2013-14 Regional Membership Plan Executive Summary and Action Plan Region: Korea

Profile

Region	Korea
Zones	9 and 10A
Director(s)	Sangkoo Yun
Project Lead	RC Eun Soo Moon
Rotary Coordinators	Eun-So Moon, Zones 9 & 10A

Goals

Criteria	Key performance indicators	
A. INCREASE MEMBERSHIP RETENTION RATE	2% increase every year	
	• 2012-2013: 92%	
	• 2013-2014: 94%	
	• 2014-2015: 95%	
B. INCREASE NUMBER OF ROTARY CLUBS	2012-2013: 37 new clubs	
	2013-2014: 70 new clubs	
	2014-2015: 80 new clubs	
C. INCREASE PERCENTAGE OF FEMALE MEMBERS	2012-2013: 14.05%	
	2013-2014: 17%	
	2014-2015: 20%	
D. RE-ENGAGE FORMER MEMBERS	2012-2013: 1,700 members	
	2013-2014: 1,800 members	
	2014-2015: 1,900 members	
E. STRENGTHEN RECRUITMENT OF MEMBERS 40	2012-2013: 16%	
YEARS AND YOUNGER	2013-2014: 18%	
	2014-2015: 20%	
F. TRAIN LEADERSHIP ON INCREASING MEMBERSHIP	Zone 9/10A Membership Development Workshops (2	
	times a year)	
	Meetings with 17 District Governors (2 times a year)	
	Regional (17 Districts) Membership Development Seminar	
	(Rotary Assembly): Invited Membership Development	
C INCREASE NUMBER OF ROTADIANS IN KOREA	Speaker (1.1.1.1	
G. INCREASE NUMBER OF ROTARIANS IN KOREA	5% increase every year (total members) 2012-2013: 62,500 members	
	2013-2014: 69,800 members	
	2014-2015: 73,300 members	
	2017 2013. 73,300 IIIEIIIDEI3	
	5% increase every year	
	• 2012-2013: 62,500 members	
	• 2013-2014: 69,800 members	
	• 2014-2015: 73,300 members	

ACTION PLAN

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	A. INCREASE MEMBERSHIP RETENTION RATES	,	
A1	Promote membership development and retention	Three- year Membership Committee	31 March 2014
A2	Encourage new members to assimilate within the club	Club Presidents/ Sponsor club President/DG's special Representative	31 March 2014
А3	Hold more diverse, meaningful, and engaging meetings for both recruitment and retention	Club Presidents/ Sponsor club's President/DG's special Representative	31 March 2014
A4	Set next year's goals during a Leaders Membership Development Workshop	Three- year Committee/DGs/ District officers	31 March 2014
A5	Increase new member's engagement through the mentoring program	PDGs/DGs/ Club Presidents	31 March 2014
	B. INCREASE NUMBER OF ROTARY CLUBS		
B1	Hold Zone 9/10A Leaders Membership Development Workshop twice per year	Three- year Committee	31 March 2014
B2	Devise strategies for creating new clubs in underrepresented areas within districts, which were identified through demographic surveys	Three- year Committee/DGs/Distri ct Leadership	31 March 2014
В3	Identify & nominate well-respected Rotarians as special representatives in areas where the ratio of Rotarians is low to spearhead the effort to create new clubs	DGs/District Leadership	31 March 2014
В4	Vitalize the activities of new clubs by providing continuous motivation & education on Rotary issues	DGs/District Leadership/Club presidents & Secretaries	31 March 2014
B5	Urge Rotarian leaders to show active interest in new clubs and attend their launch ceremonies	RC/ARC	31 March 2014
В6	Vitalize independent workshops for new clubs in each area		31 March 2014
В7	Present RC awards for new clubs: (1) New club launch: Congratulatory floral garlands/ARC attended (2) Charter membership of 60+ or more/e-clubs 100+: Galaxy Tip presented (3) Net growth 500+: One (1)Round Trip Airline ticket to RI Convention (4) Net growth 700+: Two(2) Round Trip Airline tickets to RI Convention (5) Net growth 1,000+: Three(3) Round Trip Airline tickets to RI Convention	RC	31 March 2014
	C. INCREASE PERCENTAGE OF FEMALE MEMBERS		
C1	Distribute Rotary magazine not only to professional women but also to agencies and organizations to naturally promote Rotary	Korea Rotary/ Female Membership Development	31 March 2014

