

# **Minutes of Meeting - USA-Canada Youth Exchange Network 0900-1200 Sunday 24 June 2001 Fairmont Hotel, San Antonio, Texas**

## **In Attendance**

Board of Directors: Rick Russell (President), John Baird (Director Zone 22), Larry Tucker (Director Zone 23), Bill Sturgeon (Director Zone 24), JR Thompson (Director Zone 25), Charlie Prickett (Director Zone 26), Paul Hennip [absent] (Director Zone 27), Jeff Lichty (Director Zone 28), Irene Kaltins [absent] (Director Zone 29), Bill Perrine (Director Zone 30), Tom Overbaugh (Director Zone 31), Ted Krisanda (Director Zone 32), Alan Gibbons (Director Zone 33), Bob White (Director Zone 34).

Officers: Abe Kuttothara (International Relations Officer), Paul St. John and Bob Selinger (co-Chairs Conference 2002 Las Vegas), John Brady [absent] (Internet Recruiting Officer)

VIP Guests: Gene Clement and Dillon Snell (SCRYE)

## **Mission**

- The USA-Canada Youth Exchange Network facilitates collaboration among 167 Rotary Districts and 8 Multidistricts in Zones 22-34 to provide the world's premier youth exchange program.

## **Demographics**

- Gen Y [born 1975 - 1988][13 - 25 years old] totals 80 million in the USA-Canada, and outnumbers the Baby Boomers
- Gen Y has all the characteristics of "Perfect Rotarians" - civic minded, optimistic, joiners, embrace diversity, no gender bias, techno-savvy
- Gen Y will enter the Rotary membership pipeline during a ten year window 2005-2015
- Gen Y will easily push Rotary over 2 million members if we act urgently to foster a stronger relationship with today's teens
- One key strategy is to quickly and dramatically grow Rotary Youth Exchange in the USA-Canada

## **Priority**

- There are 22 million teenagers eligible for our program in the USA-Canada
- USA-Canada exchanges have plummeted 50% since 1993 due to our failure to adapt our youth exchange model to contemporary teenagers.
- The USA-Canada currently mobilizes a modest 1,000 outbound long-term students and 200 short-term students
- The top priority is to triple USA-Canada productivity by 30 June 2005 in time to recruit the first wave of Gen Y into Rotary
- An achievable goal is 1,200 long-term outbounds and 2,400 short-term outbounds by 30 June 2005

## **Working with Multidistricts**

- The USA-Canada Youth Exchange Network functions as a communications bridge among Multidistrict youth exchange entities.

- Expertise in various aspects of youth exchange has been developed independently and regionally over time.
- Because there has been no collaboration on a national scale, we have not made the best use of scarce expertise.
- It is quite common for new YEOs to reinvent the wheel, and it is a big wheel.
- YEOs have expressed a desire to access "National Mentoring Teams" for functional aspects of youth exchange
- Rotarians with similar expertise from Multidistricts and independent Districts would assemble to create a pool of expertise available to YEOs across the USA and Canada
- Mentoring Teams can be formed for Summer Exchanges, Summer Camps, Academic Exchanges, Semester Exchanges, Trading Countries, Orientations, Use of Rotex Alumni, Insurance, Financial Model, Risk Management and so forth.

### **Internet Recruiting Surfaces Inefficiencies**

- The generic USA-Canada Youth Exchange web site [www.RotaryYouthExchange.net](http://www.RotaryYouthExchange.net) was published by Rick Russell as an experiment three years ago
- The purpose of the site was to harvest teenage prospects throughout the USA-Canada to combat declining outbound numbers
- The site has been successful reaping about 2,000 new prospects annually - interest by prospects in long-term versus short-term exchanges is evenly split
- Interested students fill out an online form, and each prospect is carefully steered by Rotarian John Brady towards the appropriate District Chair for follow-up.
- Over time, we have discovered inefficiencies e.g. some teen prospects live in remote areas where there is no Rotary Club, some teens live in communities where their Rotary Club knows nothing about youth exchange, some Districts and Clubs do not offer short-term exchanges despite high demand, some District Chairs don't contact the prospects at all leaving teens and their families with a negative view of Rotary.
- The Board will seek remedies for these inefficiencies

### **The Weakest Link - No Standard Financial Model**

- The lack of a standard financial model for youth exchange in the USA-Canada hinders effective, coherent marketing particularly via the Internet where teens like to comparative shop for exchange offers.
- Youth for Understanding (YFU) posts standard pricing on their web site <http://www.youthforunderstanding.org/>
- American Field Services (AFS) <http://www.afs.org/> mobilizes 10,000 students annually and uses standard pricing
- The price of a Rotary exchange varies wildly across the USA-Canada as does program funding from the three sources - District funds, Rotary Clubs and the students.
- It is daunting for a handful of Rotarians to pioneer a program or grow a program because there is no standard financial model to follow.
- This topic will be the subject of a facilitated session at the Las Vegas Conference in Feb 2002.

