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v o l u n t e e r i n g v o c a t i o n a l s k i l l s

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Rotary International



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Introduction to Vocational Service

If you had the opportunity to help reduce unemployment, stimulate the local economy, or inspire young people toward successful, productive careers — all while applying and developing your own vocational skills — would you jump at the chance? As a Rotarian driven by the ideal of service, you hold the power to effect that sort of meaningful, positive change in your community through Vocational Service.

According to United Nations figures, we live in an era in which one out of 10 people of working age can't find a job that pays a decent wage. In the schools, many young people have no understanding of how education affects their chances for success in the workforce. Your Vocational Service efforts can play a vital role in improving the quality of life for those hard-working members of the community who need the sort of direction and expertise that you can provide. By participating in any of a number of Vocational Service activities — mentoring, career days, vocational awards, business assistance, or even just talking about your job at a club meeting — you can turn your experience into an invaluable resource for others.

Vocational Service focuses on:

- Adherence to, and promotion of, the highest ethical standards in all occupations, including fair treatment of employers, employees, associates, competitors, and the public.
- The recognition of the worthiness of all useful occupations, not just your own or those that are pursued by Rotarians.
- The contribution of your vocational talents to the problems and needs of society.

The purview of Vocational Service covers a wide range, from the individual to the club to the workplace to the community. The role of the member is to maintain personal and professional conduct in accordance with Rotary principles and to respond to projects that the club has developed. The role of the club is to increase employment opportunities in the community, promote a fair workplace environment, and raise vocational awareness, all through the development of projects that help members of all classifications contribute their vocational talents. If these roles are handled properly, the community benefits in several ways: Rotarian employers and employees conduct themselves in an ethical fashion, which has a favorable impact on associates, competitors, and customers; club projects assist non-Rotarians and exert a positive influence on those unfamiliar with the Rotary ideal.

This handbook will assist you as you carry out Vocational Service in your community. You'll read about the history of Vocational Service, Rotary International's policy on Vocational Service, how to plan your projects, the roles of the various Vocational Service subcommittees, examples of successful projects carried out by your fellow Rotarians, and the resources available to you.



History

Rotary's emphasis on Vocational Service has its roots in the founding of the organization. The original intent of the young lawyer Paul Harris was to bring together a circle of business and professional acquaintances. And the use of the classification principle — the guideline by which nearly all Rotary membership is determined — assures that each club has among its members a cross-section of a community's business and professional population.

Since the founding of Rotary in 1905, Rotarians have always stressed high business ethics.

- The second part of the Object of Rotary calls for Rotarians to apply high ethical standards in their businesses and professions, to recognize the worthiness of all useful occupations, and to consider their own occupations as opportunities to serve society.
- The first club, the Rotary Club of Chicago, Illinois, USA, organized a committee on business methods.
- At the first Rotary convention in 1910, Arthur Frederick Sheldon of the Rotary Club of Chicago introduced one of Rotary's mottoes: "He Profits Most Who Serves Best."
- A Rotary Code of Business Ethics was adopted at the 1915 convention in San Francisco, California, USA, and meetings dealing with the development of standards and practices based on this code were held at subsequent conventions.
- In 1943, Rotarians were provided with a tool to help them achieve their Vocational Service goals when the RI Board of Directors voted to make The 4-Way Test (see page 25) an official component of the Vocational Service ideal. The 4-Way Test had been developed in the 1930s by Herbert J. Taylor (RI president, 1954-55). It gave Rotarians a way to assess whether their personal and business dealings were being conducted with truth, fairness, goodwill, and decency.

For the first 80-plus years of Rotary's history, the Second Avenue of Service — Vocational Service — was the one Avenue of Service that was primarily the responsibility of each individual Rotarian. The emphasis was on the personal contributions that Rotarians could make within their own workplaces. Increasingly, however, clubs began to expand the definition of Vocational Service by organizing such events as career seminars and vocational training workshops, which gave Rotarians the opportunity to share their expertise and the Rotary philosophy with the larger community. Rotarians obviously were

Frequently Asked Questions

Q: I'm confused. How do I distinguish Vocational Service from Community Service and International Service?

A: At times Vocational Service can overlap with Community Service and International Service, which can create confusion. Vocational Service, like Community Service, does respond to needs in the community. Vocational Service, however, focuses on needs related to businesses and professions and ethical conduct. Vocational Service can also be international in nature, through World Community Service projects, Rotary Volunteers, or Vocational Fellowships.

Q: Isn't Vocational Service really just a way for Rotarians to enhance their own business skills?

A: Not at all. Vocational Service promotes high ethical standards and the appreciation of all useful occupations throughout a community. Rotarians have a vast amount of expertise in areas that include management, supervision, marketing, finance, risk management, and ethical business practices. They can share all of that with the greater community through their Vocational Service projects.

Q: Do Rotary clubs work alone on their Vocational Service projects?

A: Not necessarily. Sometimes collaborative projects can lead to even greater results. In July 1997, the RI Board reaffirmed its 1991 decision that encourages Rotary clubs to establish communication with chambers of commerce and industry to explore service opportunities and, when appropriate, develop service projects that would be more productive if undertaken jointly.

willing and able to look beyond their own business interests when it came to their Vocational Service activities. So, in 1987, the Rotary International Vocational Service Committee was called together — for the first time in 40 years — to redefine the Second Avenue of Service. The

committee proposed a new policy and created new committee structures, which the RI Board adopted in 1987. Vocational Service officially became the responsibility of individual Rotarians *and* the clubs, within the workplace *and* in the community.

In 1989 the Council on Legislation adopted the “Declaration of Rotarians in Businesses and Professions” (see page 26). This declaration spelled out the high ethical standards referred to in the Object of Rotary, and it gave Rotarians another tool for gauging their own professional ethics as well as the ethical standards they hoped to encourage through their Vocational Service projects.

Vocational Service evolved further in the 1990s with two new opportunities for Rotarians to share their professional skills. In 1992, the Rotary Volunteers program was brought under the umbrella of Vocational Service. And in 1993, the International Vocational Contact Groups program was merged with World Fellowship Activities to form a new program called Rotary Recreational and Vocational Fellowships.





Planning Your Vocational Service Project

A primary challenge is to ensure that the projects being undertaken have real relevance to the communities being served. When developing an effective Vocational Service project, consider the following four steps:

1. Assess the real needs of the community, utilizing all the information resources available.

The most effective Vocational Service efforts focus on ensuring that those who benefit from any program be directly engaged in identifying needs and in setting priorities. By working *with* the community instead of *for* the community, long-term change has a better chance of taking hold.

2. Design and carry out projects that effectively address the identified needs.

Whatever your Vocational Service goals, some key factors will help to make any project more effective. A well-planned Vocational Service project:

- Responds to a genuine need, not an imagined one.
- Can be defined in very specific goals and objectives.
- Is built around an agreed-upon time frame, including starting and completion dates.
- Includes in the planning process people who will benefit from the project.
- Will be self-supporting after your club's support ends.
- Achieves measurable results.
- Draws on as many resources as possible to reach full potential for good.
- Includes an identified contact person.

3. Utilize Rotary resources in carrying out these projects, including club and district talent and expertise, and the many resources available through RI.

See the Resources section of this handbook.

4. Mobilize the community to support the goals of the projects and participate in their implementation wherever possible.

The more involved the members of the community are in supporting the projects that Rotarians undertake, the more likely the projects will result in real, positive change. Most communities have a wide variety of businesses and service groups that have an interest in supporting community improvements. Rotary clubs can act as a catalyst to mobilize various groups to work together.



Taking Inventory

At the beginning of the year it is a good idea to review the existing resources in the community to help you establish priorities. It is also important to have a firm grasp of the kinds of Vocational Service projects your club has previously undertaken, as well as the other kinds of project opportunities available, before you can set realistic goals.

