

教員手冊

FACULTY NOTEBOOK

課程指南

Course Guide

第三部分

Part III



扶輪領導學院台灣分部

Rotary Leadership Institute Taiwan Division

主編：RLI 台灣分部主委

邵偉靈前總監

PDG Dens

翻譯：RLI 台灣分部翻譯組主委

高永吉前社長

PP Spencer



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扶輪在其第二世紀之挑戰：第三部

The Challenge of Rotary in its Second Century: Part III

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扶輪領導學院 第三部份的課程綱要

OUTLINES FOR THE RLI PART III COURSE

註：完整綱要、幻燈片、參考資料及額外之資料都儲存於學員之 CD 中或上網 www.RLI33.org

Note: the full outlines, slides, reference materials and bonus materials are on the student CD or online at www.RLI33.org

歡迎參加扶輪領導學院第三部份課程 Welcome to RLI – Part III	於第三部分課程議程是以互動會議及參考資料來作總結，包含以“新聞突破”方式來作一種“扶輪最新資訊”，並提供一種破冰的課程。	Interactive Session summarizing the Part III course agenda and reference materials, covering “breaking news” in a “Rotary Update”, and providing a class icebreaker.	
國際服務 International Service	一項由扶輪世界社區服務所誘導出之案例研究，強調如何將國際服務帶領到貴社的實際方法。	A case study driven examination of the concept of world community service in Rotary, with emphasis on the practical ways of bringing international service to your Club.	5
領導力／公開演講 Leadership / Public Speaking	在任何集會場合一項實用的有效公開演講基本要點，準備要點及扶輪特定的公開演講之討論。	A practical look at the basics of effective public speaking in any venue, elements of preparation, and a discussion of Rotary specific public speaking.	10
國際扶輪計劃 Programs of Rotary International	互動會議運用扶輪領導學院學員在其社內之經驗來報告他們對國際扶輪核心計劃、休閒、職業及其他服務機會之瞭解。	Interactive session using RLI students’ experiences in their clubs to inform their understanding of the core programs of RI, recreational, vocational and other service opportunities.	13
有創意的服務 Creative Service	詳細審查“需求之哲學”並對二位 RI 前社長反向思維之反映；及在扶輪社內有創意服務之正面效應。	A detailed examination of the “philosophy of need” as reflected in the countering views of two past RI Presidents; and the positive effect of creative service on Clubs.	16
公共關係 Public Relations	關於規劃及執行有效公共關係之一場親手參與的會議，來表示各種扶輪活動所組成之新聞的種類。	A hands-on session dealing with the planning and execution of effective public relations, with expression in the form of press releases composed for various Rotary events.	19
一個變動中的扶輪—— 扶輪領導學院的評論 A Changing Rotary – Critique of RLI	扶輪領導學院畢業生，評估國際扶輪領導學院三部份所有的大學生會議之經驗；並使用方法去討論對節目的改進使得扶輪領導學院精進。	RLI Graduates evaluate the RLI experience in all three undergraduate sessions; and use techniques refined in RLI to discuss the impact of suggested changes to the program.	21



熱誠的歡迎到美國東北扶輪領導學院—第 31-32 地帶總部

2007-08 年度

親愛的朋友們，

根據一位私人顧問葛萊葛孟·納爾遜“領導人的特質，他是在一位組織裏最具影響力的人物……他常常並不依循著該組織之藍圖來進行。”

我同意這個假定。這正如同我們偉大的服務組織—國際扶輪。在社的層級，扶輪的領導是由下而上的。即使是扶輪社員，扶輪如果沒有你的話將會一事無成。因此，我們認為每一位都是一位領導人。你就是之所以扶輪能提供許多必要的計劃及服務給予我們本地社區及更大的社區—我們世界社區的原因！我們今年的國際扶輪社長，偉福·魏京森，已經選擇了一個很適當的主題，它是與我們扶輪領導學院很貼切的主題—扶輪分享！

我們的創始人及名譽主委—國際扶輪理事大衛·林內，在 1992 年決定如果我們資深的領導人在地區及國際層級接受的教育所獲得的知識來教育我們的社員則扶輪能作更多的事情。分享資深社員的經驗及分享及討論我們地帶和地區其他扶輪社員之經驗，以提供扶輪社較堅實及較好的基礎，並激勵扶輪社員走一段漫長路到社裡或地區擔任領導職務。知識就是力量，如果我們將我們的力量結合起來，我們將變得更堅強及更有活力的扶輪社。也因此我們可以為比我們不幸的那些人作更多的事情。

在國際扶輪即將積極的及進步的改變中，同時根據 2007 年的立法會議中通過的立法，今年我們持續地將去年我們編訂的課程作大幅度的修改以便與時俱進。藉用評估表格請讓我們了解課程及教師們表現是否適當以及你們所期望的是什麼。當我們作修正的時候，請讓我們知道你們的想法以便幫助我們加強並讓扶輪領導學院在來年會更好。

非常謝謝各位寶貴的時間與我們分享和討論你的看法，以使扶輪更加美好。請在與我們討論時你要是位積極的參與者。要在扶輪領導學院裡扮演一位積極的角色，在你上完課離開扶輪領導學院時將會懷著一份你曾經參與過的那份驕傲感，並帶回你所學回到你的扶輪社去激勵你的社員。我僅代表扶輪領導學院全體職員及教師們，謝謝你來此參加並期待將來與你共事以便分享扶輪！

你的朋友

丹尼爾·史本賽，紐澤西 7640 地區前總監

美國東北扶輪領導學院主委—總部

第 31-32 地帶

紐澤西州，格羅斯特市扶輪社

A Hearty Welcome to The Rotary Leadership Institute of Northeast America-The Home Division of Zones 31-32 2007-2008

Dear Friends,

According to Gregory Nelson, a personnel consultant, "Leaders by profile are the people who are the biggest influence in the organization.....Very often, that doesn't follow the organization chart."

I concur with that assumption. Such is the case with our great service organization, Rotary International. The leadership of Rotary is from the bottoms up, at the Club level. Nothing happens in Rotary without YOU, the member of the Rotary club. Hence, we recognize everyone as a LEADER. YOU are the reason that Rotary provides much needed programs and services to our local communities and our communities at large-our world community! Our RI President this year, Wilf Wilkinson, has selected an appropriate theme relevant to what we are all about in the RLI-ROTARY SHARES!

