



District 7390



District 7390 Leadership Meeting
20 February 2024
DG Fred Gellert

District Membership
Public Image
Diversity-Equity-Inclusion
Club Support



ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

District Membership Committee



Chair
PDG Juliet Altenburg

Group A

- Chair: PDG Juliet Altenburg (Mechanicsburg North)
- DGN Mary Brunski (Carlisle)
- Matt Wagner (West Shore)
- PDG John Anthony (Mechanicsburg North)

Group B

- Linda Spotts (Susquehanna Township)
- Scott Stevens (Harrisburg)

Group C: Chip Bayer and Tom Jones (Hershey)

Group D: Charity Welch and Carmen Calderone (Passport)

Group E: Jeffrey "Jeff" Marsico (Elizabethtown)

Group F: Shane Moser (Lancaster)

Group G

- David Corman (Uptown York)
- Gary Lauer (York-North)
- Samantha Hildebrand (York-North)
- Brenda Wilbur (Red-Lion Dallastown)

Meetings

4th Tuesday/month

6:30 PM

Drop Ins are welcome!

Membership Committee Services

- Education resources
 - D7390 Membership Page and You Tube Channel (@rotary7390)
 - District, Zone, RI Webinars published here
 - District Learning Assembly 3/23
- Supporting clubs with membership challenges
- Conducting membership assessments
- Strategizing on ways to support clubs through District Wide Events
 - RMB
 - District Conference
 - Others
- Helping clubs with Community Outreach

Public Image

District Communications Platforms

1. Facebook
2. Instagram
3. LinkedIn
4. You Tube
5. Service Above Self Meetup
6. D7390 Website
7. District Billboard Program
8. District Blog

Public Image Team

- Kathi Fuhrman (Hanover)
- Juliet (Mechanicsburg North)
- Melissa Kopp-Smith (Passport)
- Sam Hildebrand (York North)
- Chris Altenburg – videos
- You?



2024 – 2025 District Public Image Chair
Kathi Fuhrman

Club Support

- Social Media Platform Creation
- Website Enhancement
- Rotary LEADS Program
- Navigating RI Website Resources
 - The Learning Center
 - LEADS Program
 - Brand Center
- Video Creation
 - Member Spotlight videos
 - Foundation Grant Video

District Diversity-Equity-Inclusion Committee



- **Vision:** *To Create a diverse, equitable, and inclusive culture experience for all Rotarians locally and internationally.*
- Initiatives: Education, Assessment, Facilitation
- Chair: Vlad Beaufils (Harrisburg RC)
- Membership: Harrisburg, Harrisburg-Keystone, Hershey, Mechanicsburg North, Myerstown-ELCO, Passport, Red-Lion Dallastown Area, York, You?
- Next Meeting: 4/1/24



Diversity, Equity, Inclusion
Committee

**Calling all DG's, DGE's, DGN's and DEI &
Membership Chairs!!!**

DEI Train the Trainer Session

Date: Saturday April 6th, 2024

Time: 10:00 AM - 12 Noon (Eastern Time)

Zoom Link & Registration (click below)

Train the Trainer—DEI Registration and Zoom

Presented by:

Zone 28/32 DEI Committee



**DEI
Train the Trainer
Session**



Inclusion of All



D7390 Calendar

District 7390

- February
 - 29: Rotary Means Business (RMB), Mechanicsburg
- March
 - 9-10: YE outbound training
 - 23: Dist Learning Assemb at Central Penn College
 - 30: Speech Contest mid-level #1 at HACC
- April
 - 3: Short Term Exch Prog (STEP) Orientation
 - 13: Speech Contest Mid level #2 at HACC
 - 16: District Leader Mtg
 - 19-20: District Conference, multi-locations
 - 25: District Leadership Team Meeting (in-person), New Cumberland
- May
 - 24-28: RI Convention, Singapore
- June
 - 2: YE Farewell picnic
 - 9-13: RYLA at Messiah
 - 18: District Leader Mtg
 - 29: DG Installation, Hershey

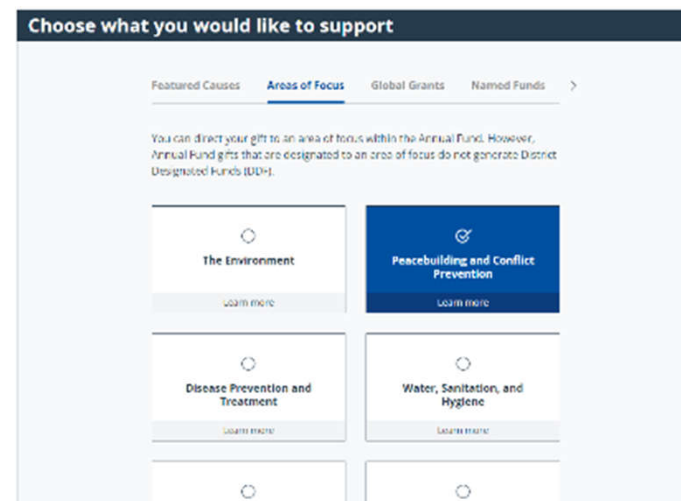


District Peacebuilding Campaign District 7390

- Donate to peacebuilding and conflict resolution during 4 Nov 23 to 23 Feb 24 (to be extended)
- District recognized at \$25,000
- District will recognize donors of \$250 or more
- Best for tracking to send donation to district office but can donate on-line. Select “Peacebuilding and Conflict Prevention” under “Areas of Focus”
- Anonymous donor will match our giving up to \$25,000

D7390 donations to date: >\$3,750

(As of 20 Feb 24)





District Learning Assembly

District 7390

Saturday March 23d

Cost: \$22.50

7:30 – 8:15 Breakfast

8:15-9 Opening Session

9-12 Learning Sessions

Central Penn College

600 Valley Road

Summerdale, PA



Session 1 (pick one)

New Member Orientation

Club Secretary Development

Club Runner 101

Personal Mental Health Overview

Be a RYLA club

Session 2 (pick one)

Club Membership Chair tools

Club Treasurer Development

Public Image for Clubs

Community Mental Health Overview

Be a Youth Exchange Club

Session 3 (pick one)

Club Membership Growth Success

Club Foundation Chair Development

The Rotary Action Plan in the Club

Personal Mental Health (Repeat)

Be a Speech/Essay Contest Club

Tables available for clubs and programs to provide information on events, fundraisers, service projects, etc.

Registration on D7390 web site



District Conference

District 7390



Carlisle

Friday Evening 19 April
Four Way Test contest
Featured Speaker
Tours of AHEC
Dinner



Around the district

Saturday Morning 20 Apr
Service projects



Heritage Hills Resort
York

Saturday Afternoon/Evening 20 April
3 Learning sessions
Reception
Dinner, district awards

Registration on D7390 web site
Early bird discount ends 29 Feb

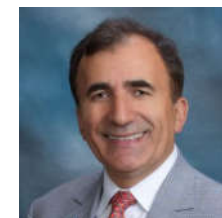
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Brian Flom
PA State Govt
"Talent Development"



Dr. Michele Devlin
Army War College
"Environment"



PDG Yavuz Atila
RI President Rep
"Rotary"

Open Discussion

- Thank you for attending.
- The recording of this meeting and these slides will be posted in the Presidents Information section of the District Website.
- AGs meet with presidents in March by group
- Next DG meeting with presidents is April 16th, 7 PM, on Zoom