1. What kinds of projects has the club previously done?
2. Does your club have Partners-in-Service, such as Interact clubs, Rotaract clubs, or Rotary Community Corps?
3. Which club members have expertise in vocational issues?
4. What other groups in your community are involved in vocational development (trade and business associations, schools, not-for-profit organizations, public institutions, training centers)?
5. What are the pressing needs in the community (unemployment, youth career awareness, opportunities for retirees, career development, vocational skills)?

Goal-Setting

With a fair idea of the existing Vocational Service resources and needs, you are ready to think about setting goals. Vocational Service can be approached in many ways, including individual activities, club awareness, or community projects. Brainstorming can help you come up with a variety of ideas.

When discussing goals, it is important that the goal be effective. An effective goal is:

- measurable
- challenging
- achievable
- shared

Measurable means that the goal should be stated in quantifiable terms. For example, “Inform young people about career opportunities” is less effective than “Hold a career day for 100 students.” A measurable goal can be objectively evaluated at the end of the year.

Achievable means that your goals should be realistic, based on the materials and resources you have or can expect to have, within the time frame established for your district’s goals.

Challenging means that achieving your goal will require vision, planning, teamwork, effort, and follow-through by you and the committee members.

Shared means that those who will be implementing the goals should have a voice in developing some of the specific details for each goal. In particular, you might like to include club Vocational Service chairpersons in the

goal-setting process. What Vocational Service goals would the district like to accomplish?

Remember that an integral component of goal-setting is determining when — or whether — the goals have been reached. You will make that determination when you evaluate the project. (See “Project Evaluation” on page 8.)



Plan of Action

After reviewing existing resources and needs and establishing effective goals, you are ready to develop a plan of action. Take some time to outline the specific steps involved in meeting your goals. By breaking your goals down into manageable components you can more easily determine who will be responsible for each step, what resources will be required, and how much time to allot. List your goals and the action steps for each goal.

Effective action requires motivation, commitment and follow-through. Rotarians are volunteers — some exceptionally motivated, others less so. Some ways to motivate people include:

- Providing a vision of how the project will positively impact the community.
- Showing people the significance of their role in the project.
- Recognizing accomplishments.
- Giving people responsibility.
- Building effective teams.

Commitment is the key to getting action. Once people have volunteered their time and effort to a project, you want to continue encouraging them so that the project can be brought to a successful conclusion. Some ways to build commitment are:

- Defining the mission of your Vocational Service project.
- Inviting participation in setting common goals.
- Ensuring that people know why they are doing what they do.
- Entwining egos with the work — give people ownership.
- Being specific and abundant in praising successful efforts.

Follow-through is essential for obtaining desired results. It is a way to maintain and build momentum. Some examples of ways to follow through might include:

- Contacting club members by phone.
- Sending reminder notes.
- Asking for periodic evaluations of the project or task from volunteers.

Keys to Effective Committees

1. Inform committee members of the agenda in advance of every committee meeting.
2. Personally contact those members who are to report at the meeting.
3. Keep meetings short and to the point.
4. Avoid unnecessary paper work.
5. Give all members a chance to voice their opinions.
6. Keep track of assignments and follow-up.
7. Promptly replace members who must withdraw.
8. Encourage members and congratulate them upon completion of tasks.

Publicity

Spreading the word about Vocational Service plans and successes is essential in motivating and creating commitment. It is also a good way to recognize outstanding Rotarians and Vocational Service projects. As both Rotarians and other community members see the value of Rotary's Vocational Service efforts, Rotary's image is enhanced. You may wish to work with an existing Public Relations chair or appoint a committee member for that task.

Tips for writing a news release:

1. Ask yourself: What aspect of the project is unusual, important, or worth knowing about?
2. Answer who, what, where, when, and why in the first paragraph.
3. Make it brief and simple; put the most important facts first.
4. Keep extra copies of all releases.

A sample news release appears on the following page. For more information on publicizing your project, consult *Effective Public Relations: A Guide for Rotary Clubs* (257-EN).

Project Evaluation

You should keep the goals of the project in mind because at some point you will need to review what was successful and what was not. This is why the goals should be measurable. For example, you could evaluate the effectiveness of a literacy project by saying, "No, we did not teach 10 people to read, but we did teach eight." Also consider questions such as:

- Were the goals you established reached?
- Did your goals change in midstream?
- What unanticipated obstacles arose and what did you do to cope with them?
- What was the greatest success? What made it a success?
- Are there changes to the inventory you did at the beginning — new interests, issues, resource people and organizations?

Ideas for showcasing your Vocational Service efforts

Spread the word to fellow Rotarians

- Vocational Service newsletter or an article in the club newsletter
- Share plans and successes at club meetings
- Projects exhibition at your district conference
- Report to RI for possible printing in RI publications and resources

Spread the word to the public

- News release
- Posters
- Presentations at schools and community groups

Vocational Service Sample News Release

(Use Rotary club letterhead if possible)

Contact: _____ *(your name and telephone number)*

Rotary Members Help Youth Find Careers

(____ *(city)*____, ____ *(state)*____ — ____ *(date)*____) Concerned about job prospects for youth and the future competitiveness of local business, the Rotary Club of ____ *(club name)*____ will introduce young people to career possibilities at its ____ *(event name)*____, ____ *(time)*____, ____ *(day)*____ at ____ *(location)*____. Highlights will include an introductory presentation on ____ *(topic)*____ by ____ *(name)*____ and Rotary members representing careers in *(Include careers requiring varying levels of academic preparation)* _____, _____, _____, _____, _____, and _____.

According to United Nations figures, today one out of 10 people of working age cannot find jobs that provide suitable wages. Additionally, many youth do not fully understand how education affects their chances for success in the workforce. To counter these trends, Rotary members — who represent a cross-section of a community’s business and professional population — are providing information and business education through mentoring, career days, vocational awards and other forms of business assistance.

Rotary Club Helps Youth

“ *(Insert quote from Rotary club president or other spokesperson.)* _____
_____.”

The Rotary Club of ____ *(club name)*____ is part of Rotary International’s global network of 29,000 clubs in 160 countries. Rotary International consists of more than 1.2 million professional men and women who, as civic leaders, volunteer to improve the quality of life in their home and world communities. Rotary clubs support programs that address today’s most critical issues including violence, drug abuse, AIDS, hunger, the environment, illiteracy, youth development and international exchange.



Subcommittees of Vocational Service

To facilitate collective club efforts, clubs are encouraged to set up five subcommittees within the Vocational Service Committee. The subcommittees should address the following areas:

- Vocational Awareness
- Vocational Awards
- Career Development
- Vocation at Work
- Rotary Volunteers

Vocational Awareness

A good place to start with Vocational Service is by increasing the club's awareness of the scope of Vocational Service. What are all the occupations in our Rotary club and in the community? What vocational talents can we contribute to the problems and needs of society? How can we encourage those around us to strive toward integrity, character, and high ethical standards?

This committee should focus on developing the vocational awareness of the club and its members. Club members should be challenged to improve their leadership skills and be conscious of the ethical nature of their daily lives.

Classification Talks

Classification talks are essential for promoting vocational awareness in your club. The presentations give members the chance to learn the inner workings of jobs other than their own, including the various problems that arise and the solutions used to address them. Classification talks can also be of particular value to your Career Development subcommittee; information gleaned during the talks can help the subcommittee in its search for specific club members who can counsel young people in career-guidance programs.

Some of the more interesting talks are given by members whose occupations have been created recently in response to technological developments or other changes in society and the workplace. Along those same lines, it is also informative to hear from members whose jobs are in more traditional fields; they can shed some light on how such changes have affected their professions and what steps were taken to adapt to new conditions in their field or place of business.

While club members will be your primary source of speakers for classification talks, you may discover especially interesting occupations that are not represented among your club's membership. Seek out qualified non-Rotarians who hold such positions and invite them to speak.