Our founder and Chairman emeritus, RI Director David Linett, decided in 1992 that, Rotary could do so much more if our members were educated with the knowledge that our senior leaders on the district and international level were educated with. The SHARING of their experiences, and the SHARING and discussion of experiences of Rotarians from other clubs in our districts and zones, would go a long way to providing a foundation for stronger and better clubs, and catapult club Rotarians into club and district leadership positions. Knowledge is power, and with all of OUR POWER TOGETHER, we can become stronger and more viable, and do so much more for those less fortunate than we.

This year, we continue with the significant changes in the curriculum we made last year in order to keep current and on the threshold of positive and progressive changes within Rotary International, and in accordance with the legislation passed at the 2007 Council on Legislation. By use of the Evaluation Form, please let us know whether the curriculum and faculty presentations were relevant and what you expected. As we make changes accordingly, please let us know what you think could help us to enhance and make the RLI better in years to come.

Thank you so much for taking your valuable time and being with us as we share and discuss your ideas for making Rotary better. Please be an active participant in our discussions, and leave here with a sense of pride for what you are doing, and bring back and motivate your club members to take an active part in the Rotary Leadership Institute. On behalf of the Officers and Faculty of the Rotary Leadership Institute, I appreciate you being here, and look forward to working with you in the future as ROTARY SHARES!

Your friend,

Daniel T. Spencer, Jr., PDG, D-7640NJ
Chairman-The Rotary Leadership Institute of Northeast America-Home Division
Zones 31-32
Member of the Rotary Club of Gloucester City, New Jersey



Rotary Leadership Institute of North Eastern America

Updated: 7/16/2007

2007-2008 Officer Roster (proposed)

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扶輪領導學院

第三部分會議議程

The Rotary Leadership Institute

Part III Agenda

7:30 ~ 8:00 AM	註冊 Registration
8:00 AM	早餐，歡迎及介紹扶輪領導學院第三部分 Breakfast, Welcome & Introduction to Part III
8:45 ~ 10:15 AM	國際服務 International Service
10:15 ~ 10:30 AM	休息 BREAK
10:30 ~ 11:20 AM	領導力／公開演講 Leadership / Public Speaking
11:20 ~ 12:20 AM	國際扶輪計劃 Programs of Rotary International
12:20 ~ 1:20 PM	午餐 LUNCH
1:20 ~ 2:10 PM	有創意的服務 Creative Service
2:10 ~ 2:20 PM	休息 BREAK
2:20 ~ 3:10 PM	公共關係 Public Relations
3:10 ~ 3:40 PM	一個變動中的扶輪—扶輪領導學院的評論 A Changing Rotary – Critique of RLI
3:40 PM	評鑑及散會 Evaluations & Adjournment



國際服務

追求世界和平重要的一大步

INTERNATIONAL SERVICE - An Important Step toward World Peace

* 於此首場會議，請參與者自我介紹。

In this first session, ask participants to introduce themselves.



國際服務：追求世界和平重要的一大步
International Service:
An Important Step Towards World Peace

會議之目的 Goals of the Session

- 探索國際服務的機會
(第四大服務途徑)
Explore Opportunities for International Service
(the "Fourth Avenue of Service")
- 交換國際服務活動之理念
Exchange Ideas for International Service Activities
- 規劃一項世界社區服務 (WCS) 計劃
Design a World Community Service (WCS) Project

Rev. 2007-07-14 bww 11
Rotary Leadership Institute - Part III

資料 Materials

- 會議的提綱 Session Overheads
- 愛滋病手冊 AIDS Handbook
- 識字手冊 Literacy Handbook
- 行星地球手冊 Planet Earth Handbook
- 對婦女的服務 Service to Women
- 世界社區服務手冊 WCS Handbook
- 捐獻種類資源指南 DIK Resource Guide
- 世界社區服務通訊 WCS Newsletters
- 世界社區服務資料庫
WCS Database Example
- 世界社區服務幻燈片 WCS Slideshow

* 播放幻燈片(3-01) 及 (3-02) 然後 (3-03)。先介紹會議目的然後轉至會議議題。

Show slide (3-01) and (3-02) and then (3-03). Introduce goals of the session and then move on to session topics.

會議摘要 Session Outline

* 播放幻燈片(3-04)

Show slide (3-04)

- 1) 國際服務是什麼?
What is International Service?
 - a) 國際服務目標是什麼?
What is the goal of international service?
 - b) 為什麼我們不只要專注於我們當地的社區服務?
Why shouldn't we just concentrate on our local community?
 - 2) 貴社在國際服務中作了些什麼?
What does your club do in International Service?
 - 3) 國際服務的機會
Opportunities for International Service
 - a) 國際服務活動有什麼可能的機會?
What are possible opportunities for international service activities?
 - b) 國際扶輪的國際計劃?
International Projects of R.I.?
- * 要求舉出國際扶輪計劃之範例(青少年交換, 扶輪行動團體, 聯誼會, 扶青團, 扶少團)。使用活動掛圖。
- Ask for examples of RI projects (Youth Exchange, Rotary Action Groups, Fellowships, Interact, Rotaract). Use flip chart.*
- c) 扶輪基金會會在國際服務扮演之角色?
Role of The Rotary Foundation in International Service?
- * 文化、教育、人道計劃。
Cultural, educational, humanitarian programs.
- d) 由地區、扶輪社員團體所籌畫特殊的扶輪國際計劃等。

備註 Notes:



如扶輪整形外科醫療團、生命的禮物等

Special Rotary international projects organized by districts, groups of Rotarians, etc., e.g. Rotaplast, Gift of Life, etc.?

