2015-16 Regional Membership Plan Executive Summary and Action Plan
Region: Korea - Zones 9 & 10A

Profile

Region	Korea
Zones	9 & 10A
Director	Frederick Lin
Project Lead	RC Jae Yoon Lee
Rotary Coordinators	RC Jae Yoon Lee, Zones 9 & 10A

Executive Summary

Goals/Objectives	**Key Performance Indicators**
A. Strengthen Clubs • **Build Dedicated District and Club Membership Teams** • **Utilize and Understand Rotary Club Central and other Rotary Resources** • **Club Assessment and Strategic Planning** • **Improve Awareness of Rotary Clubs in Communities**	• 100% of districts have a designated District Membership Committee Chair • Ensure 30% of clubs set and track at least 15 goals in Rotary Club Central • Produce promotional Rotary Cartoons • Promote 2016 RI Seoul Convention
B. Member Attraction • **Club Growth** • **Age/Gender/Ethnic Diversity**	• Each district will charter at least 1-5 new Rotary clubs. (2015-16: Charter 50 new clubs, terminate 30 clubs) • Improve the gender diversity rate of our members by increasing the percentage of female members by at least 2%. (2016-17: 16%; 2016-17: 17%) • Improve the age diversity rate of our members by increasing the number of Rotarians under the age of 40 by at least 3%. (2015-16: 18%; 2016-17: 19%) 01 July 2014: 56,759 members 30 June 2015 Target: 64,000 members (12.7% Increase) 01 July 2015 estimates: 61,500 members (after updating terminated members, it is estimated to decrease by 2,500) 30 June 2016 Target: 70,000 members (13.8% Increase) 68,000 members are required to meet the standard for an independent Zone 01 July 2016 estimates: 68,000 members (after updating terminated members, it is estimated to decrease by 2,000)

	30 June 2017 estimates: 72,000 members (5.8% Increase) Increase the number of members by 8,500 within the current year Appoint 50 DG's Special Representatives before DGEs' taking office
C. Member Engagement • **Member Satisfaction** • **Retention**	• Increase new member sponsors by at least 10%. • Improve the member retention rate by at least 1 % • Increase the number of members registered in My Rotary by encouraging clubs to have 80% of their club members registered. • Limit the member termination rate below 8% a year

2015-16 Action Plan

	Goals & Tactics	Responsibility	Target Attainment Date	Targets
	A. Strengthen Clubs			
A.1	Ensure districts have a designated District Membership Committee Chair • •	Director, RC	1 July	100% of districts have a designated District Membership Committee Chair
A.2	Develop a trained membership committee to support clubs; Provide templates and job descriptions for various Membership positions within district and clubs • •			
A.3	Assist clubs in setting and tracking goals in Rotary Club Central • •			80% of clubs set and track at least 15 goals or more in Rotary Club Central
A.4	Support clubs in updating website, social media and public image assets. • •			30% of all cubs will have rejuvenated website, social media and public image assets.
A.5	Supports clubs in conducting club assessments and developing a written multi-year membership strategy • •			80% of clubs will have conducted a Club Assessment and developed a written multi-year membership strategy
A.6	Schedule teleconferences, webinars, etc., to discuss strategies, challenges, and how to improve membership development • •			

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	B. Member Attraction			
B.1	Survey club members to determine levels of satisfaction among club members; educate DGNs, DGEs, and Presidents to assess and implement actions that can improve member satisfaction • Encourage and support the appointment of DG's Special Representatives before DGEs' taking office • Visit all 18 districts' membership development seminars and district			