The most frequent Vocational Awareness activities

- Classification talks
- Tours of members' businesses
- Discussion groups

Tours of Members' Businesses

The name “Rotary” originated with the practice of rotating meeting sites among members’ places of business, and that practice remains an excellent way for Rotarians to share their vocations with the club. In fact, those members who find public speaking difficult may much prefer conducting a tour of their workplace rather than giving a classification talk.



If the size of the workplace and the size of your club permit, schedule an occasional meeting in a member’s place of employment. And don’t forget to include young people on the tour. A difficult career choice can be made easier by getting firsthand knowledge about particular occupations.

Discussion Groups

The discussion group is another effective means for expanding vocational awareness. Consider setting up a panel discussion featuring representatives of different, but related, vocations — for example, a city planner, an architect, and a building contractor. The panel could explain the cooperative efforts that take place, as well as the conflicts that can arise among these three fields. They can also discuss how changes in one field affect the others.

Another type of panel discussion could feature representatives of different fields discussing how their business or profession is handling a specific controversial issue. Topics could include air and water pollution, the conflict between technological advances and human needs, the moral responsibilities of product-testing and quality control, or substance abuse in the workplace.

To get all members involved, the club could break up into small discussion groups to exchange information on assigned topics, such as how their professions or industries handle management training, labor relations, or toxic-waste disposal.

■ *Project Examples*

- The Rotary Club of Kushiro-North, Japan, held Breakfast Study classes during October, Vocational Service Month, to concentrate on planning activities that included promoting awareness of The 4-Way Test, arranging regular club visits to workplaces, and developing a vocational lecture program for high school students.
- District 5240 in California, USA, developed leadership in the district with Potential Rotary Leaders Seminars (PRLS). The eight-hour series covered all aspects of Rotary leadership with an emphasis on public speaking and group dynamics, both of which are essential for an effective Vocational Service effort. Many clubs in the district made PRLS graduation a prerequisite for holding office.
- The Rotaract Club of Mombasa, Kenya, explored the world of industrial processes by taking a tour of a synthetic yarn plant. The Rotaractors learned how polymer is heated, separated into fibers, wound into yarn, and processed.

■ Vocational Awards

An important and effective way to encourage vocational excellence and the practice of high ethical standards is to recognize such activity. This can be done by bestowing vocational awards on deserving individuals or organizations. The awardees can be Rotarians or non-Rotarians; the accomplishment can be a major effort or a simple, thoughtful act; the ceremony can be an informal presentation at a club meeting or something more elaborate, such as a banquet or a public ceremony.

Developing an Awards Program

1. Determine the nature of the award.

Is it annual/periodic or for special cases?

How many awards will be given out?

What is the target group (e.g., students, adults by vocation, adults for excellence [all vocations])?

What will the recognition be (e.g., plaque, monetary award, grant/scholarship, donation)?

2. What are the criteria for the award?

Ethics or The 4-Way Test

Ideals of Service Above Self

Specific achievements

3. What is the source of funding for the program?

Club/district funds

Corporate sponsorship

Permanent endowment

4. How shall nominations be solicited?

Community-at-large

Business community/businesses specific to the selected vocation

Schools

Club members/committee members submit names

5. What is the selection process?

How many nominations will be accepted?

When is the deadline?

Selection committee of club members

6. What is the nature of the recognition ceremony?

Presentation at Rotary club

Presentation at district meeting

Presentation at recipient's school/workplace

Recognition banquet

Pointers

■ Involve your club.

■ Name a committee. Delegating tasks will ensure that the job is completed satisfactorily.

■ Publicize the award: Write a press release and invite the media.

■ *Project Ideas*

- Laud an organization for its environmental consciousness.
- Commend individuals (Rotarians or non-Rotarians) who have shown a commitment to Service Above Self in the way they perform their jobs.
- Recognize a community organization for its vocational-training efforts.

■ *Project Examples*

- Many Rotary clubs in Australia sponsor Pride of Workmanship Awards, which are given by employers to recognize employees who display a distinct quality in their approach, attitude, and dedication on the job. Since 1975, District 9680, led by the Rotary Club of Pennant Hills, has produced guidelines and plaques for use in the Pride of Workmanship Award. Several districts in Australia now give this award.
- District 6440 (Illinois, USA) provides post-secondary educational opportunities in the form of vocational scholarships. The objective of the program is to provide opportunities to young men and women in the district who are preparing for careers that require less than a four-year bachelor's degree (an associate's degree, for example) in order to enter those careers and be productive in them. The scholarships are awarded to full-time students in a vocational degree or certificate program at an accredited school and are to be used for tuition, fees, books, tools, and supplies.
- The District 3130 (Maharashtra, India) Industrial Safety Committee and some clubs in the district organized Industrial Safety Week to promote safe work practices. Approximately 650 workers attended the workshops, learning about the importance of safety and preventing accidents. Awards were given to factories for good employer-employee relations and for observing industrial safety measures.

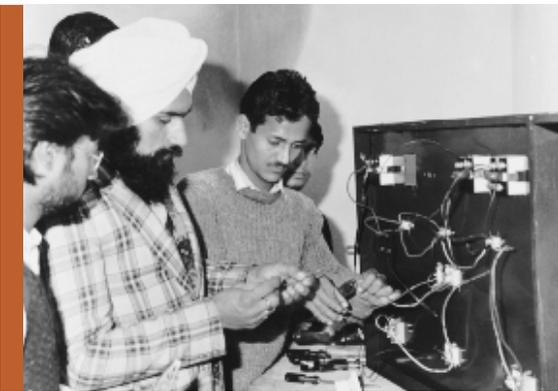
■ **Career Development**

Everyone has some room for improvement in their vocational skills as they strive toward a meaningful and successful career. While some are

only beginning their working lives, others need continuous retraining to keep up with the ever-changing nature of technology. Still others have never had adequate training, and this prevents them from finding lasting, meaningful work. No one knows better than Rotarians the satisfaction that comes from performing useful work. All around the world, people are denied this same satisfaction because they are unable or unprepared to support themselves and their families.

Career Information for Youth

The first steps into the workforce are often the most confusing. Rotarians, as experienced business and professional leaders, are uniquely positioned to share career information



with young people, to assist them in becoming prepared to enter the workforce, and to provide the opportunity for short-term practical experience with different vocations — all the while emphasizing the importance of ethical behavior.

Organizing a career conference

The following outline describes a plan used by many clubs that can be adapted to your club's needs and interests.

1. Explain the plan at a club meeting and enlist club members to serve as consultants on their occupations. Seek representatives of occupations not represented in your club from other groups in your community.
2. Confer with school authorities. Get approval, discuss details on eligible students, physical setup, and promotion of the conference. Meet with teachers and counselors and ask them to volunteer assistance. Their cooperation is vital to the success of the conference.
3. Consider enlisting the aid of Interactors or Rotaractors in organizing the conference.
4. Circulate a list of the occupations among eligible students and have each student check two that are of interest.
5. Invite eligible students (and their parents) to meet at the school on a given evening. Prepare an attractive program that lists names of the keynote speaker and consultants.
6. Begin the conference with an inspirational meeting attended by all.
7. After the inspirational meeting, break up into groups according to career areas. Each group should feature a Rotarian or volunteer who knows the field. Have a teacher or counselor act as moderator of each group. The moderator should introduce the expert and run the question-and-answer period that follows the expert's remarks.
8. Follow-through and evaluation (via questionnaires, feedback forums, etc.) are important in planning for future conferences.



Mentoring

Mentoring dissolves society's barriers between class, age, and race and allows for mutual understanding and growth in both the mentor and the young person. Mentoring is one person's investment in another and can bring forth untapped potential in creativity, productivity, and human relations.