		T	•
		Subcommittee/Club	
		Membership	
		Committees	
	Durant time an amenting and amending a constitution of	District Membership	
63	Present tips on creating and engaging women's clubs and	Development Chairs/	24 Manah 2044
C2	recruiting female members, to inspire confidence and	Club Membership	31 March 2014
	enhance Rotary knowledge among female Rotarians	Committees	
		District Service Project	
		Committees/Club	
C 3	Encourage clubs and districts to conduct joint service projects	Membership	31 March 2014
	in partnership with leading local women's organizations	Committees/Club	31 Water 2014
		Officers	
		Club Officers/Club	
C4	Identify potential members in professions that are under-	<u>-</u>	31 March 2014
C4	represented at the club level	Membership	51 Warch 2014
		Committees	
	Encourage active utilization of the classification system to	District Vocational	
C 5	create new women's clubs to prevent conflicts arising from	Service Committees/	31 March 2014
	over-concentration in one or two professions	Club Vocational	
	·	Service Committees	
	D. RE-ENGAGE FORMER MEMBERS		
D1	Identify former members who are able to engage in Rotary	Current & Past Club	31 March 2014
	service	Presidents	31 1/10/2011
	Devise strategies for re-engagement and contact former		
D2	members to see whether they would come back to assess	TFT/ Club Officers	31 March 2014
	reasons for leaving at club and district levels		
		Past Club	
D3	Mentor former members	Presidents/Cub and	31 March 2014
		District Officers	
		Current Club	
D4	Collect success stories about re-engagement of former	Presidents/TFT & Cub	31 March 2014
	members	Officers	
	E. STRENGTHEN RECRUITMENT OF MEMBERS 40 YEARS		
	AND YOUNGER		
		Three- year	
E1	Encourage creation of e-clubs	Committee/DGs/	31 March 2014
	G	District Leadership	
		DGs/ District	
E2	Organize new Rotary clubs composed of Rotarians' children	Leadership/District	31 March 2014
	and former Rotaractors	Executive Secretaries	
		DGs/Club Presidents &	
E3	Develop new family-oriented club culture	Secretaries/Club	31 March 2014
	Develop new ranning-oriented club culture	Executive Leaderships	31 Mai Ci 2017
		Three- year	
		Committee/DGs/Club	
E4	Promote Rotary to young professionals through social media	Presidents &	31 March 2014
L4	Tromote notary to young professionals through social ineula	Secretaries/Club	SI WALCH ZU14
		<u>-</u>	
		Executive Leaderships	
		Three- year	
	Provide more opportunities to participate in club	Committee/DGs/Club	24.84 224.4
E5	administration and activities with young professionals	Presidents &	31 March 2014
	,	Secretaries/Club	
		Executive Leaderships	

E6	Identify potential members among Rotaractors, Interactors, RYLA, and Youth Exchange participants	District Leadership/Youth Associates/District Executive Secretaries	31 March 2014
E7	Track RI and TRF program alumni and encourage them to re- connect with Rotary	District Leadership/ District Executive Secretaries	31 March 2014
	F. TRAIN LEADERSHIP ON INCREASING MEMBERSHIP		
F1	Three- year Membership Retention Committee: (1) To exchange ideas and identify the specific regional issues (2) To update the information related to membership growth and retention at the quarterly meetings. Expense Item: Meeting Room Rental, leaflet, Refreshments, Meals, Transportation, Parking	DK Lee, TRF Chair(Advisor) Sang Koo Yun(incoming RI Director), Eusol Moon(RC), Sung-ku Yoon (RRFC), Oh-shin Kwon(RPIC) PDG Jaeyun Lee, PDG Sunghee Nam, , Jong- eul Kim(ARC), PDG Youngsuk Yoon, Bong- keun Choi(ARC), Youngjip Cho(ARC), PDG Haengso Kim, DG Kiho Hong, DGE Jungwan BAE, PDG Hejin An,DG Duhee Shin	Quarterly Meeting
F2	Seventeen DGs' Membership Development Seminar (Rotary Assembly): (1) To check the status of every district's membership development and retention plan (2) To deliver updated information (3) To motivate DGs so they implement their membership development and retention plan within the 17 districts. Expense Item: Meeting Room Rental, leaflet, Refreshments, Meals, Transportation, Parking	RI Director, RC, RRFC, RPIC and 17 DGs	Semi-Annual Meeting
F3	Three year Membership Development and Retention Workshop: (1) To train the 17 district Membership Development committee chairs (2) To identify the challenges and issues (3) To motivate leaders and Rotarians so they make special efforts for membership growth (4) To apply some of the concepts learned during the first workshop. Expense Item: Meeting Room Rental, Refreshments, Meals, Transportation, Parking	RI Director, RC, ARC, Host District Officers	Four (4) Preliminary meetings
F4	Three year Membership Development and Retention Workshop: (1) To train the 17 district Membership Development committee chairs (2) To identify the challenges and issues (3) To motivate leaders and Rotarians so they make special efforts for membership growth (4) To apply some of the concepts learned during the first workshop. Expense Item: Meeting Room Rental, Refreshments, Meals, Transportation, Parking	RC and group session trainers	Two planning meetings
F5	Three year Membership Development and Retention	17 District	Two (2) workshops a

Workshop: (1) To train the 17 district Membership	Membership	year
Development committee chairs (2) To identify the challenges	Development chairs,	
and issues (3) To motivate leaders and Rotarians so they	DG's special	
make special efforts for membership growth (4) To apply	representatives,	
some of the concepts learned during the first workshop.	District Extension	
Expense Item: Meeting Room Rental, Refreshments, Meals,	Committee chairs:	
Transportation, Parking	Total 120 Rotarians.	