



District Leadership Academy

Course Descriptions and Assignments

2019-2020



General Instructions

All Academy courses are to be completed during the period of time in which the course is taught (one month). Each of the courses (except the two-part course covering The Rotary Foundation) will include the following tasks:

- Reviewing all curriculum materials and submit a written comment to the instructors regarding the materials
- Respond to all discussion topics for the courses
- Complete a club Survey on the course topic
- Complete a one-year club Action Plan for the course topic based on the results of the survey for the club
- Complete an online final quiz.
- Other requirements for each course are listed below.

FIRST SEMESTER

<p>Pre-Course August 5 - 31</p>	<p>This course will be available August 1 – August 31 of 2019 as each student is enrolled in the DLA program. It is designed to help them become familiar with the Canvas “Virtual Classroom” Learning Management System (LMS) prior to the launch of the first DLA course on September 1. Students will be given access to this Pre-Course immediately upon being enrolled in the Class of 2020 by the Canvas Administrator. Enrollment will occur when the Academy Dean forwards the student applications to the Canvas Administrator. If the student encounters any problems whatsoever accessing or using Canvas, this “pre-course” will give them the opportunity to get help from the Canvas Administrator. This course is very important as all students need to become “familiar” with the Canvas platform prior to the launch of Course #1: Communications on September 1. The course will include a video that will give students a tour of the Canvas platform as well as a tour of “MyRotary”. Note: If students submit their admission forms to the Academy Dean before August 1, they will be enrolled as soon the Administrator receives the paperwork and they will receive an “invitation” to participate in this course, however, the course itself will not be available for access until August 1.</p> <p>ASSIGNMENTS/TASKS:</p> <ol style="list-style-type: none"> 1. Register for a “MyRotary” account 2. Complete and submit a brief fillable questionnaire about the MyRotary home page, their Rotary club and Rotary Club Central 3. Complete the “Getting Started with the Rotary Learning” center course and submit a completion certificate to the instructor. 4. Complete a 10 question quiz at the end of the course to familiarize themselves with the Canvas online quiz format and process
<p>Course #1 Communications Sept. 1 - 30:</p>	<p>This course provides an overview of the growth of Rotary’s use of electronic communications. Students will learn how to use the latest version of the Rotary International web site. The course will begin with a pre-recorded video. The elements of the course will be explained, and there will be a complete tour of the RI web site, focusing on those specific areas that students will be using throughout the Academy year.</p> <p>ASSIGNMENTS/TASKS</p> <p>In addition to the general tasks listed above, the course will consist of the following:</p> <ol style="list-style-type: none"> 1. A 25 question Web-Challenge. All of the answers to the challenge will be located only on the Rotary web site. 2. Completion and submission of the provided Club Communications Survey