- 4) 在國際服務上我們如何運用我們的職業技能?
How can we utilize our vocational skills in international service?
- 5) 扶輪社符合國際範疇之計劃
Club meeting programs in International area
 - a) 由社員作國外訪問報告
Reports by members on foreign visits
 - b) 報告有關於姊妹社之計劃
Reports on sister club program
 - c) 聯合國及扶輪計劃...其他可能的計劃?
UN and Rotary programs., other possibilities?
- 6) 一項世界社區服務計劃的拓展
Development of a World Community Service (WCS) project
 - a) 扶輪的世界社區服務是什麼?
What is World Community Service in Rotary?
 - b) 我們要如何為我們的社尋找一項世界社區服務計劃?
How do we go about finding a WCS project for our club?
 - c) 有那些資源可供扶輪社來從事國際服務計劃?
What resources are available to clubs for international service projects (WCS)?
- 7) 討論有關配合獎助金計劃
Discussion of Matching Grant Program
 - a) 它將如何運作?
How does it work?
 - b) 需要他國的夥伴扶輪社或地區
Need for partner club or district in another country
 - c) 資格
Requirements, etc.
- 8) 什麼是 3-H 計劃?
What is the 3-H program?
- 9) 什麼是義工服務獎助金?
What are Volunteer Service Grants?
- 10) 設計一項計劃 Design Projects
 - a) 分成小組以便去設計計劃
Divide into small groups to design projects
 - b) 每一分組報告, 討論及評估
Reports of each group, discussion & critique
- 11) 概述 SUMMARIZE

備註 Notes:



國際服務計劃: 講義一

拓展一項國際社區服務計劃之建議步驟

1. 從扶輪網站上獲得概念 (世界社區服務計劃交換)或從曾經參訪國外人士中獲得資訊。
2. 試圖選擇重要事情以便引起社員之興趣。
3. 將此概念向社之國際服務委員會報告，以便該委員會向理事會報告。
4. 如獲得理事會通過然後與預定國家之扶輪社或地區聯絡以便尋求合作。
5. 與合作之扶輪社或地區估算該計劃之大約費用。
6. 考慮如果有意願或有必要拜訪其他國家。如果是的話，討論旅費包含於義工服務獎助金的可行性。
7. 研擬夥伴扶輪社/地區有關計劃之預算。評估資金來源—贊助社、地區之捐獻、夥伴社配合獎助金及其他外援等。
8. 獲得所有支持資源的預算通過，然後開始準備申請配合獎助金。
9. 進行配合獎助金之申請並執行計劃。
10. 讓扶輪社了解該計劃之進行進度。攝影照相以便公諸於地區及外面之媒體等。
11. 感謝那些支持計劃的贊助者。

International Service: Handout 1

SUGGESTED STEPS IN DEVELOPING A WORLD COMMUNITY SERVICE PROJECT

1. Get ideas from Rotary Web Site (WCS Projects Exchange) or people who have visited a foreign country.
2. Try to select something IMPORTANT that will interest the club members.
3. Present the idea to the club's International Service Committee who will report to the Board of Directors.
4. If approved, make contact with Rotary club or district in the target country to seek cooperation.
5. Get estimates of project cost with cooperation of partner club/district.
6. Consider if visit to other country desirable/necessary. If so, discuss ways of financing travel, including possibility of Volunteer Service Grants.
7. Develop budget for project with partner club/district. Estimate source of funds - sponsor club, district contribution, partner club, matching grant funds, outside support, etc.
8. Get approval of budget by all sources of support and begin preparation of matching grant applications.
9. Process matching grant applications and execute project.
10. Keep club informed of progress of project. Have pictures taken, etc. for publicity within district, to outside media, etc.
11. Thank those who supported project.



國際服務：講義二

國際服務計劃之方案

方案一

扶輪社員瑪格麗特·梅鐸參訪馬達加斯加的團體研究交換之後回國。當她在馬達加斯加時參觀了一個小村莊的荒廢小學。孩童的桌子腐爛。並且事實上很危險，可念的書非常少同時很多人共用一本書。教師們非常賣力但是在非常困難的條件下工作，當瑪格麗特拜訪時，很多孩子們請她教他們英語。但她僅能在那裡停留幾天而已。該村落並沒有扶輪社，在幾英里外只有一個扶輪社，我們要如何幫助他們呢？

方案二

當湯姆社員在南亞渡假時，他拜訪泰姬瑪哈陵，同時看到世界奇蹟之美。但是當地卻充斥著乞丐及非常貧窮的人。湯姆和一些印度的扶輪社員談論這些問題。同時與他們一起去一個農村社區，這些村民看似有病的樣子。湯姆就問這些扶輪社員為何村民都是如此，他們告訴湯姆因為村民沒有乾淨的飲水喝因此許多人都感染人類免疫缺陷病毒（HIV 愛滋病毒）。當湯姆問有關醫院及醫師的情形時，這些扶輪社員告訴湯姆有一家醫院距該村 75 哩遠的地方，有一位醫師每三個月才來這社區一次，村民們並不確信他們感染愛滋病毒直到發現有愛滋病發生才知道。因此許多人覺得是飲水造成他們患此病的，湯姆問這些社員是否能夠提供援助，當地扶輪社員說那太好了，他們能夠幫什麼忙？及如何幫忙？

方案三

瑪琍·史密瑟斯在扶輪領導學院受訓回來，很興奮地要在她的扶輪社舉辦一次世界社區服務計劃。唯一的問題是她不知要如何開始著手，因此她上了國際扶輪的網站—www.rotary.org 並聯結到世界社區服務計劃交換及上網到南美及幾個不同的計劃。結果她看到在瓜地馬拉要求支援款項以便購買教科書的合作計劃，他知悉上列只要美金 2,000 元就可以購買整個學校所需要的書籍，她們的扶輪社透過喬治亞地區之扶輪社員將該款項匯出。之後她們收到感謝函。通常由於好奇心，有幾位社員及瑪琍決定去拜訪瓜地馬拉。他們發現當地民眾用最原始的方法在耕作且許多婦女在貧窮地區支撐家務，瑪琍要規劃一項計劃來幫助該地區。我們要如何作呢？
暗示：什麼是一個小型企業信用貸款銀行？

International Service: Handout 2 SCENARIOS FOR INTERNATIONAL SERVICE PROJECTS

SCENARIO I

Rotarian Margaret Meader has returned from her GSE visit to Madagascar. While in Madagascar she visited a small village with a school in great disrepair. The children's desks were rotting away and were actually dangerous. There were few books available and children had to read from one book in groups. The teachers tried hard, but worked under very difficult circumstances. When Margaret visited many children asked her to teach them English, but she was there only a few days before moving on to another town. There was no Rotary club in the village, but there was one a few miles away. What can we do to help?

