
主講人在全會強調社員成長及領導的重要性

Speakers stress membership growth, leadership, during plenary

翻譯：D3520 地區資訊編譯委員會主委 高永吉前社長 PP Spencer

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國際扶輪新聞-2008年1月15日報導

Rotary International News - 15 January 2008

攝影：扶輪形象—愛麗絲·翰森

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在 2008 年度國際講習會上，國際扶輪前地區總監雷·希金布丹對下屆地區總監們演講時提到有關扶輪社領導計劃之好處。

During the 2008 International Assembly, Past RI District Governor Leigh Higinbotham speaks to incoming governors about the benefits of the Club Leadership Plan.

在今天舉行的國際講習會第三全會，前國際扶輪社長克利夫·陶德曼強調總監當選人應將社員成長列為下年度工作重點。“除非採取些必要的措施否則在你地區的社員將會沒有成長或開花結果，”他說。“扶輪的存活端賴社員成長。”

陶德曼概述在以下三個領域扶輪社可以讓社員成長：

- 為社尋找新社員
- 留住現有的社員
- 在社區中輔導新社

尋找新社員

新社員無所不在，陶德曼說。潛在的社員包含大使獎學生、扶輪青年服務團及團體研究交換團員。他同時建議扶輪社規劃特定的社員目標，例如每月引進一位新社員。

留住現有的社員

留住現有的社員與引進新社員同等重要，陶德曼說。出於自願的去適應是關鍵。“事實上是我們許多老一代的人必需要樂意去改變我們的思維，在我們規範中提供些較自由之空間要提供較多予需求之考慮及期待。就如同現今商業及專業領域之行政首長們所面對的問題，”他如此表示。

輔導成立新社

陶德曼鼓勵下屆地區領導人考慮新形式的扶輪社。“你認為怎樣讓 40 歲以下的專業人士進入扶輪社？你認為怎樣在一特殊的種族或社區中少數民族成立一個新扶輪社？”他問。“或在

During the third plenary session at the International Assembly today, Past RI President Cliff Dochterman emphasized the need for incoming district governors to make membership growth a focal point in the upcoming year. “Membership in your district will not grow or blossom unless some very necessary steps are taken,” he said. “Rotary’s very survival depends upon it.”

Dochterman outlined three areas in which clubs can expand membership:

- Seek new members for clubs
- Retain current members
- Sponsor new clubs in the community

Seek new members

New members are everywhere, Dochterman said. Potential members include Ambassadorial Scholars, Rotaractors, and Group Study Exchange team members. He also recommended that clubs set specific membership goals, such as one new member per month.

Retain current members

Keeping current club members is just as important as bringing in new ones, Dochterman said. A willingness to adapt is key. “The truth is, many of us in the older generations must be willing to change some of our thinking, provide a little more freedom in our regulations, and give a lot more consideration to the demands and expectations that business and professional executives face today,” he said.

Sponsor new clubs

Dochterman encouraged the incoming district leaders to consider new types of Rotary clubs. “How about clubs with professionals under the age of 40? How about a new club in an ethnic or minority section of your community?” he asked. “Or a

一間大賣場、一座機場、一棟高樓大廈或一個大型的大學校園中成立一個新扶輪社？”

“社員擴展全由你們來決定”陶德曼作成結論。“較大的問題是：你們每一位是否當作一回事去面對？我想你們都是，因此請盡力而為吧！”

領導計劃有助於扶輪社處於適當情境

會議之初，加拿大英屬哥倫比亞溫哥華 5040 地區前總監雷·希金伯丹曾提到每一扶輪社應有其各自特色之重要性。他說，扶輪社之領導計劃就是達到此一目標有力工具。

“它是我們組織穩定性、成長及成功的命脈，”希金伯丹說。
“它提供扶輪社之領導技巧及行政管理架構之指南。”

扶輪社領導計劃之步驟是個有效能扶輪社之關鍵，他補充說。“一個扶輪可在其任一選項中來提出這些功能。這種彈性讓扶輪社領導計劃在扶輪世界中得以實施。”

社長當選人李東建之國際扶輪主題“讓夢想成真”需要強而有力的扶輪社，希金伯丹說。“在即將到來的年度中，身為地區領導人，你是扮演要有效地領導貴扶輪社的角色。一項肯定的方式來支持李東建之主題，就是鼓勵你們地區之扶輪社來完成這個計劃。”

new club in a shopping mall, an airport, a high rise, or a large university campus?”

“Membership development is up to you,” Dochterman concluded. “The bigger question: Are each of you up to the task? I think you are, so go for it!”

Leadership plan helps Rotary stay relevant

Earlier in the session, Leigh Higinbotham, past governor of District 5040 in Vancouver, British Columbia, Canada, spoke about the importance for each club to build its own identity. The Club Leadership Plan is an essential tool for this, he said.

“It is vital to the stability, growth, and success of our organization,” said Higinbotham. “It provides clubs with leadership techniques and an administrative structure to guide their activities.”

The Club Leadership Plan steps are critical for effective Rotary clubs, he added. “A club may address these functions in any way it chooses. This flexibility allows the Club Leadership Plan to be implemented throughout the Rotary world.”

The RI theme for President-elect Dong Kurn Lee’s year, Make Dreams Real, will need strong clubs, Higinbotham said. “As district leaders, it is your role to effectively lead your clubs during the upcoming year. One sure way to support D.K. Lee’s theme is to encourage the clubs in your district to implement this plan.”