	<ol style="list-style-type: none"> 3. Completion and submission of a 1-year Club Communications Action Plan. 4. A final exam, taken in Canvas, will complete the course.
Course #2 Membership October 1 - 31	<p>This course covers membership recruitment, retention, and extension as well as Rotary's new, approved "Flexible Membership" capabilities. All of Rotary's latest membership resources will be made available, as well as tools to help students analyze their club's membership over the previous five years.</p> <p>WEBINAR: A webinar is optional for this course and will be determined by the instructor</p> <p>ASSIGNMENTS/TASKS:</p> <p>In addition to the general tasks listed above, the course will consist of the following:</p> <ol style="list-style-type: none"> 1. Complete one course in the Rotary Learning Center and submit a certificate of completion to the instructor. They will also submit a text message to the instructor evaluating their experience regarding taking the course that they completed. 2. In addition, students will invite at least one individual to a Rotary meeting with the goal of proposing them as a member by the end of the Rotary year. Note: If the student has proposed or sponsored a member since July 1 of the current Rotary year, this will qualify as completing this part of the assignment. 3. A final exam, taken in Canvas, will complete the course.
Course #3 Public Image November 1 - 30	<p>The course covers RI's Public Image policies and the importance of developing Rotary's Public Image, concentrating on the new "People of Action" plan. Students will be given examples of the successful use of Public Relations to promote the work of their club and grow membership as well as create greater public awareness of Rotary.</p> <p>WEBINAR: A webinar is optional for this course and will be determined by the instructor:</p> <p>ASSIGNMENTS/TASKS</p> <p>In addition to all of the tasks listed in the General Instructions, the course includes the following:</p> <ol style="list-style-type: none"> 1. Complete one course in the Rotary Learning Center and submit a certificate of completion to the instructor. Students will also submit a text message to the instructor evaluating their experience taking the course that they completed. 2. Use the Rotary Brand Center to create an official Rotary logo for their club using the online template. 3. Use the Rotary Brand Center to select from a variety of available templates to create a promotional item that can be used by their Rotary club such as business cards, newsletter, brochure, etc. 4. A final exam in Canvas will complete the course.
Dec. 1 – Jan. 1	<p>The Academy will be Closed for the Holidays. There will be no new courses taught during this time. Students can use the month to finish any course work for the first semester that has not yet been completed and submitted to the instructor</p>
SECOND SEMESTER	
Course #4 Youth Service January 1 - 31	<p>This course covers Rotary's four primary youth programs, how clubs can participate in them, and various requirements for working with youth.</p> <p>WEBINAR: A webinar is optional for this course and will be determined by the instructor.</p> <p>ASSIGNMENTS/TASKS</p> <p>The course includes all of the tasks listed in the General Instructions in addition to the following:</p> <ol style="list-style-type: none"> 1. Complete one course in the Rotary Learning Center and submit a certificate of completion to the instructor. Also submit a text message to the instructor evaluating their experience taking the course that they completed. 2. Using the Rotary Brand Center, students will create a brochure describing their club's participation in RI's Youth Service Programs. 3. A final quiz, completed in Canvas, will complete the course.

<p>Course #5 RI Organization February 1 - 29</p>	<p>This course covers the organizational structure of Rotary at the club, district, and international level. Major changes as implemented by the 2019 Council on Legislation will be focused on in order to illustrate what changes have been made by the COL and how they now allow clubs to be more “flexible” in terms of both membership and club functioning.</p> <p>WEBINAR: A webinar is optional for this course and will be determined by the instructor. .</p> <p>ASSIGNMENTS/TASKS:</p> <p>Includes all of the tasks listed in the General Instructions in addition to the following:</p> <ol style="list-style-type: none"> 1. Complete one course in the Rotary Learning Center and submit a certificate of completion to the instructor. Also submit a text message to the instructor evaluating their experience taking the course that the completed. 2. Compile the action plans they have completed in the previous four courses into a single plan to be used for their come in the next Rotary year. 3. Two additional tasks yet to be determined 4. A final quiz, completed in Canvas, will complete the course
<p>Course #6 TRF Part 1 March 1 – 23</p>	<p>The final two courses in the Academy program cover The Rotary Foundation. Due to the many components of TRF, the course covers 2 months and is taught in two parts. Part 1 covers PolioPlus, Peace Fellowships, the Six Areas of focus, Rotarian Action Groups and fundraising.</p> <p>WEBINAR: A webinar is optional for this course and will be determined by the instructor</p> <p>ASSIGNMENTS/TASKS</p> <p>Includes tasks listed in the General Instructions in addition to the following:</p> <ol style="list-style-type: none"> 1. Students will complete 1 or more courses in the Rotary Learning Center and submit completion certificates to the instructor. 2. Submit an essay selecting one of the topics provided 3. OPTIONAL: For those who may want to, they can complete and submit the One-Year action plan that will be provided for the course and will be awarded bonus points upon submission. <p>There will be no quiz for TRF Part 1. The final quiz for both Parts 1 & 2 will be taken at the end of Part 2.</p>
<p>Course #7 TRF-Part 2 Mar. 23 – Apr. 13</p>	<p>Part 2 covers the Rotary Grant Model and incudes, District Grants and Global Grants with the emphasis on District Grants</p> <p>WEBINAR: A webinar is optional for this course and will be determined by the instructor.</p> <p>ASSIGNMENTS/TASKS</p> <ol style="list-style-type: none"> 1. There will be no discussion topics for this course 2. For the assignment, students will prepare an actual District Grant application using their district’s District Grant Application and criteria with the thought that their club could use it for the upcoming Rotary year. 3. The TRF Final exam will cover both Parts 1& 2 of TRF and will be taken online in Canvas.