SCENARIO II

While on a vacation in South Asia, Rotarian Tom visited the Taj Mahal and saw the great beauty of this Wonder of the World. But the site was filled with beggars and desperately poor people. Tom talked with some Indian Rotarians and went with them to a farming community. The people looked sickly and Tom inquired of the Rotarians about the reasons for their condition. He was told that they were having problems with impure water and that many people were HIV positive. When Tom asked about doctors and hospitals, the Rotarians said that there was a hospital about 75 miles away and one doctor who visited the community every three months. People were not sure they were HIV positive until full blown AIDS occurred and many felt it was the water that made them sick. Tom asked if his club could help and the Rotarians of the area said that would be great. What can be done and how?

SCENARIO III

Mary Smithers returned from a Rotary Leadership Institute course all excited about working on a World Community Service Project in her club. The only problem was she didn't know what to do. So she pulled up the Rotary International Web Site -www.rotary.org and clicked on the World Community Service Project Exchange and clicked off South America and several different types of projects. She found a request for funds for a textbook cooperative in Guatemala. She learned from the listing that US \$2,000.00 would buy books and covers for an entire school. The club sent the funds through a Georgia Rotarian and received a letter of thanks. Mostly out of curiosity, a few club members and Mary decided to visit Guatemala. They found primitive farming methods and many female led families living in poverty. Mary wants to design a project to help the area. What should we do? Hint: what's a microenterprise bank?



國際服務：講義三
配合獎助金預算範例

計劃經費		US\$12,000
我們扶輪社之捐款		\$3,000
外國扶輪社之捐款		\$1,000
我們地區指定基金捐款		\$3,000
扶輪基金會之配合獎助金		\$5,000
1 比 1 地區指定基金配合款	\$3,000	
1 比 0.50 二個扶輪社之配合捐款	\$2,000	

註：我們社捐\$3,000 可獲得總共一項 US\$12,000 之計劃

加上以上可能由其他國家的當地政府，合作之團體或私人機構的捐款。

International Service: Handout 3
SAMPLE MATCHING GRANT BUDGET

PROJECT COST:		\$12,000
CONTRIBUTION BY OUR CLUB:		\$3,000
CONTRIBUTION BY CLUB IN OTHER COUNTRY:		\$1,000
CONTRIBUTION FROM OUR DISTRICT DESIGNATED FUND:		\$3,000
MATCHING GRANT FROM THE ROTARY FOUNDATION		\$5,000
1-1 MATCH OF DDF FUNDS	\$3,000	
1-.50 MATCH OF 2 CLUBS CONTRIBUTIONS	\$2,000	

NOTE THAT OUR CLUB USED \$3,000 TO PUT TOGETHER A \$12,000 PROJECT.

ADDED TO THE ABOVE COULD HAVE BEEN CONTRIBUTIONS FROM LOCAL GOVERNMENT OF THE OTHER COUNTRY, COOPERATING PUBLIC OR PRIVATE AGENCIES, ETC.



領導力／公開演講

Leadership / Public Speaking

* 播放幻燈片(3-05) Show slide #3-05.

領導力／公開演講
Leadership- Public Speaking

會議之目的 Goals of the Session

- 介紹學員關於有效公開演講及口頭簡報之基本要素
Introduce participants to the basic elements of effective public speaking & oral presentations
- 將這些要素應用於扶輪例會
Apply elements to Rotary meetings

Rotary Leadership Institute - Part III

* 播放幻燈片(3-06)。先介紹會議目的然後轉至會議議題。

Show slide #3-06. Introduce goals of the session and then move on to session topics.

會議摘要 Session Outline

* 公開演講不可能在 50 分鐘內教會。以下所列各項建議僅供初學者之參考—簡短的概述用 10 分鐘的時間將整個會議摘要檢視一下，然後用剩下的 40 分鐘實際演練。

Public speaking cannot be taught effectively in 50 minutes. The following session suggestions are only recommendations to be initially considered – a thumbnail overview at best. Take 10 minutes to review complete session outline and then use the remaining 40 minutes for a practice session.

1) 要使聽眾注意

Getting/holding audience attention

a) 準備一靠近麥克風

Preparation- approach to microphone.

i) 備忘錄、道具、視訊、音響補助器事先要準備妥當
Notes, props, av aids ready beforehand.

ii) 自信、開場白要沈著、鎮定

Confident, self-assured opening words.

b) 保持注意 Maintaining attention.

i) 持續地、沈著地簡報—不可失言或動作笨拙。
Steady, continuous presentation - no lapses or fumbles.

ii) 透過自信心重拾失去的注意

Recapture lost attention through assertiveness.

2) 設備 Equipment

a) 熟悉 Familiarity

i) 用各種可能的設備來演練

Practice with all equipment, if possible

資料 Materials

- 會議的提綱 Session Overheads
- 如何開始 How to Get Started
- 公開演講的訣竅 Public Speaking Tips
- 會議主持人十大要點
Toastmaster's Top 10
- 市民公開演講最重要的三大準則
Top Three Criteria for Civic Public Speaking

備註 Notes:



(1) 麥克風

Microphones

(2) 視訊輔助器—VCR、幻燈片、投影機

Visual aids - VCR, slide projectors, overhead projectors

(3) 錄音帶、錄影帶

Cue up tapes, slide carousels, video tapes, etc.

ii) 在簡報前要立即試用設備

Test equipment immediately before presentation.

iii) 準備不同的投射機及備份器材以便不時之需。

Bring variety of lenses for slide projector and backup equipment, if possible, in case of failure.

