

**REPORT TO THE
BOARD OF DIRECTORS
OF
OPTIMIST INTERNATIONAL
BY THE**

LEADERSHIP DEVELOPMENT COMMITTEE

December 9, 2011
St. Louis, Missouri

SECTION I - REQUESTS FOR BOARD ACTION

A. PROFESSIONAL DEVELOPMENT INITIATIVE (PDI)

Rationale: In conjunction with the Membership Committee, the Leadership Development committee has long recognized the many benefits of the Personal Growth and Involvement program (PGI). Not only does the PGI program offer members the opportunity to gain knowledge about the organization, it also provides members the chance to develop personal skills. Both committees have been charged this year to help grow the organization and feel that the PGI program can be utilized as a resource to help achieve that goal. Members of the committees believe that one opportunity to assist with growth would be to modify the current PGI program so that it would have more professional development components and could then be used as a way to target young professionals to become members. The new program would be called Professional Development Initiative (PDI). Selected OI representatives would approach corporations and present the PDI program as a management training program for their up and coming professionals. The corporation would pay the dues for the member to join and participate in an Optimist club. The new member would work their way through the levels of the PDI and have the "lab" to practice their newly acquired skills in. It would be the responsibility of the Club to report back to the corporation regarding the progress of the new member and to help the member during the program. An additional component to the program is to potentially develop videos featuring people who have experienced success utilizing the PDI program to show corporate decision makers. Emphasis would be placed on identifying the value proposition to the corporation and to the new member and the materials and the marketing for this program would need to be highly professional in nature. To determine if there is a market for this type of program, the committees feel that a pilot program should be developed and tested. The anticipated date for launching the pilot program would be January of 2012 rolling out the program at the Governors Conference. Videos would be created after the initial pilot targeting takes place. Representatives from both committees will work on the development and implementation of program

Motion Requested:

That the Board of Directors approve a pilot Professional Development program that will be designed to target the recruitment and development of up and coming professionals as members of Optimist Clubs and be developed and tested beginning in January of 2012. Potential videos to be created after initial pilot targeting takes place.

Budget: \$500.00 for Leave Behind Materials (Fiscal Year 2011-2012)
\$6,000 for Video (Fiscal Year 2012-2013)

B. RECOGNITION FOR PGI PROGRAM

Rationale: The Leadership Development committee believes that the current PGI program addresses many needs for both Clubs and individuals but is not utilized to its full potential due to lack of awareness by members and Clubs. One of the benefits to the organization from the PGI program is the addition of new members and therefore helps to grow the organization. In an effort to increase awareness and utilization, the committee believes providing recognition for PGI participation will benefit both the members and the organization.

Motion Requested:

That the Board of Directors approves the following recognition incentives for the PGI program:

1. **Club Level Recognition of PGI-Banner Patch** for the Club who has a minimum of 30% club members actively participating in the PGI program. Actively participating means that at least 20% of the members must advance at least one level a year. Verification comes from the District PGI or Leadership Development chair. Anticipated cost \$1,000
2. **District Level Recognition** – Banner Patch for the District that has a minimum of 30% of the their Clubs actively participating in the PGI program as defined above. The first year a District attains the recognition, OI will provide a PGI Banner and a Banner patch with either the District PGI or Leadership Development Chair's name on it. Each year after, only the patch is provided. \$4,000
3. **Lt. Governor Recognition** – Each Lt. Governor that has 30% of Clubs in the zone actively participating in the PGI program as defined above, the Lt. Governor will receive special PGI pen. Need to determine what the award will be called.-\$1,600
Budget: \$6,600 (Fiscal Year 2011-2012)

FOR BOARD INFORMATION

AA. CERTIFIED TRAINER (CT) PROGRAM

There are currently 145 trainers in the program - 76 Club Trainers, 20 Certified Club Trainers, 23 Certified District Trainers and 26 Certified International Trainers.

The Leadership Development committee established a continuing certification program for all Certified International Trainers as follows:

1. All CIT's will accept at least two CIT assignments within a two year time frame.
2. CIT's must attend the Certified District Trainer class as participant once every four years.
3. Each CIT must provide 10 hours of training at Club or Zone meetings every two years. Two of these hours must be promotion of the PGI program.

The committee also decided to add a clause to the CIT checklist regarding professional conduct while serving as a CIT. With submission of the packet and the request to upgrade to the CIT level, an individual agrees to conduct themselves in a professional manner while representing Optimist International on a CIT assignment. The Committee further decided that all participants in the Certified Trainer program must re-confirm annually of their continuing participation in the program. This can be done via e-mail.

Additionally, the Committee determined that since the District Trainer class focuses mainly on presentation, it would be better to have it at the mid-year training in January in St. Louis instead of the Convention in Milwaukee. The mid-year training classes will be held on January 28, 2012 at the OI Headquarters.