Many young people have a lack of caring adults in their lives. They come from families that face the pressures of poverty, divorce, substance abuse, and violence. Their teachers and counselors at school can't always be of assistance because they are overburdened trying to attend to many other students whose families live with similar conditions. Mentoring programs bring an adult into the life of a child who sincerely needs attention. One-to-one, caring relationships can touch the lives of young people and directly affect their futures.



A mentor can assume several roles:

- A social supporter/guide who provides encouragement as the young person embarks on new vocational experiences.
- A positive role model who demonstrates exemplary behavior and offers values that will encourage a strong work ethic and increase chances for future success and happiness.
- A challenger who encourages maximized potential and increased achievement by the young person.
- A teacher/trainer who provides learning opportunities and offers a lifetime of experiences as a knowledge base.

Keys for mentor success:

- Demonstrate a willingness to listen and to be seen as non-judgmental as possible.
- Maintain a personal commitment.
- Show respect and a willingness to learn.
- Remember to be yourself. Sometimes, with the best of intentions, we try to “relate” to young people and try to use their slang. They can see through this facade and may find it difficult to trust people who are not true to themselves.

■ *Project Ideas*

- Conduct mock interview panels that will allow young people to hone their job-interviewing skills.
- Prepare and distribute career pamphlets in which Rotarians describe their occupations and the paths that led to them.
- Establish a mentoring program at a local high school or community college.

■ *Project Examples*

- The Rotary Youth Transition Seminar, sponsored by Rotary and Rotaract clubs in District 9640, Queensland, Australia, is a six-day camp held each December in a venue isolated from TV and other distractions of modern society. It is aimed at providing the ordinary youth of our society with skills to make the transition from school to the workforce or tertiary education as successful as possible. The skills addressed range from public speaking to the effective use of goal-setting and time management. Discussion of non-verbal communication and moral issues is also an integral part of the program.
- The Rotary Club of Beaverton-Sunrise in Beaverton, Oregon, USA, supports Cordero House, a residential group home for boys who have been unable to make it in regular school systems. Residents typically have behavioral, academic, and social problems. The Rotarians staged a career night in which each resident was able to meet one-on-one with various Rotarians for a half hour at a time to discuss their profession. Professions represented included

real estate appraisal, optometry, tax collection, accounting, education, the military, journalism, and temporary employment. Follow-up visits were arranged to see what steps the boys had taken to pursue their career searches.

- Achievers International is a Rotary effort begun in Scotland that aims to instill in young people a spirit of entrepreneurship, invention, and creativity, encouraging them to develop international communication and business skills for the future benefit of their communities. Schools in the United Kingdom are linked with schools throughout the five continents. The schools form international trading companies that export and import locally sourced products with a partner school abroad.

Job Skills Training and Information

Whether currently employed or between jobs, everyone can use training to enhance their skills or to learn new ones. In our fast-moving societies and economies, knowledge is a perishable product; what we learn today is outdated or even redundant tomorrow. We need to renew and update our knowledge permanently to keep up with — or indeed to set — the pace of change, instead of being overrun by it.



■ **Project Ideas**

- Organize small-business seminars to help struggling entrepreneurs gain business expertise.
- Award a scholarship to a trade school.
- Study the adult-education programs in your community to determine if they meet the needs of displaced workers. If they don't, work with schools to develop new courses.

■ **Project Examples**

- The Rotary Club of Semarang Kunthi, Indonesia, helped villagers on Atauro, a small island in Timor, by providing fish-preservation training. Many of the island's inhabitants are fishermen, but they often lack the skills to preserve the fish to earn income from ocean harvests. With help from the Rotary clubs of Kodiak and Kodiak Morning, Alaska, USA, and a Rotary Foundation Matching Grant, the Rotarians constructed a building for preparing the fish for market and taught the local women preservation techniques. The skills helped boost families' incomes and strengthened the economic role of women.
- Rotarians of District 5890 (Texas, USA) organized the Free Enterprise Seminar, which sent groups of prominent executives to Hungary and Poland. There the executives traveled to major cities and gave presentations in management, marketing, sales, computers, accounting, preparation of business plans, and financing. Attendance was open and the cost of admission was kept low so that anyone interested in running a business could get the information they needed.

- District 3300 (Malaysia) set up a project at a rehabilitation center that trained drug addicts in the operation of a bakery. The trainees were promised employment at a local bakery chain upon completion of the program. Soon the Rotary Bakery was producing bread and confectionery for 1,200 residents of the center. Surplus products were sold to members of the public.

■ **Vocation at Work**

The workplace should be a positive place. Rotarians possess the experience and knowledge to improve their own workplaces and to encourage others to do the same. Assisting job seekers, giving loans to small businesses with no access to capital, teaching employees to keep themselves healthy and literate, helping the elderly and disabled to find meaningful work — all of these objectives fall under the rubric of Vocation at Work, and when they are accompanied by Rotary's high ethical standards, they can help keep workers in an upbeat, productive frame of mind.



Reducing Unemployment

High unemployment and underemployment waste human resources, exacerbate poverty, and sometimes lead to social disintegration. In developing countries, the problem stems from workers not being trained and from a scarcity of major employers, all of which is sometimes made worse by certain government policies that affect trade, employment, and education. In industrial countries, economic and political shocks affect jobless rates. On top of this, sweeping technological change, immigration, and imports have made conditions difficult for undereducated workers. Both the young and the old inevitably find themselves in situations where they do not have a job. Searching for new employment can be time-consuming and frustrating, but Rotarians, with the Rotary network and connections in the community, can help.

■ **Project Ideas**

- Help your community form its own economic-development council.
- Assist local crafts makers with the marketing of their wares.
- Arrange a career fair where businesses can recruit new employees.

■ **Project Examples**

- The Rotary Club of Thane Kalwe, Maharashtra, India, runs an employment center that coordinates unemployed youth and prospective employers and provides training and assistance to enable young people to establish and operate their own businesses. The service is provided free of charge.
- The Young Job Seekers Club is a partnership between the Rotary Club of Vitré, France, and the country's national unemployment agency. Participants take turns visiting any and all willing busi-

nesses, meeting with executives and personnel directors, and leaving mini-resume cards at each stop. Job seekers meet once a week to track their progress and receive direct assistance in the form of counseling and simulated interviews. The Rotary club provides financing for mini-resumes in the form of business cards that the young people use to attract the attention of local business people in restaurants and hotels.

- The Rotary Club of Bad Homburg-Kurpark, Germany, found a way to help some of the approximately 40,000 university graduates who are unable to find employment in their first year out of school. The Rotarians realized that the clubs in and around Frankfurt include a wealth of professionals who could counsel the job seekers. The club contacted the official employment agency in Frankfurt and received permission to serve as consultants. Club members became sponsors and assisted the graduates with job-seeking strategy, application documents, and job interviews.

Small Businesses Development

Small businesses may be receiving increased attention lately, but their contributions are anything but new. Small businesses generate job opportunities, innovations, and technological advances. In the United States alone, small businesses employ 53 percent of the private, non-farm workforce. Encouraging the development of small businesses makes good sense because of the employment opportunities created and the stimulation of local economies.



Businesses starting out can often benefit from financial, material, or human resource assistance, and Rotarians have an important tool to help them offer assistance: revolving loan funds, also known as microcredit. A revolving loan fund program is set up in an impoverished community and provides small loans to entrepreneurs who have no credit history or access to commercial bank loans. Payments are returned to the fund, and that money becomes available for further loans in that community. The goal is to help the borrowers start or expand their businesses, and to help them gain financial independence. Because of the expertise and long-term commitment involved, Rotary clubs are advised to work with other organizations when administering a revolving loan fund.

■ *Project Ideas*

- Hold workshops on such topics as using a computer to develop marketing brochures and organizing toward increased profits.
- Establish a small-business center offering no-cost counseling to entrepreneurs for the following: market research, market identification, business plans, acquiring a loan, budgeting, creating a spreadsheet, international trade, production and inventory control, cash flow analysis, general management for retail, service, and manufacturing.