	conferences to deliver presentations • Support speakers for all 18 districts' events (ARC, 3-Year Membership Increase and Retention Committee)			
B.2	Encourage and support districts to charter new Rotary clubs • Exchange district information at 18 DGs' meetings • Monitor new clubs every month			Each district will charter at least 1-5 new Rotary clubs. Attend and offer congratulatory remarks at new clubs' launch ceremonies / ARC attended / Awards presented
B.3	Improve the gender diversity rate of club members • •			Increase the percentage of female members by at least 3%.
B.4	Improve the age diversity rate of club members • Produce Rotary cartoon books to recruit younger new members •			Improve the age diversity rate of club members by increasing the number of Rotarians under the age of 40 by at least 10%
B.5	Improve the racial/ethnic diversity rate of our members • •			Improve the racial/ethnic diversity rate of our members by at least 1%.
B.6	Present RC Awards I. New club launch: Congratulatory floral garlands (the club's district ARC attended) II. Charter membership of 60+ or more (e-clubs 100+): 1,000,000 KRW presented III. For districts showing membership net growth of 500+: 1. Net growth 500+: One Round-Trip Airline ticket to RI Convention 2. Net growth 700+: Two Round-Trip Airline tickets to RI Convention 3. Net growth 1,000+: Three Round-Trip Airline tickets to RI Convention	RC Jae Yoon Lee		
B.7	Train leadership on increasing membership: 3rd Membership Development and Retention Workshop	RC Jae Yoon Lee	23 May 2015	- Train the chairs of 18 districts' membership development committees - Identify challenges and issues - Encourage and motivate leaders and Rotarians to make special efforts to increase and retain members - Recommend innovative methods to recruit new members and retain

				current members - Monitor the regional membership plan and provide feedback
B.8	Train leadership on increasing membership: Zone 9 & 10A Rotary Assembly	RC Jae Yoon Lee	18 July 2015	- Encourage and motivate club officers at each district level - Encourage establishment of new clubs - Present best practices of each club - Promote Rotary (RPIC) - Contribute to the Rotary Foundation - Present each club's recognition plan - Provide tips for accomplishing membership increase and retention goals - Increase accountability for officer roles and responsibilities - Promote RI's programs and service activities - Share information on Korea Rotary's membership and new clubs' statuses, RI's e-clubs' current trend, other Rotary-related issues and updates - Share more Rotary knowledge through a Q&A session - Exchange each district's success stories - Promote 2016 RI Seoul Convention
B.9	Train leadership on increasing membership: 4th Membership Development and Retention Workshop	RC Jae Yoon Lee	07 November 2015	- Track the status of goals for the 1st half of the year - Re-energize and re-motivate leaders - Present and award best practices in process review - Present 2nd set of goals to districts whose goals are already achieved - Encourage and motivate leaders and Rotarians to

				make special efforts to increase and retain members
B.10	Train leadership on increasing membership: Meeting to make vibrant e-clubs in Korea	RC Jae Yoon Lee	16 January 2016	- Identify the current situation of newly established e-clubs and study effective methods of running e-clubs - Exchange information - Forecast the future of e-clubs - Present best practices
B.11	Train leadership on increasing membership: Korean Rotary leaders' meeting	RC Jae Yoon Lee	End of Rotary Year	- Have a leaders' meeting - Announce the One-Year Agenda to reform membership development

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	C. Member Engagement			
C.1	Increase new member sponsors • •			Increase new member sponsors by at least 5%
C.2	Improve the member retention rate in each district • •			Improve the member retention rate by at least 1%
C.3	Publish membership and retention numbers in zone newsletter and zone membership/public image newsletter. Report membership increases at Zone Institute • •			Report on membership trends on *The Rotary Korea* and *Governor's Monthly Newsletter*
C.4	Utilize the Club Viability Report to identify clubs with retention rates below The Membership Plan benchmark • •			Utilize social media networks
C.5	Increase My Rotary registration and usage • •			Increase My Rotary enrollment by encouraging clubs to have 80% of their club members registered
C.6	Assist clubs and Rotarians at creating their Rotary story •			Distribute promotional publications. Produce and distribute Famous Speech Collections

C.7	• Motivate by producing and distributing "Famous Speech Collections on membership increase" publications • Motivate by producing and distributing "Philosophy of Service" publications	5,000KRWx3,000 copies =15,000,000KRW 5,000KRWx3,000 copies =15,000,000KRW		