

# 2014-15 Regional Membership Plan: Progress Summary & Action Plans

## Region: Korea - Zones 9 & 10A

### Profile

<b>Region</b>	Korea
<b>Zones</b>	9 and 10A
<b>Director(s)</b>	Sang Koo Yun
<b>Project Lead</b>	RC Jae Yoon Lee PDG Eun-Soo Moon
<b>Rotary Coordinators</b>	RC Jae Yoon Lee, Zones 9 & 10A
<b>30 June 2015 Goal</b>	<b>68,070</b>

### Progress Summary

<b>Goals</b>	<i>Key performance indicators</i>
<b>Criteria</b>	
<b>A. INCREASE MEMBERSHIP RETENTION RATES</b>	<ul style="list-style-type: none"> <li>Terminated membership rate - Maintain below 8% every year</li> </ul>
<b>B. INCREASE NUMBER OF ROTARY CLUBS</b>	<ul style="list-style-type: none"> <li>2014-2015: 102 new clubs including 20 re-established clubs</li> <li>2015-2016: 50 new clubs including 20 re-established clubs</li> <li>2016-2017: 50 new clubs including 20 re-established clubs</li> </ul>
<b>C. INCREASE PERCENTAGE OF FEMALE MEMBERS</b>	<ul style="list-style-type: none"> <li>2014-2015: about 15%</li> <li>2015-2016: 16%</li> <li>2016-2017: 17%</li> </ul>
<b>D. RE-ENGAGE FORMER MEMBERS</b>	<ul style="list-style-type: none"> <li>2014-2015: 300 members</li> <li>2015-2016: 300 members</li> <li>2016-2017: 300 members</li> </ul>
<b>E. STRENGTHEN RECRUITMENT OF MEMBERS 40 YEARS AND YOUNGER</b>	<ul style="list-style-type: none"> <li>2014-2015: 17% increase</li> <li>2015-2016: 18% increase</li> <li>2016-2017: 19% increase</li> </ul>
<b>F. TRAIN LEADERSHIP ON INCREASING MEMBERSHIP</b>	<ul style="list-style-type: none"> <li>Zone 9/10A Membership Development Workshops (twice a year)</li> <li>Meetings with 18 District Governors (twice a year)</li> <li>Regional (18 Districts) Membership Development Seminar (Rotary Assembly): Invited Membership Development Speaker</li> </ul>
<b>G. INCREASE NUMBER OF ROTARIANS IN KOREA</b>	<ul style="list-style-type: none"> <li>2014-2015: 58,000 members (estimated as of July 01, 2014) 68,000 members (17% Increase)</li> <li>2015-2016: 71,000 members (4% Increase)</li> <li>2016-2017: 74,000 members (4% Increase)</li> <li>Increase number of members by 9, 000</li> <li>Increase number of DG's special representatives to 150 before DGs taking office</li> </ul>

## Action Plan

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
<b>A. INCREASE MEMBERSHIP RETENTION RATES</b>			
A.1	Promote membership development and retention	Three Year Committee/ARCs	
A.2	Encourage new members to assimilate within the club through the mentoring program	Club Presidents/Sponsor Club Presidents/DG's Special Representatives	
A.3	Conduct new members' training seminars at a district level	Club Presidents/Sponsor Club Presidents/DG's Special Representatives	
A.4	Hold more diverse, meaningful, and engaging meetings for both recruitment and retention	Three Year Committee/ARCs DGs/District Officers	
A.5	Provide roles/responsibilities for new members	PDGs/DGs/ Club Presidents	

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
<b>B. INCREASE NUMBER OF ROTARY CLUBS</b>			
B.1	Hold Zone 9&10A Leaders Membership Development Workshop twice per year /Provide regional lecture tours on Membership Development	Three Year Committee/ARCs	
B.2	Devise strategies for creating new clubs in underrepresented areas within districts, which were identified through demographic surveys / Designate special representatives and have them receive training on creating new clubs	Three Year Committee/ ARCs/DGs/ District Leadership	
B.3	(1)Identify members who wish to create a new club (2)Elect members capable of creating new clubs as special Representatives	DGs/ District Leadership	
B.4	To promote new clubs, encourage partnership with RCs, DGs, Three Year Committee and other leadership	DGs/ District Leadership/ Club Presidents & Secretaries	
B.5	Urge Rotarian leaders to show active interest in new clubs and attend their launch ceremonies	RC/ARCs	
B.6	Vitalize independent workshops for new clubs in each area and send guest speakers		
B.7	Present RC awards for new clubs: (1) Award special representatives with dove emblem plaques /ARCs Attended (2) Charter membership of 60+ or more/e-clubs 100+: 'Galaxy Tap' presented (3) Net growth 500+: One Round Trip Airline ticket to RI Convention (4) Net growth 800+: Two Round Trip Airline	RC	

