

ROTARY INTERNATIONAL  
DISTRICT 3310

# Rotary & Vocational Service

## Update to Rotary Clubs



**Each Rotarian is a connecting link  
between the idealism of Rotary and  
his trade or profession.**

***My Road to Rotary – Paul Harris***



# Being a Rotarian

- Why Rotary?
- How do we remain relevant and vitalize?
- Answer: ***Back to basic***
- Why Vocational Service?



# Public's Perception of Rotary



# Vision & Mission

Rotary's vision is to be the service organization of choice with dynamic, action-oriented clubs whose contributions improve lives in communities worldwide.

Our mission is to provide service to others, promote [integrity](#), and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.



## VISION

We will be the service organization of choice  
with dynamic, action-oriented clubs whose contributions  
improve lives in communities worldwide.

**Motto:** *Service Above Self*

SUPPORT  
AND  
STRENGTHEN  
CLUBS

FOCUS AND  
INCREASE  
HUMANITARIAN  
SERVICE

ENHANCE  
PUBLIC IMAGE  
AND  
AWARENESS

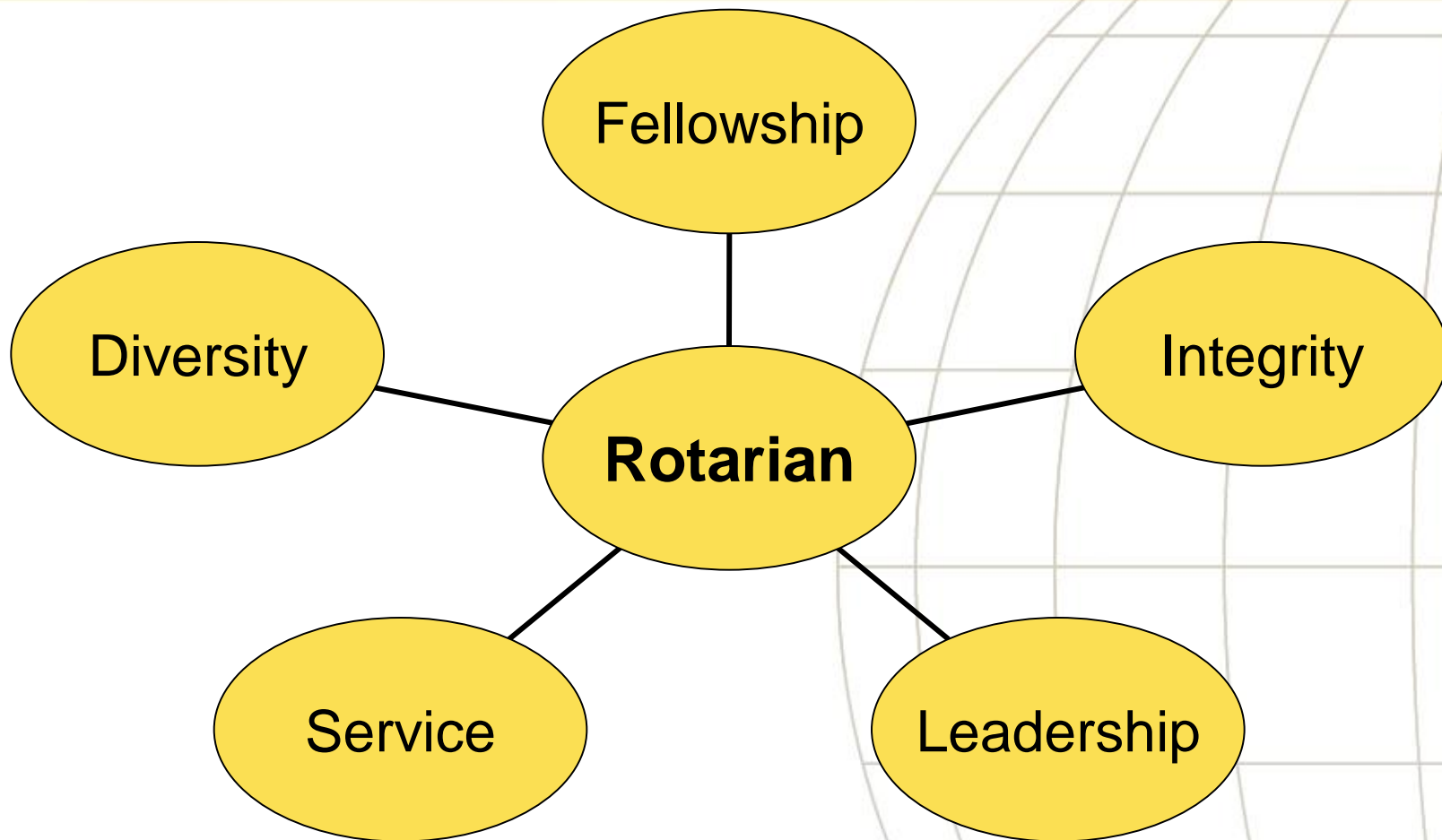
CORE VALUES SERVICE | FELLOWSHIP | DIVERSITY | INTEGRITY | LEADERSHIP

# Back to Basics Priorities & Goals

<b>Support and Strengthen Clubs</b>	<b>Focus and Increase Humanitarian Service</b>	<b>Enhance Public Image and Awareness</b>
<ul style="list-style-type: none"><li><input type="checkbox"/> Foster club innovation and flexibility</li><li><input type="checkbox"/> Balance activities in all four Avenues of Service</li><li><input type="checkbox"/> <b>Promote membership diversity</b></li><li><input type="checkbox"/> Improve member recruitment and retention</li><li><input type="checkbox"/> <b>Develop leaders</b></li><li><input type="checkbox"/> Extend Rotary</li><li><input type="checkbox"/> Encourage strategic planning at club and district levels</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Eradicate polio</li><li><input type="checkbox"/> <b>Increase sustainable service focused on in</b><ul style="list-style-type: none"><li><input type="checkbox"/> <b>Youth and young adults</b></li><li><input type="checkbox"/> The Rotary