- Prepare booklets providing advice on these topics:
 - starting your own business
 - how to test your idea
 - where and how to raise money
 - how to prepare a business plan for a loan request
 - understanding business by the numbers
 - marketing for the very small business

■ *Project Examples*

- Rotary clubs in Australia participate in Operation Livewire, which encourages young people age 18 to 25 to establish their own businesses, ranging from the most basic money-making venture to the development of new technology. Each participant is assigned a mentor who provides guidance to the young business person during a three-month period. Cash prizes are awarded for the best ideas, and many of the participants have gone on to successfully establish themselves in the business world.
- In the Philippines, the Our Lady of Lourdes RVC Multipurpose Cooperative, Inc., established a revolving loan fund program to assist citizens in developing and sustaining micro-enterprises. The initial capital was generated by donations from members of the Rotary Club of Norzagaray, which sponsors the Our Lady of Lourdes Rotary Village Corps, and from a Corps program entitled “Operation Tipid Impok,” through which children donated money from their school allowances.
- “Project Mainstream” provided street children in Mumbai, India, with training and finance to start up small businesses as well as vocational training for those interested in driving or becoming security guards or domestics. Workshops taught teenagers sales techniques and tips on how to run profitable businesses, including tea vending, sandwich-making, shoe polishing and repairs, flower arranging, fish vending, and bookbinding. The project was financed through money received from a Rotary Foundation 3-H Grant, the Bombay Rotary clubs, the Rotary Club of Toronto, Canada, and some outside contributors.



Assisting Employees

The health and well-being of employees is central to their productivity. Providing them with information on issues that will impact their lives can make a difference for them personally as well as increase their commitment to the organization or company. Many employees have skills that they would like to develop, from basics such as literacy and numeracy to more advanced computer or communications skills. Others have questions regarding health-related issues such as alcoholism, drug abuse, or HIV/AIDS. Rotarians can play a role in resolving these issues and helping their employees develop into more productive, content individuals.

Professional development

As many of the world's economies shift their emphases from goods-producing to service-producing industries, more jobs will be created in the areas of management, sales, and service, requiring higher education levels for more workers. Meanwhile, developing economies require workers to have at least basic literacy and numeracy skills to facilitate better communication of training and safety procedures in the workplace.

Rotarians can promote professional development in their own workplaces or in the greater community by initiating training programs that can aid employees in improving in such areas as communications skills, computer skills, and other technical skills. Literacy programs can also be established in Rotarian businesses or can be initiated by schools and community organizations with the help of Rotarians.



Drug and alcohol abuse

Employees suffering from the affects of substance abuse don't leave their problems at home. Drug and alcohol abuse can have a devastating impact on the workplace, in terms of morale, job performance, and costs to the business. Business owners often think a drug-free workplace program doesn't apply to them because they don't detect any obvious problems. But an employee with a substance-abuse problem who deals with cash, numbers, and customers can keep such a problem hidden for years.

Encouraging a drug-free workplace does not have to be expensive. Some small steps with little or no cost can save a business money while improving the health, morale, and well-being of employees. Keys to success for Rotarian businesses include developing a clear, consistent policy on alcohol and drugs and offering access to an employee assistance program.

AIDS

According to UNAIDS, 31 million people worldwide are infected with the deadly virus that causes AIDS; nearly two-thirds are in Africa, and the highest rate of growth is in Asia. In Zimbabwe, one out of four adults dies of AIDS. In Botswana, 43 percent of pregnant women are HIV positive. India has the largest number of HIV-infected people in the world: 4 million. But while there is no cure, there is hope, and it lies in workplace-based AIDS-prevention initiatives. A study in Zimbabwe factories that had stressed AIDS prevention found that the rate of new infections was cut by more than one-third, and at a cost of only US\$6.00 per employee per year.

■ *Project Ideas*

- Promote attendance at employee assistance programs that can identify and help workers with drug or alcohol problems.
- Identify a local business where literacy training is needed and assist the business with administering a course.
- Develop an AIDS-awareness program that can be implemented in schools or workplaces.

■ *Project Examples*

- The Rotary Club of Mendhams, New Jersey, USA, created a literacy center in the county jail. A local firm donated three computers and a club member bought and installed special literacy software. Inmates perform learning exercises on the computers for 10 to 12 hours per week to improve their educational backgrounds and keep in touch with an outside world that will likely be different by the time they are released.
- The Rotary Club of Delhi South Cosmopolitan, India, arranged an AIDS-awareness workshop for teachers at a public school. The workshop provided a medical history of AIDS, debunked myths related to the disease, and stressed the importance of honest discussions with students about the human body and sexuality.
- The Rotary Club of Birmingham, Alabama, USA, solicited companies for copies of their drug-testing policies and developed a file for use by local businesses. Companies were allowed to examine the policies to find one that suited their size or type of business. Participants reported that accident rates at job sites had dropped drastically after implementing the new policy.

Creating Vocational Opportunities for the Disabled

An unfortunate, lingering prejudice against many people with disabilities prevents them from finding meaningful job opportunities. Some employers feel that persons with disabilities can not be as productive or need special treatment. As leading members of their communities' business sectors, Rotarians are in a position to eradicate those stereotypes and assist the disabled in their quest for the type of meaningful positions to which all workers deserve access.



■ *Project Ideas*

- Produce promotional materials — videotapes or brochures — that demonstrate the benefits of hiring disabled workers.
- Start a campaign to help employers to make their workplaces accessible to the disabled.
- Provide transportation for disabled workers who have difficulty getting to their workplace.

■ *Project Examples*

- The Rotary Club of Caxias do Sul Cinquentenário, Brazil, and a chapter of Parents and Friends of the Disabled teamed up with local businesses and unions to help the visually disabled gain a foothold in the labor market. The project assisted in the integration of the visually disabled into the community through employer education and job placement.
- The Rotary Club of Albany, New York, USA, sponsors an annual symposium for local employers called “Employee Opportunities for Individuals with Disabilities.” The primary focus of the symposium, held each April, is to encourage more businesspeople to hire people with disabilities and to speak about the benefits. The meeting also provides participants with job contacts and raises Rotary’s visibility in the community.
- The Rotarians of Santa Rosa, California, USA, have worked since 1984 to encourage businesses to hire people with disabilities. They present an annual symposium that helps business executives to look at the abilities, instead of the disabilities, in prospective employees. Along the way, more than 20 other Rotary clubs across the country picked up on the idea and began holding symposiums based on the Santa Rosa format.

Working with Retirees

Many employees feel that at retirement they are cut off from the rest of society. Some are not ready to retire and would rather continue developing their skills in the workforce. Rotarians can offer such training, as well as opportunities for social activities and service, to keep society’s most experienced people on the job and enjoying their lives.

■ *Project Ideas*

- Help match retired managers with struggling small businesses seeking guidance from those with more experience.
- Sponsor a Probus club, which gives retired business people a place to meet regularly with other retirees who share similar interests.
- Provide guidance on starting up a business to workers who were forced to retire early.

■ *Project Examples*

- The Rotary Club of Shawville, Quebec, Canada, organized a Community Service project involving an introductory computer course for local senior citizens. The project also encouraged intergenerational contacts because high school students joined in to help teach the seniors. By the end of the eight weeks, everyone in the class had used a computer to write letters, create a personal finance spreadsheet, and send and receive e-mail.
- The Rotarians of Sørumsand, Norway, organized a project to bring together retirees and local welfare organizations. The idea was to give retired individuals the opportunity to help other retirees. For example, a retired lawyer gave legal advice to elderly people, and a retired psychiatrist gave assistance to other senior citizens.

- Members of Rotary and Probus clubs in District 9830 (Tasmania, Australia) participate in a program called Mentor Resources. The program has established a comprehensive list of successful business and professional people who are able and willing to act as mentors in small businesses that request their assistance.