	tickets to RI Convention		
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	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	<b>C. INCREASE PERCENTAGE OF FEMALE MEMBERS</b>		
C.1	Promote female members through media/magazines, and provide more female-oriented activities and giving extra points	Rotary Korea/Female Membership Development Committee/Club Membership Development Subcommittee	
C.2	Present tips on creating and engaging women's clubs and recruiting female members, to inspire confidence and enhance Rotary knowledge among female Rotarians	District Membership Development Committee Chairs/ Club Membership Development Subcommittee	
C.3	Compose a training team with successful club leaders and have them hold workshop tours to provide service education through RLI	District Service Project Committee/Club Service Subcommittee / Club Officers	
C.4	Identify potential female members in professions that are under-represented at the club level	Club Officers/Club Membership Development Subcommittee	
C.5	Encourage active utilization of the classification system to prevent conflicts arising from over-concentration in one or two professions	District Vocational Service Project Committee / Club Vocational Service Project Subcommittee	

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	<b>D. RE-ENGAGE FORMER MEMBERS</b>		
D.1	Identify former members who are able to engage in Rotary service	Current and Past Club Presidents	
D.2	Eliminate the use of "Dismissed" in favor of "Terminated" in regard to members who leave Rotary	TFT/ Club Officers	
D.3	Provide a mentor for former members Select formers members and conduct survey	Past Club Presidents/ District and Club Officers	
D.4	Collect successful stories of re-engaging former members	Past Club Presidents/ TFT and Club Officers	

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	<b>E. STRENGTHEN RECRUITMENT OF MEMBERS 40 YEARS AND YOUNGER</b>		
E.1	Research and develop a growth model for e-clubs	Three Year Committee /ARCs/ DGs/District Leadership	
E.2	Organize new Rotary clubs composed of Rotarians' children and former Rotaractors	DGs/District Leadership/ District Executive Secretaries	
E.3	Develop new family-oriented club culture	DGs/Club Presidents & Secretaries/Club Workgroups	

E.4	Promote Rotary to young professionals through social media	Three Year Committee/ARCs/DGs/ Club Presidents & Secretaries/ Club Workgroups	
E.5	Recruit Rotarians' spouses and other family members	Three Year Committee/ARCs/DGs/ Club Presidents & Secretaries/ Club Workgroups	
E.6	Identify potential members among Rotaractors, Interactors, RYLA, and Youth Exchange participants	District Leadership/Youth Association/ District Executive Secretaries	
E.7	Track RI and TRF program alumni and encourage them to re-connect with Rotary	District Leadership/District Executive Secretaries	

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	<b>F. TRAIN LEADERSHIP ON INCREASING MEMBERSHIP</b>		
F.1	<p>Three- year Membership Retention Committee:</p> <p>(1) To exchange ideas and identify the specific regional issues, strengthen network between Three Year Committee members and DGs</p> <p>(2) To update the information related to membership growth and retention at the quarterly meetings</p> <p>(3) Number of Participants: 20</p> <p><b>Expense Item: Meeting Room Rental, leaflet, Refreshments, Meals, Transportation, Parking</b></p> <p>Zone 9, 10A Leadership Meeting:</p> <p>(4) Rotary leaders in Zone 9, 10A had an introduction meeting.</p> <p>(5) Announced Membership Increase Plan &amp; Target Dates.</p> <p>(6) Number of Participants: 20</p>	<p>Sang Koo Yun(RI Director), Yeong Suk Yun (TRF Trustee), Seong Koo Yun (PRC), Eun Soo Moon (PRC)</p> <p>Jae Yoon Lee (RC), Won Pyo Kim (RRFC), Jongdeok Lee (RPIC), Gil Soo Kim (PDG), Cheon-Wook Hyun(DG), Man Yeong Chang (PDG), Dong Gil Kim (PDG), Young Hwa Son (PDG), Yun Su Ha (DGE), NamSoo Park (PDG), Jong Eul Kim (PDG), Hang Ku Lee (PDG), Jung Hyun Lee (DGE)/ARCs</p> <p>Zone 9, 10A Leadership</p>	<p>15/04/2015 (Then Quarterly Meetings)</p> <p>04/09/2014</p>
F.2	<p>Eighteen DGs' Membership Development Seminar (Rotary Assembly)</p> <p>(1) To check the status of every district's membership development and retention plan</p> <p>(2) To deliver updated information</p> <p>(3) To motivate DGs so they implement their membership development and retention plan within the 18 districts</p> <p><b>Expense Item: Meeting Room Rental, leaflet, Refreshments, Meals, Transportation, Parking</b></p>	RI Director, RC, RRFC, RPIC and 18 DGs	Semi-annual Meetings