### **Insurance**

- At the USA-Canada Conference 2001, the group reached consensus that the R.I. policy prevails i.e. the host country sets the insurance requirements
- However, consensus on how to implement this for USA-Canada remains elusive
- Some USA YEOs feel that all inbound students, both long-term and short-term, should purchase a USA policy

- Other YEOs feel that some flexibility can be exercised e.g. waiving the purchase of a USA policy if the student comes with a policy that meets RI's recommended coverage, is written in English, and has a claims office in the USA.
- Consensus has not yet been reached with regard to who pays for the insurance e.g. as an integral part of their pricing model, Central States routinely pays for a USA policy for all inbound students, whereas other Districts and Multidistricts insist that the inbound student pay for the policy
- An insurance swat team (Larry Waugh, Bob Hosch, Loring Miller) will be assembled to make recommendations to the Board

## Performance Metrics - The Rule of 50

- A significant challenge is that there are no performance standards for a District with regard to Rotary Youth Exchange.
- What defines a decent program in terms of quality and quantity?
- With regard to quality and perhaps amelioration of litigation, the Council on Legislation recommended resolution 01-234 which talks about converting current guidelines to formal provisions to regulate the selection and orientation of youth exchange students
- At the last two USA-Canada Youth Exchange conferences in 2000 and 2001, we made some headway with regard to quantity.
- What is outstanding performance? What is possible?
- District 5020 (Bill and Marny Hannan) lead the USA-Canada by mobilizing over 200 students annually (inbound, outbound, long term, short term).
- District 5100 (Larry Tucker and Terry Mohr) recently launched 30 new short term exchanges, and now mobilize 160 exchange students annually.
- In 1999-2000, the top 20% of the 167 USA-Canada Districts mobilized 50 to 150 students each - click <http://www.rotaryyouthexchange.net/club50/> to see who these star performers are
- What is a decent program in terms of quantity? The answer is 50 exchange students.
- On average, there are 100,000 eligible students in each USA-Canada Rotary District, and the conclusion is that any District can easily mobilize 50 exchange students annually (inbound + outbound - short-term + long-term) and sustain this effort over time as a core Rotary service to our young people.

## Growth Strategy 2001-2005

- Identify and mentor Districts with no program to launch immediate short-term exchanges
- Mentor those Districts with less than 25 reciprocal exchanges (LTEP + STEP) to grow their program
- Shift towards a contemporary 2-1 ratio of short-term exchanges (various models) to long term exchanges
- Launch a series of international summer camps in the USA-Canada

## Services

The USA-Canada Youth Exchange Network provides these services:

- Interactive YEOTALK [yeotalk-subscribe@yahogroups.com](mailto:yeotalk-subscribe@yahogroups.com)
- An Internet recruiting tool
- Maintain USA-Canada's youth exchange site [www.RotaryYouthExchange.net](http://www.RotaryYouthExchange.net)
- Recommend content for the global youth exchange web site to the RI Resource Group
- Build a Rotex Alumni database and seek ways to involve Rotex in youth exchange logistics and other Rotary service

- Develop Mentoring Teams to work one-on-one with District YEOs who want to pioneer or grow a program
- Help Districts with no program to start one
- Help Districts with less than 25 reciprocal exchanges to grow their program
- Recognize top performing Districts (Club 50) at the annual R.I. Convention
- Facilitate the recruitment of Rotex alumni into Rotary
- Launch Online Training Modules
- Facilitate the launch of new exchange models
- Publish a monthly Youth Exchange e-Bulletin
- Be a policy advocate to the R.I. Board of Directors and RI Youth Exchange Committee
- Organize an annual USA-Canada Youth Exchange Conference
- Publish information on regional bus-train tours for inbound LTEP in June/July
- Collaborate with regional youth exchange entities such as EEMA, India/Asia, South America, Central America.

