the community need in your locality. For ease of reference the ideas are grouped under the following headings club, workplace, youth, community, and the aged.

Awareness in your Club

Promote vocational awareness to every member of your club through:

Rotary Minute – have a regular section of your weekly meeting during which information segments about Rotary, or your club, is presented.

Your Club Bulletin/newsletter/website might contain a Vocational item each week.

4 Way Test - display the 4 Way test in the club meeting room, recite it at the beginning or end of your meeting.

Classification Talks - Get members of your club to give a talk about their vocation or avocation. Remember that some of the younger members will not have heard the more senior members so ask some of the senior members to repeat/update their talk. Rotary membership is founded on invitation and on choosing a representative of each business, profession and institution in the community is known as the 'classification principle'. The club should be a cross section of the local community. During your recruiting drives ensure your club truly reflects the community in which you live.

Ethics - Hold a debate on the validity of the Way Test in the 21st Century...For example is it out of date?

Business Cards in a Basket - Present a basket of business cards from each member of your club to new members, or a list to encourage members to do business with each other. Promote the list on your website and rotate the cards so that a different one appears at the top of the list each week.

Fellowships and Action Groups - Encourage your members to participate in these Rotary programs so they may utilise their vocational talents in support of a specific Rotary undertaking.

Rotary Volunteer Program - Enroll as an international volunteer to put your skills to work.

'Rotary means Business' - Allow opportunities within meetings for Rotarians to promote their business activities or talk about new and emerging trades in their fields of expertise. Consider charging them a nominal fee for the privilege to go towards fund raising efforts. Produce a classification directory for your Club Directory, Newsletter or website.

Member Advice Forum - At a regular club meeting consider inviting a Rotarian to discuss his/her vocational problems, ask for comments and feedback and exchange ideas to help.

Site Visits - Hold a club meeting at a local business followed by a tour.

Declaration - Encourage your members to adopt the Declaration for Rotarians in Business and Professions.

Club Programs – Ensure that the Club includes a number of Vocational topics throughout the year and particularly remember January is Vocational Service month.

Wealth of Talent...remember you have a wealth of talent in your club.....use it or lose it!

2) Awareness in the workplace

Vocational Excellence Service Award - Develop and present a Community Award program for Vocational Excellence (top performance etc.)

Courtesy Contest or Exemplary Service Award - For example present an award to the most courteous Police Officer, obliging shop assistant, greatest waiter/ress, etc

Bring a Business Person - Arrange occasions for members to bring a non-Rotarian guest to a Rotary event.

Bring a Competitor - Encourage Rotarians to bring their workplace competitors to the meeting in an effort to develop better understanding.

Host a seminar for Small Business using Rotarians and their network of contacts as guest speakers.

3) Awareness in Youth

Hold Essay Competitions. Invite students of local schools to submit essay on a selected topic. E.g. Is the 4 Way Test out of date? What does conservation mean to you?

Hold Public Speaking Competitions. Develop and promote a competition, act as mentors to the students and promote friendly debates between schools or local interest groups.

Make Leadership Awards. (RYLA) Originated in Australia RYLA is an excellent training avenue for young rising executives and leaders.

Generally Support Youth activities in the community

Talk to Youth. Arrange talks to youth groups or schools on ethics and the 4 Way Test.

Student Award Programs. Local Training Institutions are usually receptive to the granting of awards to the most deserving students. The institute will typically shortlist the candidates for final selection by Rotary.

Career Seminars - Rotarians visit schools to tell of career opportunities. This could be carried out in conjunction with the local Chamber of Commerce/Enterprise Centre.

Job Experience - Rotarians can visit and answer questions about specific careers. E.g. a doctor talking about careers in the medical field and a builder talking about careers in the construction industry.

‘Living Today’ Program - Rotarians can talk at local High Schools on such topics as How to buy a car, How to manage your budget, How to open a bank account and manage your savings.

Job Shadowing/work experience programs - Assist local High Schools to provide work experience opportunities.

Scholarships - Provision of scholarships to assist disadvantaged students.

Mock Job Interviews - Arrange in conjunction with the local High School job to provide interview techniques, resume writing training followed by a mock interview session.

Mentoring Programs. For example enroll Rotarians as mentors on the Ontario Government 'Summer Company' program.

4 Way Test Awards - for student achievements in meeting the ideals expressed in the 4 Way Test.

Peer Support - Support the formulation and operation of peer support programs in your local High School.

Citizenship - Sponsor a student to attend a citizenship program. e.g. the Adventures in Citizenship program held in Ottawa, Canada each year.

Leadership Programs - Sponsor a student to attend a leadership seminar e.g. 'Tomorrow's Leadership'

Literacy Awards - Sponsor Awards at local schools or hold essay competitions.

Youth Activity Camps - Provide scholarships for youths in your area to attend. Awareness in the Community

Promote Rotary's commitment to high ethical standards

Post the 4 way Test on prominent billboards in your community

Display the 4 Way Test in your office or place of work

'Walk the talk' by ensuring that your actions in the workplace, community and family demonstrate a personal commitment to business ethic and personal ethics.

Guest Vocational Speakers - Invite local leaders to speak to your club e.g Mayor, Town/City Manager, Parks and Recreation Manager, Fire Chief, Police Chief, Post Office Manager, Public Library Head etc.

Local Ceremonies. - Arrange attendance by Rotary members at local ceremonies/presentations.

Support for underprivileged communities. - Seek support for volunteer Rotarians to work in their trade or profession assisting communities in need.

Craft or Trade Show - Organise a display to showcase local business interests. o Do It Once, Do it Well. Promote this concept through a Rotary sponsored campaign.

Awareness for the Aged

Rotary has a long tradition in addressing the needs of the elderly. The problems facing seniors, from mental health, physical infirmity and loneliness, to the financial strain of living on a fixed income are well known issues and Rotary can help in a variety of ways:

Probus Club – Help form a Probus Club for retired business and professional people in the area

Retirement Seminars
Hold a seminar for the benefit of those approaching retirement, including advice on investments, health, travel etc.

Elderly or Disabled . Create community awareness of any special needs and look at ways to address the identified issues.

Recreation for the Elderly. Provide opportunities to enjoy aerobic exercise, swimming, recreation.

Vocational Training.

Involve retired people in training young people in skills and attitudes.

Carry out a Needs Study to properly assess the vocational needs in your locality, it is useful to carry out a survey of Civic Leaders, School Principals, Charity Organisations, Local and Regional Government Agencies etc. on the needs in your community. This could be by individual one-on-one interview or by holding a facilitated group workshop. The findings can then be used not only by Rotary but by the community at large to address the needs identified.

Remember, if you need help in explaining Vocational Service you may always do an Internet search – you will find lots of good ideas and even a few presentations (especially on <http://youtube.com>) - or just contact your Assistant Governor or one of the members of the District 5020 VS Committee.

District 5020 Vocational Services Committee 2015/16

Chip Ross (Chair)	Strathcona Sunrise	chip.ross@shaw.ca
Buck Frymier	Gig Harbor	mcm@harbornet.com
Steve Garfein	Poulsbo-North Kitsap	steve@rpmteam.com
John Hough	Olympia	johnwhough@comcast.net
Mark Hoppen	Gig Harbor	hoppenm@gmail.com
Darwin Husa	Bainbridge Island	darwin@husaco.com
David Stocks	West Shore (Victoria)	fdstocks@telus.net