F.3	<p>Three year Membership Development and Retention Workshop:</p> <p>(1) To train the 18 district Membership Development committee chairs</p> <p>(2) To identify the challenges and issues (3) To motivate leaders and Rotarians so they make special efforts for membership growth</p> <p>(4) To apply some of the concepts learned during the first workshop</p> <p><b>Expense Item: Meeting Room Rental, Refreshments, Meals, Transportation, Parking</b></p>	RI Director, RC, ARCs, Host Districts' officers	4 Preliminary Meetings
F.4	<p>Three year Membership Development and Retention Workshop: (1) To train the 18 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</p> <p><b>Expense Item: Meeting Room Rental, Refreshments, Meals, Transportation, Parking</b></p>	RC and Group Session Trainers	2 Planning Meetings
F.5	<p>Three year Membership Development and Retention Workshop:</p> <p>(1) To train the 18 district Membership Development committee chairs</p> <p>(2) To identify the challenges and issues (3) To motivate leaders and Rotarians so they make special efforts for membership growth</p> <p>(4) To apply some of the concepts learned during the first workshop.</p> <p>(5) Provide tips on creating new clubs for most representatives (about 150)</p> <p>(6) Provide an appointment certificates for new officers to promote sense of responsibilities</p> <p>(7) Provide educational materials, tips and reports on creating new clubs</p> <p>(8) Have DG's Special Representatives exchange ideas</p> <p><b>Expense Item: Meeting Room Rental, Refreshments, Meals, Transportation, Parking</b></p>	18 District Membership Development Committee Chairs, DGs' Special Representatives, District Expansion Committee Chair: 150 Rotarians in total	(23/08/2014) 2 Workshops per year
F.6	Hold Workshops for special representatives From Alpha to Omega: Creating new clubs		

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	<b>G. INCREASE NUMBER OF ROTARIANS IN KOREA</b>		
G.1	<ul style="list-style-type: none"> <li>Assess pending issues of RI and Rotary Korea, and announce goals</li> <li>Inspire leaders</li> <li>Review best practices of the district that</li> </ul>	Zone 9, 10A Leaders' Workshop for Membership Increase Number of Participants: 200	19/06/2014

	<p>has the most members &amp; the district that has the most new clubs</p> <ul style="list-style-type: none"> <li>• Announce guidelines for recognition</li> </ul>		
G.2	<ul style="list-style-type: none"> <li>• Inspire club officers to retain/increase membership by districts, promote creating new clubs</li> <li>• Share each club's best practices</li> <li>• Promote Rotary (RPIC)</li> <li>• Promote more donations for Rotary Foundation</li> <li>• Announce plans for best clubs recognition</li> <li>• Provide tips to meet membership target goals</li> <li>• Remind the roles and responsibilities of officers</li> </ul>	<p>2014-15 Rotary Korea Assembly Number of Participants: 1300</p>	12/07/2014
G.3	<ul style="list-style-type: none"> <li>• Review the progress of the first half year</li> <li>• Inspire and energize leadership to renew their commitment</li> <li>• Announce best practices and give awards to clubs which achieved their set goals</li> <li>• Provide new set of goals to districts which surpassed their original goals</li> </ul>	<p>Zone 9, 10A Leaders' 2<sup>nd</sup> Workshop for Membership Increase Number of Participants: 300</p>	13/12/2014
G.4	<ul style="list-style-type: none"> <li>• Assess pending issues of new e-clubs and review their management strategies</li> <li>• Exchange information and ideas</li> <li>• Predict future vision for e-clubs</li> <li>• Announce best practices</li> </ul>	<p>Workshop on vibrant e-clubs for Rotary Korea Number of Participants: 100</p>	15/01/2015
G.5	<ul style="list-style-type: none"> <li>• Progress report</li> <li>• Review final accomplishments</li> <li>• Announce successful stories to be adopted in the next year</li> <li>• Provide tips about what needs to be done to receive awards</li> <li>• Thank all DGs for their hard work</li> <li>• Identify and provide directions to set goals for the next year</li> </ul>	<p>Rotary Korea's Officers' Meeting Number of Participants: 30</p>	Towards end of Rotary Year