The Committee discussed the concern that we do not have enough CIT's to meet all the requests and developed a Fast Track program for people who are active within the organization who may not have had the opportunity to participate in the Certified Trainer program in the traditional method. The program is as follows:

In lieu of attending the Certified Club Trainer class, a person can:

1. Present support for 50 hours or Optimist training that you have presented.
2. Present support for 10 hours of training that you have attended
3. Develop and present a program of your own creation that is at least 30 minutes long and submit all presentation materials to OI
4. Complete level 3 of PGI

BB. FACULTY GUIDE REVISIONS

The Leadership Development reviewed the various components of the Faculty Guide and made changes and updates as necessary. Updated components will be placed on the Optimist Leaders website.

CC. INTERNATIONAL BALTIMORE CONVENTION REVIEW

The Leadership Development Committee reviewed the Baltimore Convention and looked at attendance in all of the training sessions and workshops that were offered. The Committee determined that as we continue to work for the Convention to be the premier training event for the organization, there is a need to focus on whether it is better for our members to provide a wide choice of topics or is it more important to provide quality training and how does that decision affect the trainers? The Committee also determined that we need to look more closely at when particular workshops are scheduled as there are timing conflicts with Governors, Governors-Elect and other officer training. We need to be cognizant to offer workshops when people can best attend.

DD. MILWAUKEE INTERNATIONAL CONVENTION

Based on workshop information from the Baltimore convention, The Leadership Development committee determined which type of workshops should be offered and the most appropriate times. The following is a tentative suggested workshop schedule for Convention:

Thursday, July 12

- District Chair training sessions – Chairs and times to be determined
- **9:00 – 10:00 am**
 - First timer orientation
 - JOOI
 - PGI
 - E-Optimist
 - Magic of Mentoring New Members
 - FOUNDATION
 - Put the Fun back in Fundraising
 - French Session
- **10:15 – 11:30 am**
 - Club Insurance
 - How to plan District Conferences and Conventions
 - French Session
 - Philosophy of Optimism
 - PGI
 - Social media –how to
 - Revitalize your Club/NOW Programs
 - Taking Your Club from Getting by to Getting Ahead
 - Keeping up with Tech Savvy teens
- **1:00 – 2:00 pm**
 - French Session
 - Eyes down / look in
 - TBD
 - TBD

- **2:00 – 6:00 pm**
 - Dist Secretary/Treasurer Designate Training
 - Club Presidents- Elect Training
 - Lt Governors-Elect Training
 - Club Secretary/Treasurer Designate Training
- **2:15 – 3:15 pm**
 - French Session
 - FOUNDATION
 - Internet Safety
- **3:30 – 4:30 pm**
 - French Session
 - NCB
 - Small Fundraisers that make a Big Impact
- 3:00 – 5:00 pm**
 - NEW THIS YEAR Philosophy of Optimism – special speakers

Friday, July 13

- **2:00 – 3:00 pm**
 - French - Session
 - FOUNDATION
 - Dispelling the Myths unveiled by CQ
 - Increasing Numbers by Motivating your Club – thinking outside box
 - Keeping up with Tech Savvy Teens
 - Recruit and Retain members
 - Sustainable membership program
 - NCB
 - Activities
- **3:15 – 4:15 pm**
 - French Session
 - Ask the Experts- JOOI
 - Fun and Fellowship
 - PGI
 - Public Speaking faculty determined by LD
 - 21st Century Marketing at the Club level
 - We worked So Hard to Get You, Then Let You Go (Member Retention)
 - Internet Safety
 - Activities
 - Foundation
- **3:15 – 5:30 pm**
 - French Session
 - Candidates share Thoughts with Board of Directors

- Time slots to be determined by groups involved
 - HOBY partnership of excellence (10)
 - If your club could make a miracle (COTA) – typically 5
 - Are you your child’s drug dealer (17)
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This year on Thursday of the convention, there will be a two-hour session offered titled “Philosophy of Optimism”. The intent of this session is to attract the first-time member who may have recently joined the organization and is attending the convention for the first time or the people who have attended the convention numerous times and are not involved in the other officers-elect trainings. This session is designed to be motivational and will feature Optimist members who have been involved in the organization for some time offering their perspective as to what keeps them involved with the organization. This session will be offered on Thursday afternoon from 3:00 – 5:00 pm and will be marketed as soon as the speakers are confirmed.

EE. ON-LINE TRAINING FOR LT. GOVERNORS-ELECT

The Leadership Development Committee discussed the feasibility of developing the Lt. Governors-Elect training modules for on-line training. The Committee is in phase one of a three part process. The first phase is to update the internal materials. The second phase will be actual implementation of the training and the final phase will be to roll-out the training to the Lt. Governors-Elect.

Respectfully submitted,
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