2) 底稿／備忘錄

Script/Notes

a) 關鍵字提醒即可—而不是以寫稿子的方式

Key-word reminders only - no written script

i) 依序的關鍵字

Key-words in sequence

ii) 所有你所想要說的重點

All points you wish to cover.

iii) 如果可能，僅僅寫一頁就好

One side of page, if possible

3) 彈性 (長度)

Flexibility (length)

a) 準備簡報時間長或短

Be prepared for longer or shorter presentation time

i) 可以擴大討論你所涵蓋的重點

Be able to expand discussion of points you're covering

ii) 可以藉由省略些重點或減少討論時間來縮短時間

Be able to condense by leaving out points or shortening discussion

iii) 剩下發問時間可能減少

Time left for questions may be shortened

iv) 預期發問可能會打斷簡報

Anticipate questions interrupting presentation

備註 Notes:



- 4) 扶輪—特別指南
 - Rotary-specific guidelines
 - a) 主持一般的例會
 - Presiding over general weekly meeting
 - i) 注意力的維持
 - Maintaining attention
 - ii) 議程的準備
 - Preparing agenda
 - 5) 實際演練
- PRACTICE SESSION

備註 Notes:



國際扶輪計劃



PROGRAMS OF ROTARY INTERNATIONAL

國際扶輪計劃 Programs of Rotary International

會議之目的 Goals of the Session

- 提供國際扶輪建構性計劃、網絡團體及服務機會選項的概要
Provide an overview of RI's structured programs, networking groups, and Menu of Service opportunities
- 探討計劃對扶輪的目標及社員的扶輪經驗的關係
Discuss the program's relation to Rotary's goals and to a Rotarian's Rotary experience

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- 資料 Materials**
- 會議的提綱 Session Overheads
 - 於社區的活動 Communities in Action
 - 服務選項 Menu of Service
 - 地區扶輪青年團手冊
District Rotaract Manual
 - 扶輪少年團手冊 Interact Manual
 - 地區社區服務團手冊 RCC Manual
 - 扶輪聯誼會手冊
Rotary Fellowships Manual
 - 扶輪友誼交換
Rotary Friendship Exchange
 - 扶輪義工手冊
Rotary Volunteer Manual
 - 扶輪青年領袖營手冊
RYLA Handbook
 - 職業服務手冊
Vocational Serve Handbook
 - 世界社區服務手冊 WCS Handbook
 - 青少年交換手冊
Youth Exchange Handbook
 - 全球網絡團體
Global Networking Groups

* 播放幻燈片(3-07)，播放幻燈片(3-08)。先介紹會議目的然後轉至會議議題。

Show slide #3-07, show slide #03-08. Introduce goals of the session and then move on to session topics.

會議大綱 Session Outline

* 要求大家填寫以下建構性計劃(學員的大綱是空白)。針對各種反應來使用活動掛圖。記載所有正確或不正確之答案。播放幻燈片(3-09)。

Ask group to fill in the structured programs below (student outline is blank). Use flip chart for responses. List all responses whether correct or incorrect. Show slide #03-09.

1) 國際扶輪建構性計劃有那些？一共有 9 項—你能列出嗎？

What are Rotary International's structured programs? There are nine of them- can you name them?

國際扶輪建構性計劃		
Rotary International's structured programs		
扶輪少年服務團 Interact	扶輪友誼交換 Rotary Friendship Exchange	世界社區服務 World Community Service
扶輪社區服務團 Rotary Community Corps	扶輪青年服務團 Rotaract	扶輪青少年領袖獎 Rotary Youth Leadership Awards
扶輪義工 Rotary Volunteers	青少年交換 Youth Exchange	全球網絡團體 Global Networking Groups



*** 要求大家閱讀(a 到 f)然後再與大家舉行一次總討論**

Ask group to read (a. thru f.) and then conduct a general discussion with the group.

- a) 扶輪社如何運用這些建構性的計劃?
How are Rotary Clubs supposed to use these structured programs?
- b) 貴社要參與這些計劃的那些項目?
What does your Club do to participate in these programs?
- c) 貴地區要如何鼓勵參與或組成全地區或許多社的活動來實施這些計劃?
What does your District do to encourage participation or to organize district-wide or multi-club activity in these programs?
- d) 你個人或貴社參與表列計劃之那些項目?
What is your involvement or your club's involvement with any of the listed programs?
- e) 你個人或貴社如何參與其任一項計劃?
How could you or your club begin participating in one of these programs?
- f) 在這幾樣計劃中，探討那些計劃符合扶輪的使命?
For several of the programs, discuss how they fit Rotary's mission.

2) 什麼是服務機會選項?

What is the Menu of Service Opportunities?

*** 參見公式名錄(第 0-66 頁)。貴社之秘書應有一本名錄。也可參閱本概要的第 18 頁。**

See official directory (page 0-66). Your club's secretary should have a copy of directory. See also page 18 of this outline .

3) 什麼是全球網絡團體?

What are Global Networking Groups?

*** 參見公式名錄(第 61-65 頁)。有二項分類：扶輪聯誼會及扶輪行動團體。討論其差異性。播放幻燈片(3-10)。**

See official directory (pgs. 061-065). There are 2 categories: Rotary Fellowship and Rotary Action Groups. Discuss the differences between them . Show slide (03-10)

- a) 是否有許多扶輪社員組成團體以便在一起追求共同休閒興趣? 職業方面的興趣如何? 以服務為導向的活動又如何?

Are there organized groups of Rotarians who get together to pursue common recreational interests? How about vocational interests? How about service-oriented interests?

*** 請問大家提出有關扶輪行動團體之範例，然後播放幻燈片(3-011)。再問大家有關扶輪聯誼會之範例。再播放幻燈片(3-12)。**

Ask the class to give examples of Rotary Action Groups. Then show slide (03-11). Next, ask the class to give examples of Rotary Fellowships. Then show slide (03-12).

- b) 扶輪如何認可並支持它們?
How does Rotary recognize and support them?

*** 宣傳，為網絡所設的一個平台(在扶輪國際年會中之攤位)
Publicity, a platform for networking (booths at international conventions).**

- c) 你如何相信這些團體會持續存在?
How do you believe these groups came into existence?

*** 需求，國際扶輪帶引，個別扶輪社員之熱情使其與眾不同。
Need, R.I. Initiative, Individual Rotarian Passion to make a difference.**

備註 Notes:



d) 你如何相信他們會運作成為一個團體？這些團體之規模有多大？它對活動之影響如何？

How do you believe they might function as a group? What is the scope of most of these groups? How does that affect the activity?

* 它們已發展成個別自力更生的實體。

They are developed as separate self-sustaining entities.

e) 這些活動會不會影響扶輪社的服務？或者參加這些活動會加強防止社員流失？如果是的話，如何？

Doesn't this take away from Club service? Or, would participation in a project enhance Rotary membership retention? If so, how?

* 活躍，超越扶輪社之上。

Activities, beyond the club.

f) 對於幾個扶輪社員行動的團體，討論你將如何看待(如必要猜一猜)這些獨特的計劃。

For several of the Rotarian Action Groups, discuss what you believe (guess if necessary) may be typical projects.

g) 如果社員及扶輪社不參加這些活動的話會有何影響？這些計劃如何促成扶輪的使命？

What do Rotarians and Rotary get out of participation in these activities? How do these projects advance the mission of Rotary?

h) 你要如何參加這些團體中的一個團體？

How would you join one of these groups?