## Logistics

- Charlie Prickett and Bob White will pursue incorporation and draft bylaws for the USA-Canada Youth Exchange Network
- Dillon Snell assured the Board that \$8,000 currently held by the old USCC would be transferred to the new organization upon incorporation
- Rick Russell is funding web hosting fees (\$300 a year) and conference bridging rental (\$300 a year) out of pocket pending transference of the \$8,000 by PDG Pep Paulson. There may also be some costs associated with incorporating.
- The Board will meet monthly, physically at the RI Convention in June and at the USA-Canada Youth Exchange Conference in Feb-Mar and during other months, by teleconference call 9 - 10 p.m. eastern on the last Sunday of the month.
- The Board is structured by Zone to provide 100% representation for the USA-Canada-Caribbean youth exchange community
- Board members are elected by their peers each March to serve the following year
- The Board will appoint a Treasurer and Secretary
- The Board is seeking a Webmaster for [www.RotaryYouthExchange.net](http://www.RotaryYouthExchange.net) and an Editor for the monthly Youth Exchange eBulletin

## Conference 2002 Las Vegas

- USA-Canada will host a Global Youth Exchange Leadership Symposium 22-23 Feb 2002 at the Stardust Resort Hotel in Las Vegas  
<http://www.rotaryyouthexchange.net/lasvegasconference/>
- The purpose of this symposium is to plan and implement program growth starting with Summer Exchanges and Camps 2002.
- Adults do not have all the answers, so a concurrent venue will be organized in Las Vegas at a hotel off the strip for 100-150 youth exchange students and Rotex alumni - using professional facilitators, the goal is to draw from this team a youth exchange strategy for optimally meeting the needs of contemporary teens.
- A benefit of the concurrent student conference is to measure the efficacy of our program from a customer viewpoint.
- Registration is \$115 for adults (includes 5 meals); rooms are \$115 for Fri and Sat night, \$75 for any other night
- The conference team is working out the lowest costs possible for exchange students
- It is anticipated that 300 Rotarians, and Elvis himself, will attend.
- RI President Rick King and his Aide, Dan Mooers have been invited.

## Motions

The Board of Directors passed these motions to be staffed to the R.I. Board of Directors through Dr. Abraham Kuttothara, Chairman of the RI Youth Exchange Committee 2000-2002:

1. The current methodology for assembling the R. I. Youth Exchange committee fails the Four-Way test in several ways. First, the YEOs in the field do not understand the criteria or the selection process for committee members, and this has led to disharmony in the field. Secondly, there are massive gaps in geographical representation. Thirdly, on occasion some member's youth exchange experience is stale rendering them ineffective team members. To achieve 100% representation and effective collaboration in the global youth exchange community, it is moved that the R.I. Youth Exchange Committee comprise 34 Zone Reps, each elected annually by the respective District Chairs Youth Exchange in each Zone.
2. It is moved that the 34 Zone Reps vote for a Chair, and recommend this Rotarian to the President-Elect Rotary International as the Chair R.I. Youth Exchange committee for the ensuing year.
3. It is moved that Rotary Youth Exchange have a booth and be the subject of break-out sessions at Zone Institutes, Governor-Elect Training in Anaheim and the R.I. Convention 2002 in Barcelona to spark growth by exposing the program to a crop of fresh Rotary leaders.
4. There is discontent among YEOs with regard to paying full convention fees, then wrestling with ancillary registration fees and extravagant hotel costs for exchange students, and finally "passing the hat" to pay for registration and travel expenses associated with guest speakers and motivational speakers at the Youth Exchange convention. Many YEOs depart right after the YEO Convention and they feel "short-changed". It is moved that the R.I. Youth Exchange Committee address this financial concern.

## Next Board Meeting - Teleconference Call Sunday 29 July 2001

- Teleconference call 9:00 - 10:00 p.m. eastern on Sunday 29 July 2001.
- Please adjust for your time zone.
- From a corded telephone (minimize static), call 954-468-2342 (Fort Lauderdale, Florida) a minute or two before 9:00 p.m. eastern to join the conference call.
- The only expense to you is the cost of your long-distance call to Fort Lauderdale - check with your long-distance carrier - there are many plans available for 5 cents a minute on Sunday evenings, so the call shouldn't cost more than \$3.00.

## Distribution

- Zone Reps are encouraged to freely distribute these minutes to District Governors and District Chairs Youth Exchange in the USA-Canada.

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