■ Rotary Volunteers

Rotary Volunteers is designed to create a greater awareness among Rotarians of the volunteer opportunities available within their own and other communities, and to provide Rotarians with resources to support their volunteer efforts at the club, district, and international levels. Rotary Volunteers is another way in which Rotarians can put their vocational talents to work helping others by donating time or expertise where it is needed most.



- At the club level, Rotary Volunteers is centered within the community. Club leaders appoint a Rotary Volunteers coordinator or committee to investigate organizations, programs, and projects in the community in which volunteers can serve, and to help match members to those needs.
- At the district level, the district Vocational Service committee or district Rotary Volunteers subcommittee matches volunteers with needs on a district-wide basis, for projects larger or more specialized than one club can handle, or in times of natural disaster. The district committee also assists clubs in setting up their own Rotary Volunteers systems.
- At the international level, the Rotary Volunteers program serves as an information network for projects that need volunteers from abroad and for Rotarians who want to work in a project in another country. Twice a year, RI publishes a list of projects in need of volunteer assistance from abroad and of volunteers offering to serve. A publication listing organizations that place, train, provide equipment for, or fund volunteers who are unable to find placement in Rotary-sponsored sites is also produced annually.

The Rotary Foundation offers Grants for Rotary Volunteers, which subsidize round-trip airfare and a modest per diem to qualifying international volunteers. These individuals must be willing to serve terms from four to eight weeks and have an invitation from a Rotary club in the project country. Those who receive funding are generally Rotarians, Rotaractors, or Rotary Foundation alumni; limited funding for non-Rotarians is also possible under certain circumstances. Long-Term Rotary Volunteers Grants, which provide a volunteer with funding for one year for direct service on a project in another country, are also available during a three-year pilot program begun in 1998-99. This program is funded strictly through *SHARE* District Designated Fund allocations at US\$20,000 per volunteer.



High Ethical Standards and The 4-Way Test

A primary goal of Vocational Service is to promote Rotary’s high ethical standards. The two tools Rotarians have to assess such standards are The 4-Way Test and the “Declaration of Rotarians in Businesses and Professions.”

The 4-Way Test

The 4-Way Test was conceived in 1932 by Herbert J. Taylor, a member of the Rotary Club of Chicago, Illinois, USA, and president of Rotary International in 1954-55. Taylor had been assigned the task of saving a company from bankruptcy, and he developed the test as a way to monitor his own actions in trying to revive the company. Pleased with the results the test helped him achieve, Taylor began to share it with others, and by 1943, the RI Board of Directors had decided to make it an official component of the Vocational Service ideal.

Rather than being a code or creed, the test appears in the form of questions. It is up to the individual to provide the answers and use them as a guide toward fostering goodwill and maintaining ethical business and professional standards.

The 4-Way Test

Of the things we think, say, or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Declaration of Rotarians in Businesses and Professions

The Declaration was adopted by the 1989 RI Council on Legislation as a means of more clearly defining the high ethical standards called for in the Object of Rotary. It provides a framework for ethical behavior that all Rotarians can use, together with The 4-Way Test, as a standard against which to measure their business and professional activities.



Declaration of Rotarians in Businesses and Professions

***As a Rotarian engaged in a business or profession,
I am expected to:***

- 1) Consider my vocation to be another opportunity to serve;
- 2) Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community;
- 3) Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;
- 4) Be fair to my employer, employees, associates, competitors, customers, the public, and all those with whom I have a business or professional relationship;
- 5) Recognize the honor and respect due to all occupations which are useful to society;
- 6) Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community;
- 7) Adhere to honesty in my advertising and in all representations to the public concerning my business or profession;
- 8) Neither seek from nor grant to a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship.

Building Character in the Workplace

As business leaders and respected individuals in their professions, Rotarians can use the workplace as a way to advance the high ethical standards of Rotary, thus building character among employees, associates, and the community in general. All types of work-related interaction offer the opportunity to encourage principled behavior.

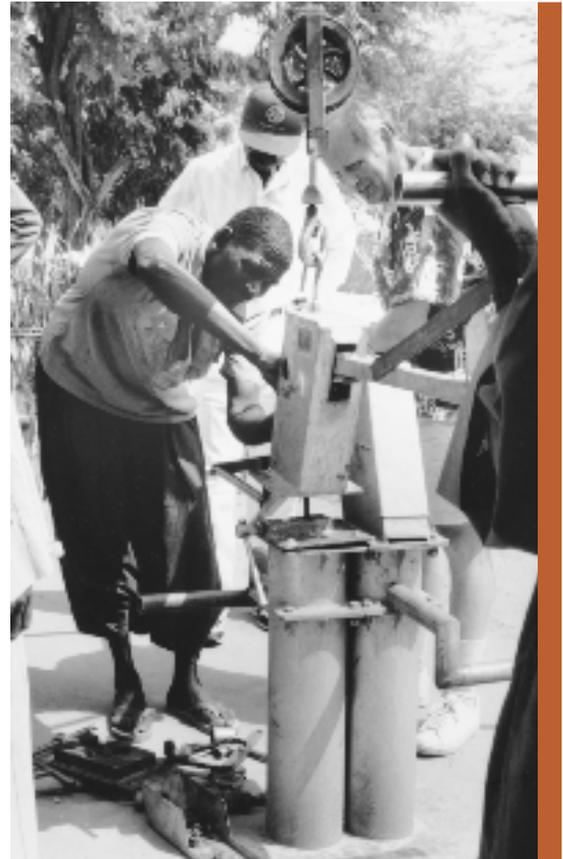
- In hiring, training, and review procedures, include discussion and emphasis of honesty, accountability, fairness, and respect.
- In internal communications — such as newsletters, bulletin boards, and memos — praise and encourage exemplary behavior both on and off the job.
- In relations with customers, vendors, and business associates, communicate and demonstrate an affirmation of good character and ethics.

■ **Project Ideas**

- Promote The 4-Way Test by posting it on a prominent billboard in your community.
- Sponsor an essay contest in which high school students describe how they can apply The 4-Way Test to their lives.
- Organize a conference in which local business leaders discuss maintaining high ethical standards and the effect on the bottom line.

■ **Project Examples**

- The Vocational Service committee of District 2170 (Belgium) put together an “Ethics in the Professional World” resource kit designed to encourage clubs to develop new initiatives in the area of professional ethics. A variety of texts featuring prominent business leaders was selected for the kit, including a discussion of the development of business ethics and The 4-Way Test, an essay on how ethics play an essential role in the policies of large multinational corporations, and a description of how one company developed its own code of ethical conduct.
- In conjunction with local Rotarians, the city government of Botucatu, Brazil, officially designated one week in October as Professional Ethics Week. During the week, talks were given by leading professionals who touched on ethical issues affecting every aspect of professional life. The Rotarians worked with other service and professional organizations, law firms, and governmental and non-governmental organizations to organize the event, which featured speakers of regional, national, and international prominence.
- The Rotary Club of Killeen Heights, Texas, USA, conducted a challenge course at a local middle school to teach ethics, values, and leadership to 900 students. More than 40 members of the club spoke to students about their life experiences and how ethical values affect their business practices. The course, based on The Four-Way Test, taught organizational skills, the development of emotional intelligence, manners, conflict resolution, study skills, and life-span awareness. The intent was to show examples of success, goal-setting, and hard work that lead to success.





October: Vocational Service Month

October is the month during the Rotary year when Vocational Service gets special emphasis. Clubs should arrange activities to promote the ideals of Vocational Service — to the public and to each individual Rotarian.

Vocational Service projects will result in positive publicity for Rotary clubs. Consider staging one of these events during Vocational Service Month:

- Give Vocational Service awards to honor employees or public servants.
- Conduct a contest in which the most courteous civic and commercial employees throughout the community receive awards.
- Invite students to spend a day at the workplaces of Rotarians.