* 請參考公式名錄。可查到聯絡的資料。

Refer to the official directory. Contact information is available.

4) 你被要求分組去規劃五項新的聯誼會或扶輪的行動團體，同時探討這些活動要如何有益於扶輪。

You were asked as a group to propose five new fellowships or Rotary action groups and to discuss how these activities would be good for Rotary.

* 參考第 15 頁議題四。Refer to Page 15 -#4.

備註 Notes:



有創意的服務

Creative Service



* 播放幻燈片(3-13)。先介紹會議目的然後轉至會議議題。播放幻燈片(3-14)。

Show slide (3-13) Introduce goals of the session and then move on to session topics. Show slide (3-14).

有創意的服務 Creative Service

會議之目的 Goals of the Session

- 探討扶輪服務的觀念，以及
Explore the concept of service in Rotary; and
- 探討會強化與活化扶輪的服務活動的類型
Explore the type of service activities that will strengthen and energize Rotary

Rotary Leadership Institute -- Part III

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查看第 16 頁備註的部份 See notes section on page 16..

會議摘要 Session Outline

1) 細看我們目前社的服務及募款計劃，那些是有創意的及有生產力的，同時審視那些是可行的並值得再審察？

Let's take a look at some of our present club service and fund raising projects. Which are creative and productive and which deserve a second look as to their viability?

2) 那種形式的服務計劃是我們必需要尋找的？那種形式的計劃會吸引新社員？

What type of service projects should we be looking for? What type of projects will attract new members?

※ 採用活頁掛圖 Use flip chart

3) 我們要如何發覺社區需要的是什麼？

How do we go about finding out what the community needs?

* 播放幻燈片(3-15) Use slide #3-15

a) 前 RI 社長比爾·韓特力的社區關懷的方法就是要我們走入社區並與人們交談—指的是那些人呢？

Past R.I. President Bill Huntley's community concerns approach- is go into the community and talk to people-WHICH PEOPLE?

* 針對議題 a) 及 b) 使用活頁掛圖列出鎖定目標的人們。

Use a flip cart for a and b and make a list of people to target.

b) 大家共同提出建議。

Suggestions from group

4) 問題於符合社區需要

Problems in meeting community needs

* 有些可能的答案：自我，信仰，政治，社區領導人沒能力來闡明社區之需求。

資料 Materials

- 會議的提綱 Session Overheads
- 講義：需求評估摘要
Handout: Needs Assessment Summary
- 韓特力及金樂施 Huntley & Kinross
(Be a friend 1994-5, Show Rotary Care 1997-8)
- 幻燈片：有效的服務
Slideshow: Effective Service
- 幻燈片：服務的計劃
Slideshow: Service Projects
- 社區評估 Community Assessment
- 社區在行動 Communities in Action
- 服務機會選項 Menu of Service Opportunities
- 100 個扶輪示範計劃
100 Exemplary Rotary Projects
- 101 種活化貴社的方法
101 Ways to Energize Your Club

備註 Notes:

一種建議的技巧去引出有創意服務。分發一小張紙並且要參加者畫一條線。將紙條收集起來並找出“有創意的”線。讓團體來討論哪條線有創意的和哪條線是不會引起爭議的/傳統的。這個例子怎樣適用於有創造性的服務。

A suggested technique to introduce creative service. Distribute a small piece of paper and ask participant to draw a line. Gather slips of paper and look for "creative" lines. Have group discuss which lines are creative and which are safe /traditional. How does this example apply to creative service.

不會引起爭議的/傳統的 有創意的
SAFE/TRADITIONAL CREATIVE





Some possible answers: ego, religion, politics, inability of community leaders to define their needs.

a) 我們要如何來解決這些問題?
How do we deal with these problems?

b) 我們要如何鼓勵有創意的思維?
How do we encourage creative thinking?

*** 腦力激盪／透過委員會方式來領導**

Brainstorming/leadership through committee approach.

c) 我們要如何與其他機構共事?
How do we work together with other organizations?

5) 為什麼要親自參與計劃，包含募集基金?
Why hands on projects, including fundraising?

*** 播放幻燈片(3-16) Show slide #3-16**

a) 前 RI 社長金樂施的方法—“為什麼要捐獻小額捐款給其他社區機構—我們應該自己募款並自我規劃計劃或與其他機構共同規劃服務計劃”

Past President Kinross' approach- "Why donate small amounts to other community organizations -we should raise the funds and do the projects ourselves or as partners with the other organizations."

b) 請注意，前 RI 社長金樂施選擇了世界上最艱困的問題—飢餓、貧窮、文盲……

Note that Past President Kinross took on some of the toughest problems in the world-hunger, poverty, literacy...

c) 你有何感想?
What do you think?

6) 交換新創意計劃的構想—一般的服務及募款
Exchange of ideas for new creative projects —general service and fund raising

*** 要每位學員在活頁掛圖上列出一個服務計劃及一項募款計劃。並鼓勵全體學員寫下筆記並帶回其扶輪社。**

Have each participant list one service project and one fundraiser on a flip chart. Encourage class to take notes back to the club.

7) 摘要概述
Summarize

備註 Notes:



講義 A：社區服務

選擇及規劃服務計劃

選擇及規劃一項社區服務計劃之重要步驟

1. 評估社區之需求
2. 決定扶輪社及社區有那些可用資源
3. 在對該社解釋不同計劃之取捨後，選擇一項有趣及可達成的計劃
4. 成立一項計劃委員會以確立目標及目的
5. 如果需要時在活動過程中要包含社區成員及服務夥伴（扶輪少年服務團，扶輪青年服務團及扶輪社區服務團）
6. 研擬一項預算
7. 成立一項公共關係活動要讓社區居民瞭解該計劃
8. 募款來資援該計劃
9. 評估該計劃之成功率