Foundation's six areas of focus</li></ul></li><li><input type="checkbox"/> <b>Expand strategic partnerships and cooperative relationships</b></li><li><input type="checkbox"/> Create significant projects both locally and internationally</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Unify image and brand awareness</li><li><input type="checkbox"/> Publicize action-oriented service</li><li><input type="checkbox"/> Promote core values</li><li><input type="checkbox"/> <b>Emphasize vocational service ideal</b></li><li><input type="checkbox"/> <b>Encourage clubs to promote their networking opportunities</b> and signature activities</li></ul>



# Rotary's Core Values



**Note: Integrity and Leadership refer specifically to Vocational Service.**



# Importance of High Ethnical Standards

**Rotary's Identity**

**Object of Rotary**

**Interpersonal relationship**

**The 4-Way Test**

**Intrapersonal relationship**

**A Guide to Daily Living**

**Together they inspire us to foster and support the ideal of service for developing and maintaining high ethnical standards in human relations.**





# District Vocational Service

## Goals



Short-term



Medium-Term



Long-Term



# Short-term Goals

**Promote "The Four Way Test"**

as "interpersonal relationship"

**Promote "A Guide to Daily Living"**

as "intrapersonal relationship"

**Hold Classifications Talks**

Objectives:- To get to know our Rotarians better and to increase awareness of career opportunities



# Medium-term Goals

**Friends of Rotary** (businesses and firms that adopt "The Four Way Test" and "A Guide to Daily Living")

**District Vocational Directory** (web-based) – Resources/talent pool (by classifications) for Career Guidance/Counselling and weekly Guest Speakers



# Long-term Goals

**Rotary emblem** as possible **certification mark of distinction** for Corporate Social Responsibilities (CSR)  
- People, Planet, Profit  
(*Global Sustainability*)



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# VOCATIONAL SERVICE



***“This is a changing world. We must  
be prepared to change with it.”***

***Paul Harris, 1935***

