

## District Training Bulletin 4

*"Twenty years from now, you will be more disappointed by the things you didn't do than by the ones you did. So, throw off the bowlines, sail away from safe harbour, catch the trade winds in your sails. Explore. Dream. Discover." — Mark Twain*

Seasonal greetings all.

You'll notice that the format of the bulletins has changed. That's because I received feedback that 2 columns or a full wide page are difficult to read on mobile phones or tablets, so they will now be one long, slim format.

### Membership

1. In the last bulletin I said that If your club had a membership growth success story, then please send it to me and I'd add it to the knowledge web site. Learning from each other, and sharing membership success stories is crucial. Sadly, I didn't receive any stories, so I'm hoping that it's a case that you haven't got around to it yet, rather than there are the only the 5 examples of success stories on the website.

<https://www.1040knowledge.net/membershipstories>

On that page is an update from The Adventurers who have 3 new members since the last bulletin, and have also launched a YouTube channel. One story worth telling about the importance of social media. They had a gentleman very interested in joining the club, but unfortunately he can't make the regular meetings (Friday evening zoom), however, once he heard that they had a WhatsApp group where most of the business is discussed, he signed up immediately.

2. North Star. I'm informed that shortly there will be a series of update emails being sent to all 1040 Rotarians about project North Star, so please keep a look out for those coming through. There will also be a series of zoom meetings in the new year to find out more and have the opportunity to ask questions.

### Training / Knowledge web site (DKL)

<https://www.1040knowledge.net>

Firstly, many thanks to those who dropped me a private email to say how useful they are finding the new knowledge library, and with suggestions of what they'd like adding. As I said before, it's work in progress.....

Since the last bulletin, the following areas have been added to the knowledge library:

- Information about “Clusters” (more of later)
- A glossary of Rotary acronyms and terminology. Like any company, industry or organisation we have our own acronyms, which can be daunting especially if you are a new Rotarian, so I’ve compiled a list and added it to the knowledge library. Unless you know what acronyms stand for, it’s easy to get hold of the wrong end of the stick. For example, when I joined Kellogg’s, there were frequent references to ECO, which I “assumed” had something to do with not harming the environment, sustainable crops and manufacturing etc. However, it actually stood for “extra consumption opportunities” 😊.

I’ve also invented a new acronym: DKL which stands for Digital Knowledge Library.

If you come across any Rotary acronyms or terminology that is not on the list, then please let me know and I’ll add them.

- Some links to RGBI teams and people has been added.
- A series of links to “Youth” including available competitions, youth exchange, peace fellowships and RYLA.
- A “who’s who” list of District officers and leads and how to contact them by email. When I was an assistant governor, and even now, I get emails asking who to contact for x,y,z so hopefully the new “Who’s Who” will help you.

## Clusters

You have probably heard about “clusters” over the past 12-18 months, however I come across Rotarians who are not fully aware of what they are, what the benefits are and how they work. This chart summarises the objectives, and also shows which Districts have been clustered together. We are in the cluster called “North of England and North Wales”



Yes, you can postulate why and how the country was divided up in this way, and whether it would have been more logical for example to have put North Wales with South Wales, but it is what it is.

There is more about clusters in the DKL, however let me give you a couple of examples from my personal experience of how these have worked so far.

Last year, when we ran PEPS (president elect preparation seminar), it was split into 2 parts. The first was a zoom with all the districts in our cluster, where the “corporate stuff” was shared, for example an address by Gordon McNally covering the objectives and themes for the year. This was common to all districts, so made sense to cover it in one zoom session. The second part was the more personalised approach, where AG’s (assistant governor’s) met personally with their president elects and covered the more nitty gritty, day to day things that presidents need to be aware of and involved in. It worked really well, and will be repeated with the current president elects in the New Year.

As District Training officer, I’m invited to training cluster zoom meetings, where we share what’s happening in our districts. The other districts were impressed with our training survey that led to our training strategy, and also the development of our DKL, so by sharing, I’ve hopefully helped other districts, as they don’t need to re-invent the wheel. They can use my survey template if they want to do a survey, and they don’t need to develop their own DKL.

Clusters are all about sharing and best practice, however, if a district has reasons for wanting to do things differently, they can, nothing is mandatory.

### **Club Health Checks**

Finally, it’s getting to that time of the Rotary year when president elects will be developing their strategy and plans for their presidential year. I strongly advise you conduct a Club Health Check prior to this work, as the findings will help develop the most appropriate strategy for YOUR club, as no two clubs are the same and one size doesn’t fit all. You can find details of how to do these in the DKL.

Wishing you and yours, all the very best for 2024.

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