當在選擇一項社區服務計劃時國際扶輪理事會鼓勵扶輪社專注於以下九項優先項目：

國際扶輪服務機會選項		
瀕臨危險兒童	國際瞭解及親善	貧窮及飢餓
殘障者	識字及數字能力	保護行星地球
保健	人口問題	都市問題

*我們建議扶輪社要從服務機會選項中選擇其服務計劃，我們鼓勵每一個扶輪社要嘗試那些較適合它自己社區需要的計劃。

社區服務可以延伸到世界社區。你可經由世界社區服務計劃交換尋找一個外國的計劃夥伴來從事國際的服務計劃。

討論的問題：

- 扶輪社員要如何決定其社區之需求？
- 扶輪社員要去尋找什麼資源來吻合那些需要？
- 那種計劃對社區之正面影響力最大？
- 如何使本地社區人員也參與一項服務計劃？
- 一個扶輪社如何與本地之機構共事？
- 要用什麼手段來向社區居民宣導該計劃？
- 有那些潛在的資金來源？
- 為何評估計劃之成功是重要的？

Handout A: Community Service

Selecting and Planning Projects

Key steps for selecting and planning a community service project

- 1 Assess the community's needs.
- 2 Determine the resources available from the club and the community.
- 3 After explaining various project alternatives to the club, select a project that will be interesting and achievable.
- 4 Form a project committee to establish goals and objectives.
- 5 Include community members and Partners-In-Service (Interact, Rotaract, and Rotary Community Corps) throughout the process when possible.
- 6 Develop a budget.
- 7 Create a public relations campaign to make the community aware of the project.
- 8 Raise funds to finance the project.
- 9 Evaluate the success of the program.

The Rotary International Board of Directors encourages Rotary clubs to focus on the following nine priority areas when selecting a community service project:

Rotary International Menu of Service Opportunities		
Children at Risk	International Understanding & Goodwill	Poverty and Hunger
Persons with Disabilities	Literacy and Numeracy	Preserve Planet Earth
Health Care	Population Issues	Urban Concerns

*While it is recommended that clubs choose projects areas from the Menu of Service Opportunities, each club is urged to undertake projects which best address the needs of its own community.

Community Service can extend to the world community. You may wish to make the scope of your project international by finding a project partner in another country through the World Community Service Projects Exchange.

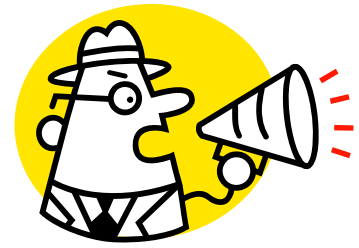
Discussion questions:

- How can Rotarians determine needs in their communities?
- Which needs do Rotarians have the resources to address?
- What kind of project would have the greatest positive impact on the community?
- How can local community members be incorporated into a project?
- How can a Rotary club work with a local organization?
- What tools can be used to promote the project to community members?
- What are some potential sources of funding?
- Why is it important to evaluate the success of the project?



公共關係

PUBLIC RELATIONS



* 播放幻燈片(3-17)。

Show slide 3-17.



公共關係 Public Relations

會議之目的 Goals of the Session

- 在我們社內之公共關係計劃中分析有可能改善的地方
Analyze possible improvements in our Clubs' Public Relations programs
- 決定我們如何可以有效地提供我們社良好的宣傳
Determine how we can effectively provide good publicity for our clubs




Rotary Leadership Institute - Part III

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資料 Materials

- 會議的提綱 Session Overheads
- 視覺形式之手冊 Visual Style Manual
- 幻燈片：公共關係
Slideshow: Public Relations
- 實況說明袋 Fact Packs
- 給編輯者的信件 Letters to the Editor
- 新聞發佈 Press Releases
- 計劃宣導指南
Program Promotional Guides
- 公益廣告 Public Service Announcement

* 播放幻燈片(3-18)。先介紹會議目的然後轉至會議議題。

Show slide 3-18. Introduce goals of the session and then move on to service topics.

會議摘要 Session Outline

用 25 分鐘討論議題 1,2,3 及 4

Take 25 minutes to cover 1, 2, 3, and 4.

- 1) 你認為在你的社區中“扶輪”的形象如何?為什麼?
What do you think the image of "Rotary" is in your community? Why?
- 2) 宣傳如何影響扶輪社?
How does publicity affect Rotary Clubs?
 - a) 宣傳如何影響扶輪社之可信度?
How can publicity affect the credibility of the club?
 - b) 貴社之領導人認為公共關係會衝擊正在規劃之計劃和活動嗎?
Do the leaders of your club consider public relations impact in designing projects and activities?
 - c) 公共關係(好或壞)會影響社的社員成長的成果嗎?
Does public relations (good or bad) affect the club's membership development efforts?
- 3) 為什麼我們的社沒有較好的公共關係?在很多社區很少人知道有一個扶輪社的存在。
Why don't our clubs have better public relations? In many communities very few know a Rotary Club exists there.
- 4) 我們要如何改善公共關係?
How should we go about improving public relations?

* 用活頁掛圖，要全體學員列出非僅限於新聞發佈之其他公共關係之活動。如：招牌、宣傳單、活動、不同媒體...等
Using flipchart, have class list publication relations activities other than press releases. Examples: signs, handouts, events, various media, etc.

備註 Notes:



- a) 在與媒體來往時，要思考一家報社或媒體要的是什麼—它是什麼樣的媒體？—是本地導向或州或國家導向等等。如果是本地導向的媒體則其強調的是本地的人

In dealing with the media, think about what a newspaper or other media wants -what type of media is it?-locally oriented, state, etc. If locally oriented, play up local people

- b) 試圖讓發佈新聞能讓非會員引起興趣—即對社區如何有益的、在國際關係的成就等。

Try to make a press release interesting to non-members—how the community benefits, achievements in international relations, etc.

- c) 試圖親自認識報社及其他媒體記者。

Try to get to know the newspaper and other media reporters personally.

*** 用 25 分鐘討論議題 5。如果時間許可時，再談論議題 6 及 7。**

指示：分成數個小組，每組不要多於 5 位，要其中一分組討論 C。剩下的分組設計他們各自的新聞發佈稿(用 B)要各分組念其新聞稿。用 5-10 分鐘來唸及討論／評論。播放幻燈片 (3-19)。播放幻燈片(3-20)。

Allow 25 minutes for #5. If time permits, go to #6 and 7.