To increase members' vocational awareness during the month, present a program at a club meeting. Members could also be given a copy of the test that appears on page 41.

A 20-Minute Program for Vocational Service Month

Suggested format*

10 minutes Vocational Service address (see next page) using transparencies or slides if desired

10 minutes Structured discussion with participants

* You could also consider showing the 16-minute video "Rotary in Action: Volunteers" (386-EN), which profiles Rotary Volunteers who are making a difference.

Preparation for the program

1. Review the Vocational Service address; customize it if desired.
2. Arrange to have a projector and screen if you decide to use transparencies or slides with your address.
3. If you wish to distribute materials such as this publication (509-EN), the *Rotary Volunteers Handbook* (263-EN), or *Join the Fun!* fellowships brochure (728-EN), they can be ordered from RI Publication Order Services at 847-866-4600 (phone) or 847-866-3276 (fax), or contact your RI Service Center. The "Declaration of Rotarians in Businesses and Professions" can be found on page 26 of this publication.
4. Review the structured discussion questions (see page 31).
5. Plan any special closing remarks you wish to make, if any.

Sample Vocational Service Address

(Modification to include local project examples is suggested)

Vocational Service

- high ethical standards
- recognition of worthiness of all useful occupations
- contribution of vocational talents to problems and needs of society

Vocational Service is the way Rotary fosters and supports the application of the ideal of service in pursuit of all vocations. Rotary clubs and their members are charged to conduct their business and professional affairs in accordance with Rotary principles of high ethical standards, recognizing the worthiness of all useful occupations and the obligation to contribute one's vocational talents to the problems and needs of society.

But how is this ideal of Vocational Service demonstrated through active club service? Imagine an employee who learns strength of character from the standards set by the Rotarian employer. Imagine the teacher at the local high school who receives an award from the local Rotary club for professional excellence or a student with leadership potential receiving a scholarship. Or the student who became interested in engineering after participating in a career fair put on by the local Rotary club. Or the student who stays in school because of the influence of a mentor, a local Rotarian, who took the time to provide tutoring and encouragement.

All this is possible because Rotarians hold themselves as role models in their communities, showing through honesty and respect the integrity of character that is all too uncommon. In a world where new technologies are exploding and the quality of education seems to be dwindling, Rotarians can take the lead in providing direction through an ever-expanding realm of professional choices. Rotary clubs are encouraged to concentrate their efforts in four categories: Vocational Awareness, Vocational Awards, Career Development, and Vocation at Work.

Vocational Awareness

- classification talks
- tours of businesses

Vocational Awards

- vocational excellence
- high ethical standards

Career Development

- youth employment
- apprenticeships
- career planning
- adult retraining

Vocation at Work

- employment
- retirees
- drug, alcohol, literacy
- disabled
- ethical standards

Vocational Service can extend to the world community. Volunteering your professional expertise as a Rotary Volunteer or participating in Rotary Vocational Fellowships can enhance your own vocational skills while contributing to the needs of communities worldwide. Further information is available in the the *Rotary Volunteers Handbook* (263-EN) and the *Rotary Recreational and Vocational Fellowships Handbook* (729-EN).

Rotary Volunteers

- technical/professional assistance
- volunteers for Rotary club projects or for projects of other organizations

Fellowships

- Vocational, such as dentistry, law, paper industry, pharmacology
- Recreational, such as canoeing, gourmets, magic, photography

Discussion questions

- What are some practical steps Rotarians can take to help promote high ethical standards in the workplace?
- How can Rotarians encourage New Generations to develop high standards and integrity?
- What projects can Rotarians undertake to show appreciation for all vocations?
- What are some needs in the community that Rotarians could address through their vocational skills? What needs in other communities or other countries could be addressed through Rotary Volunteers?
- What are some of the critical problems in the workplace and how can Rotarians address these problems?
- What are some ways Rotarians can assist the employment opportunities and work conditions of the disabled? People with AIDS?
- How can Rotarians help retirees remain active?

How to lead a discussion

- Present only one topic or case study at a meeting.
- Do not hurry the group. Give the members time to think.
- Return questions to the group for an interplay of opinions.
- Do not intrude except to request further explanation of a point or illustrative examples. When participants mention problems of their own, ask them and others to suggest solutions.
- Summarize at appropriate intervals to give a springboard for further discussion.
- Introduce side issues to widen the scope, if necessary, so members will anticipate more case studies.
- Appoint a participant as a recorder or spokesperson for the group.
- Report results in the club bulletin.



Going International

Rotary Volunteers

Registered Rotarians, Rotaractors, and Foundation alumni who have located an international site at which to serve as Rotary Volunteers are eligible to apply for funding through The Rotary Foundation's Grants for Rotary Volunteers. The Foundation may be able to provide the lowest available round-trip airfare and up to US\$50 per diem for those registered volunteers who plan to serve between four and eight weeks.

Rotary Recreational and Vocational Fellowships (RRVFs)

Rotary Recreational and Vocational Fellowships are independent Rotarian-administered groups organized around a specific recreational activity or profession. The Recreational Fellowships provide an excellent opportunity for Rotarians and their spouses to enjoy their favorite hobby with like-minded Rotarians from around the world. The Vocational Fellowships give Rotarians the opportunity to join an international professional organization through which they can undertake service projects or share information. Altogether, there are approximately 80 fellowships with more units forming each year.





Vocational Service Project Form

If your club or district has successfully completed a Vocational Service project, please take the time to fill out this brief questionnaire. We may be able to include the information in RI publications.

Please feel free to copy this form and distribute it to other Rotarians.

Rotarians around the world can benefit and learn from your experience!

1. What type of project was it? *(Mark all that apply.)*

- | | |
|--|--|
| <input type="checkbox"/> Vocational Awareness | <input type="checkbox"/> Literacy problems in the workplace |
| <input type="checkbox"/> Vocational Awards | <input type="checkbox"/> Opportunities for the disabled |
| <input type="checkbox"/> Career Development | <input type="checkbox"/> HIV/AIDS education |
| <input type="checkbox"/> Unemployment assistance | <input type="checkbox"/> High ethical standards/The 4-Way Test |
| <input type="checkbox"/> Working with retirees | <input type="checkbox"/> Rotary Volunteers |
| <input type="checkbox"/> Drug/alcohol abuse prevention | <input type="checkbox"/> Other: _____ |

2. What were/are the needs in your community and workplaces that the project addresses?

3. Briefly describe your project, including how and when it began.

4. What have the results been to date?



5. Date the project began: _____ Date completed: _____
6. Do you have photos? May we use them in RI publications? If yes, please submit them with this form.
7. Did your club/district cooperate with another agency or organization? If so, please state:

Name and address _____

How your club/district and the organization cooperated _____

Additional comments or questions:

Please return this form to:
Rotary International
Community Programs Section/CP210
One Rotary Center
1560 Sherman Avenue
Evanston, Illinois 60201, USA
Fax: 847-866-6116

Name of project _____

Contact person _____

Address _____

Telephone _____ Fax _____

Rotary Club of _____ District _____

I give permission for my name and address to be listed for contact information in Rotary publications and on the RI Web site.

