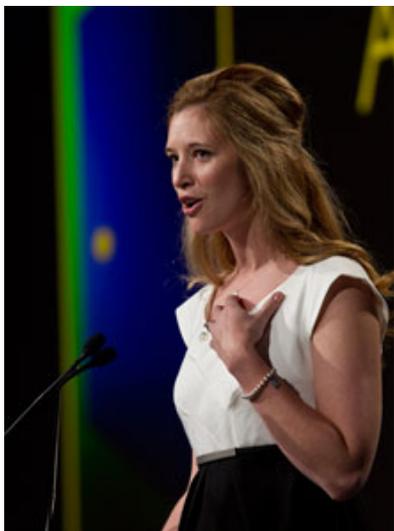


一項通往扶輪之新竅門

A new approach to Rotary

國際扶輪新聞——2011年1月20日

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凱蒂·依絲金，美國明尼蘇達州南大都會扶輪社之社長及創始人，談起有關吸引較年青社員加入扶輪之神情。

Katie Ischkin, president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, talks about attracting younger members to Rotary. *Rotary Images*

凱蒂·依絲金社長同時亦是美國，明尼蘇達州南大都會扶輪社創始人，深信一項通往扶輪之新竅門。

Katie Ischkin, president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, believes in a new approach to Rotary.

她的扶輪社於去年六月創立，已經擁有 25 位社員，其中包含 12 位新社員，他們在三個月內加入扶輪，該扶輪社業已參加其第一次的配合獎助金計劃及國際服務計劃。同時，已經參加超過 10 次的社區服務或親手志工服務。

Her Rotary club, chartered in June, has already grown to 25 members, including 12 new Rotarians who were recruited in a three-month period. The club has signed up for its first Matching Grant and international service project and has participated in more than 10 community service or hands-on volunteer efforts.

在加州聖地牙哥年度國際講習會中，依絲金分享她的有關如何吸納年青的專業人才加入扶輪之概念。身為一位“高貴的，年青的女社員”她是在全球 2% 年齡 30 歲以下之社員，同時，11% 年齡在 40 歲以下社員。

Ischkin shared her ideas on how to attract young professionals to Rotary during the International Assembly, an annual training event in San Diego, California. As a "proud, young, female Rotarian," she is among only 2 percent of club members worldwide under the age of 30, and only 11 percent under 40.

“爲了要扶輪的未來成功，我們需要專注於開創年青人之興趣”她說 “我們今天面臨的是成長的需求，而不是社員的數量，而是，創造堅強的、年青的全球領導人，而這些領導人將協助使扶輪這個機構繼續成功”

"We need to focus on generating interest in young people for the future success of Rotary," she said. "We are faced today with the need to grow not just for the sake of numbers but to create strong, young, global leaders who are going to help continue the success of the Rotary organization."

依絲金在社員方面主張一項新的觀點及一項不同通往扶輪社結構之方案。身為一位改變管理顧問，她瞭解人們恐懼改變。但她強調她的通路並不意味著去改變這機構之核心價值或喪失扶輪社員所珍視的東西。

Ischkin advocates a new outlook on membership and a different approach to club structure. As a change management consultant, she said she understands people's fear of change. But she stressed that her approach doesn't mean altering the core pieces of the organization or losing what Rotarians hold dear.

“我們所作的改變僅僅是我所謂表面的元素而已”她說“整體而言，個別的扶輪社有能力去作改變及重新設計，諸如：例會時間及地點、節目的架構、社員之參與及委員會之形態等”。

"What does change are what I call surface-level elements," she said. "The pieces that individual clubs have the power to shift and redesign, such as meeting times and locations, program structures, club member involvement, and committee formats."

經營管理之期望

Manage expectations

依絲金的扶輪社在晚上開會。同時，為了節省費用，因此沒有用餐。同時，它並不沿襲傳統的方式每週開會，每個月的第三次例會是一個快樂時光/在市區內不同地點及時段上網，第 4 次例會是親手的義工服務機會。

Ischkin's club meets in the evening and lowers costs by not having meals. And it doesn't hold a traditional meeting every week: The third meeting of the month is a happy hour/networking event at different locations in the city, and the fourth meeting is a hands-on volunteering opportunity.

依絲金補充說明，去瞭解新世代年青人的心態是件重要的事情，所以，就依管理之期待而作了改變。較年青的人是一群“說走就真的走的人”她解釋說不管是經過社交網絡、文字之傳遞或其他方式，在多元的企圖中，他們面對很大的壓力以平衡工作及個人的生活。結果，他們可能因其事業必需隨時要被召喚，但他們並非嬌嫩到不能去服務。

Ischkin added that it's important to understand the mindset of the new generation and manage expectations accordingly. Younger people are "always on the go and truly connected," she explained, whether it's through social networking, text messaging, or other means. They face a lot of pressure to be involved in multiple endeavors and to balance work and personal life. As a result, they may be "on call" with their careers, but they are no less dedicated to service.

當你試圖吸納較年青的社員或甚至於輔導及創立一新世代扶輪社，要你的扶輪社及委員會，多花點時間去規劃你期望的是什麼。同時，要審視他們是否將與那些你準備吸收及一起工作的較年青的世代人合作“她說”並非每個扶輪社能夠很快地改變，以吸收較年青之社員；它需要時間。同時，按步就班地慢慢來“

"When you're trying to recruit younger members or even sponsor and start a New Generations Rotary club, take time with your club and committee to outline what your expectations are and whether they will align with the younger generation you are trying to attract and work with," she said. "Not every Rotary club can quickly shift gears to attract younger members; it takes time and baby steps."

她說“但是許多扶輪社，他們所作的是打開心胸，虛心地開始從不同角度去思索你們扶輪社員之未來。”

But for many clubs, she said, "all it takes is opening up your minds and starting to think differently about the future of your club's membership."