Instructions: Divide into groups of no more than 5 persons. Have one group do item C. Remaining groups create their own press release following B. Have groups read their releases. Allow 5 to 10 minutes for readings and discussion/critiques. Show slide #3-19. Show slide #3-20.

- 5) 讓我們擬一新聞發佈稿

Let's write a press release...

- a) 在新聞發佈之表格中寫下真相事實

Put facts below in press release format

- b) 填寫誰，什麼，什麼時間，那裡，為什麼？

Fill in the who, what, when, where, why?

- c) 內容：有二位社員參加扶輪國際年會在年會時該社被頒贈最佳社區服務計劃獎。該社將一老的市民聚會所翻修並改為一個退休老人的社區中心。他們同時在中心雇用職員，用車子接送老年人來回社區中心並安排娛樂節目、食物、主講者、宴會、文化節目等。

Content: Two members went to the Rotary International Convention and while there the club was awarded a prize for the best community service project in the state. They renovated an old town hall and made a community center for senior citizens. They also staffed the center, drove seniors to and from the center, arranged entertainment, food, speakers, parties, cultural programs, etc.

- 6) 貴社最近有完成什麼活動，也許它可作為一些宣傳的好題材—什麼樣的宣傳？

What has your club done recently which might be a good subject for some publicity—what kind of publicity?

- 7) 概略說明 Summarize

備註 Notes:




扶輪領導學院評論—變動中的扶輪

RLI CRITIQUE- CHANGING ROTARY



* 先介紹會議目的然後轉至會議議題。



Introduce goals of the session and then move on to service topics.



扶輪領導學院的評論-變動中的扶輪 RLI Critique- Changing Rotary

會議之目的 Goals of the Session

- 分解扶輪領導學院節目之優缺點
同時建議做些改變
Analyze the strengths and weaknesses of the RLI Program, and suggested changes
- 討論扶輪領導學院對參加學員及其扶輪社的影響
Discuss the impact of RLI on participants and their clubs

Rotary Leadership Institute – Part III

Rev. 2007-07-14 bww 11 NO-03-20

資料 Materials

- 會議的提綱 Session Overheads
- 講義 A: 扶輪領導學院課程
Handout A: RLI Courses

* 參閱講義 A。挑選一位記筆記於本會議終了時繳回。

Refer to handout A. Select one person to take notes to be turned in as an evaluation of this session at the end.

會議摘要 Session Outline

* 用 5 分鐘時間讓學員朗讀摘要然後問下列問題

Spend about 5 minutes to allow participants to read through the outlines. Then ask the following questions:

- 你最喜歡整個節目中的那部份?
What did you like best about the overall program?
- 你最不喜歡整個節目中的那部份?
What did you like least about the overall program?
- 在你學成之後那些項目你會帶回社裡使用?
What have you taken from the course and used back in your club?
- 你建議我們要改變或增加些什麼以改善課程?
What would you suggest we change or add to improve the course?

1) 你個人對扶輪領導學院的課程中最記得的是那部份？為什麼？

What courses in RLI were most memorable to you individually? Why?

2) 那些活動是達到會議之目的最有效？為什麼？

What activities were most effective in getting across the goals of the session? Why?

3) 有那一位教員在他／她作簡報資料時表現得很出色？

Was there a faculty member that distinguished himself/herself in the presentation of materials?

a) 什麼使其簡報很特別？

What made this presentation special?

b) 是否這個有品味的簡報可為其他教員作典範或在其他會議情況下可被複製？

Are there qualities in that presentation that could be duplicated by other faculty and/or in other sessions?

備註 Notes:



- 4) 列舉將介紹或建議給貴社或其他扶輪團體，你在扶輪領導學院中所學到的具體的活動或議題。

Name some concrete activities or topics you learned at RLI that you have introduced or suggested to your Rotary club or other Rotary groups.

- 5) 你是否有過一次機會去運用任何一種特殊的領導技巧於貴社其他的場合。例如：在工作、其他市民或義工努力服務中等？

Have you had an opportunity to use any of the specific leadership skills in an environment other than your Rotary club, i.e., at work, other civic or volunteer endeavors, etc.?

- 6) 你個人是否將扶輪領導學院推薦給貴社的其他社員？

如果照作將對貴社有所助益？

Have you personally recommended RLI to others in your club? Would it be beneficial for your club to do so?

- 7) 有關扶輪領導學院教材方面你是否建議作那些改變，簡報方法，課程順序，會議地點或任何其他方面，以便改善學員的扶輪領導學院經驗之品質？

What changes would you make to RLI in materials, presentation methods, order of courses, venues, or any other aspect, in order to improve the quality of the student's RLI experience?

* 播放幻燈片(3-21)。

Show last slide (3-21)

恭喜各位，畢業了！

CONGRATULATIONS, GRADUATES!

備註 Notes:



講義 A: 扶輪領導學院課程

Handout A: RLI Courses

扶輪領導學院第一部課程

Part I RLI Courses

- 歡迎及介紹扶輪領導學院
- 領導力 / 特質
- 社層級以上的扶輪
- 防止社員流失
- 介紹扶輪基金會
- 領導力 / 建立團隊
- 服務計劃
- Welcome & Introduction to RLI
- Leadership / Characteristics
- Rotary Beyond the Club
- Membership Retention
- Introduction to The Rotary Foundation
- Leadership / Team Building
- Service Projects

扶輪領導學院第二部課程

Part II RLI Courses

- 歡迎及最新扶輪訊息 / 第二部
- 領導力 / 目標
- 職業服務 / 道德標準
- 吸收新社員
- 扶輪基金會 / 分享制度
- 領導力 / 怎樣進行會議
- 分析一個扶輪社
- Welcome & Rotary Update / Part II
- Leadership / Goals
- Vocational Service / Ethics
- Membership Recruitment
- The Rotary Foundation / SHARE
- Leadership / How to Run Meetings
- Analyzing a Rotary Club

扶輪領導學院第三部課程

Part III RLI Courses

- 歡迎及最新扶輪訊息 / 第三部
- 國際服務
- 領導力 / 公開演講
- 國際扶輪計劃
- 有創意的服務
- 公共關係
- 一個變動中的扶輪—扶輪領導學院的評論
- Welcome & Rotary Update / Part III
- International Service
- Leadership / Public Speaking
- Programs of Rotary International
- Creative Service
- Public Relations
- A Changing Rotary – Critique of RLI