Signature of project contact

Date





RI Resources and Programs

Declaration of Rotarians in Businesses and Professions (200-EN)

Applying The 4-Way Test (502-EN)

The 4-Way Test — pocket folder (515-EN)

The 4-Way Test — certificate (517-EN)

The 4-Way Test — desk plaque (518-EN)

Rotary Recreational and Vocational Fellowships Handbook (729-EN)

Join the Fun! — fellowships brochure (728-EN)

Rotary Volunteers Handbook (263-EN)

Rotary Volunteers Resource List (288-EN)

Rotary Volunteers International Site List (279-EN)

Rotary Volunteers International Volunteer List (280-EN)

Rotary In Action: Volunteers — video (386-EN)

Rotary Volunteers International Volunteer Personal Registration Form
(284-EN)

Rotary Volunteers International Site Registration Form (285-EN)

Concern for the Aging

Rotary clubs are encouraged to respond to the social, physical, and vocational needs of senior citizens. When planning projects that focus on the aging, consider providing a way for seniors to remain active and productive after retirement, addressing the problems of infirmity, loneliness, and financial insecurity. Probus, a recommended activity for Rotary clubs, provides regular meetings for retired or semi-retired persons, over 55 years of age, who appreciate opportunities to meet others with similar interests, enjoy hearing addresses by guest speakers on topical subjects, and look forward to visiting places of common interest.

Learning from Experience: A Handbook for Working with Seniors
(621-EN)

Drug and Alcohol Abuse Prevention

Substance abuse brings numerous problems into the workplace, including high rates of absenteeism, accidents on the job, and claims for illness benefits and compensation. Drug consumption on the job causes erratic and dangerous behavior that can lead to unsafe working conditions.

Rotary clubs are encouraged to undertake service projects that help reduce drug and substance abuse in the community and the workplace.

Combating Substance Abuse — handbook (627-EN)

Drug Abuse Prevention — slideset (628-EN)

HIV/AIDS

HIV/AIDS is fatal to men, women, and children worldwide and there is yet no known cure. Rotary clubs are encouraged to work as appropriate with government health agencies and non-governmental organizations to increase awareness about HIV/AIDS and undertake education and prevention programs. HIV/AIDS is also a threat to the human capital of the workforce. Education at or through the workplace reaches populations that may be beyond traditional health-education programs.

Rotary Responds to AIDS — handbook (604-EN)

Hunger and Poverty

Poverty is a disease that cripples the body by inflicting hunger and sickness. Through education, vocational training, and income-generating opportunities, people are given the chance to pull their families out of poverty.

Combating Hunger and Poverty Through Rotary — handbook (307-EN)

Literacy Promotion

It is the right of each individual to have functional literacy — the reading and writing skills necessary to participate fully and with dignity in all aspects of community life. It is the essential tool each of us needs to earn a living, respond to the demands made on us by society, and solve problems we face in our daily lives. The workplace plays a central role in promoting functional literacy and numeracy.

Rotary Promotes Literacy — handbook (601-EN)

Preserve Planet Earth

Environmental concerns hold an increasingly important position in the business world. Using environmentally friendly processes and materials, recycling, and supporting our planet's biological diversity are components in protecting our environment.

Preserve Planet Earth — handbook (378-EN)

Revolving Loan Funds

A Revolving Loan Fund (RLF) provides small loans to people who want to start businesses but who have no credit history or access to commercial bank loans. RLFs provide the initial loans for business start-up and expansion. The ultimate goal is for these entrepreneurs to become financially independent and eligible for loans from commercial banks.

Payments are generally returned directly to the fund and used to make new loans — hence the term revolving loan fund.

Revolving Loan Fund Guide (163-EN)

Rotary Youth Leadership Awards (RYLA)

RYLA is a leadership-development program for young people between the ages of 14 and 30 sponsored by Rotarians at the local level. RYLA participants attend an all-expenses-paid, three- to ten-day workshop focusing on leadership and professional-development topics of interest to the specific age group involved. The seminars are organized and run by Rotarians.

RYLA: Springboard to Leadership — brochure (636-EN)

RYLA Guidelines (694-EN)

Urban Peace

In an increasingly violent world, all communities are faced with varying levels of gun violence, domestic/family violence, deterioration in the inner cities, lack of recreational facilities, hunger, homelessness, and unemployment and unemployability. Rotarians are challenged to develop their communities into peaceful places to live.

Promote Urban Peace — brochure (379-EN)

Building Peace in the Community: A Role for Rotarians — handbook (377-EN)

World Community Service

World Community Service (WCS) occurs whenever a Rotary club in one country assists a club in another country with a service project. The Donations-in-kind Information Network (DIN) registers Rotarian offers of donated goods and related services. The WCS Projects Exchange is a “help wanted” database, where Rotary clubs seeking international assistance can publicize their community service initiatives. This registry is published as a booklet (754-EN), updated twice a year, and is also available on the RI Web site at www.rotary.org.

World Community Service Handbook: A Guide to Action (742-EN)

World Community Service Projects Exchange (754-EN)

International Service in Action: A WCS Video Workshop (753-EN)

DIN Resource Guide (725-EN)

Partners-in-Service: Interact and Rotaract

Rotaract clubs and Interact clubs are often ideal groups with which to cooperate in Vocational Service activities. Both Rotaract and Interact clubs, for ages 18-30 and 14-18 respectively, are sponsored by Rotary clubs and are dedicated to enhancing world understanding through fellowship and service. They could, among other efforts, promote a

Rotary-sponsored career seminar for their classmates and friends, help Rotarians understand the vocational needs of youth, serve as volunteers at a Rotary-sponsored career counseling office, or tutor adults in computer literacy.

Interact Handbook (654-EN)

Serious Fun — brochure (600-EN)

Serious Fun — video (650-EN)

Rotaract Handbook (562-EN)

Rotaract: Building a Better Tomorrow — brochure (663-EN)

■ Resources and Programs of The Rotary Foundation

Matching Grants, Carl P. Miller Discovery Grants, and 3-H Grants are among the types of funding provided by The Rotary Foundation to assist in International Service projects. If your club or district is considering undertaking an international Vocational Service project, it should consider applying for one of these types of grants. Each has particular restrictions and limitations, and detailed information about the requirements and application process is available from The Rotary Foundation.

Grants for Rotary Volunteers

These grants provide the necessary funding to help clubs and districts that require expert advice and assistance from skilled Rotarians. This program can provide funding for transportation and related expenses for volunteers to spend four to eight weeks in a country where their skills are needed.

Grants for University Teachers

The Rotary Grants for University Teachers to Serve in Developing Countries combine education and volunteer service. The grants enable experienced, dedicated teachers to teach courses useful to their host countries.

Group Study Exchange (GSE)

Through GSE, teams of four non-Rotarian business and professional men and women and a Rotarian team leader visit each other's country for four to six weeks. They study the institutions and observe the practice of their professions while staying in Rotarians' homes and sampling the culture.



Test Your Vocational Service Knowledge

1. In what year and at what convention was the original Rotary code of ethics adopted?
2. In 1989, a revised statement on ethical behavior was adopted by the Council on Legislation. What is the name of this document?
3. As of July 1992, under what Avenue of Service does the Rotary Volunteers program fall?
4. In what year was a new statement/policy on active participation in Vocational Service issued by the RI Board of Directors?
5. What are the four Avenues of Service?
6. The 4-Way Test began in 1932 as a simple test of ethics. Who devised it?
7. Classifications are determined by activities or services to society rather than by the position held by a particular individual. True or False?
8. What was Paul Harris' profession?
9. In 1905, Paul met with three young business acquaintances and explained his idea for a businessman's club that would foster fellowship among a cross-section of businesses and professions. This was the first Rotary club meeting. What was the date?
10. In 1937-38, Vocational Service was recognized with a special celebration of "Vocational Service Week." This event has grown into a month-long observance throughout the Rotary world. Which month is observed as Vocational Service Month?
11. What are the five recommended subcommittees under the district Vocational Service structure?

Answers on next page

Answers

1. 1915, San Francisco.
2. Declaration of Rotarians in Businesses and Professions.
3. Vocational.
4. 1987.
5. Club, Vocational, Community, International.
6. Herbert J. Taylor, RI President, 1954-55.
7. True.
8. Lawyer.
9. 23 February 1905.
10. October.
11. Career Development, Vocational Awareness, Vocational Awards, Vocation at Work, Rotary Volunteers.



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