

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

LEADERSHIP DEVELOPMENT COMMITTEE

December 10, 2010
St. Louis, Missouri

SECTION I - REQUESTS FOR BOARD ACTION

A. REVISE THE OPTIMIST LEADERS WEBSITE

Rationale: The Leadership Development committee recognizes that while many materials are available on the Optimist Leaders website, some are outdated and the materials are not easily accessible. The committee further understands that the Leaders Website is often the only source of materials accessed by Club and District officers and in many cases gives a “first impression” of the international organization and therefore must be kept vibrant and up-to-date. Therefore, the Leadership Development committee feels that the Leaders website should updated and revised to better serve the members of the organization.

Motion Requested:

That the Board of Directors approve updating and revising the Optimist Leaders Website
Budget: \$2,500 (Fiscal Year: 2010-2011)

B. DEVELOP & IMPLEMENT ON-LINE TRAINING FOR FUTURE LEADERS

Rationale: The Leadership Development committee believes that the availability of quality training for incoming officers is crucial to the success of the organization. The committee further agrees that it is vital for the success of our organization that leaders at the grass roots level receive consistent and high value training. Currently, out of over 2,800 Club Presidents, approximately 600 attend any type of training either at the District or International level and it is recognized that the District training varies greatly in time and depth from district to district. On-line training would offer uniformity of training as well as increase the probability of expanded leadership skills, better club management and value added to the Club member which could lead to increased growth and service. Other benefits include increased marketing for the organization and engaging leaders early in the process and increased communication at the grass-roots level. The Leadership Development Committee would like to develop on-line training for future leaders at all levels, but believes that the Club Presidents level is the most critical need at this time and should be rapidly addressed to launch in the late spring/early summer of 2011

Motion Requested:

That the Board of Directors approve the development and implementation of on-line training for Future Leaders beginning with Club Presidents on the Optimist Leaders website.

Budget: \$15,000 (Fiscal Year 2010-2011)

C. AMEND STANDARD CLUB BYLAWS-ARTICLE II

Rationale: The current Board approved options on the standard Club By-laws allow for only two options regarding the mission statement of a Club. While satisfactory, it is the belief that the addition of a third choice for Clubs to choose from could more fully encompass the established Purposes of Optimism and the tenets of the Optimist Creed and more accurately reflect the mission currently being performed by many of our Clubs. It is noted that with this motion, each Club can still choose from the approved options, and no proposal is made to remove, replace or amend the two options currently approved and in use.

Motion Requested:

That the Board of Directors amend Article II-Mission of the standard Club bylaws as follows: *Article II – Mission.* By providing how and positive vision through the members of this Club, this Club will bring out the best in **1)kids/ 2)children/ 3)kids, our members, and our community.**

Budget: \$0.00

D. ADDITIONAL MEETING FOR LEADERSHIP DEVELOPMENT COMMITTEE

Rationale: Due to the magnitude of the development and implementation of quality on-line training for Future Leaders and the revision of the Optimist Leaders website, the Leadership Development committee feels that the opportunity for an additional meeting focusing on vendor selection for training software, curriculum development, promotional plans and revising materials on the Optimist Leaders website would be beneficial.

Motion Requested:

That the Board of Directors approve an additional meeting for the Leadership Development committee.

Budget: \$1,000 (Fiscal Year 2010-2011)

FOR BOARD INFORMATION

AA. CERTIFIED TRAINER (CT) PROGRAM

There are currently 122 trainers in the program - 55 Club Trainers, 20 Certified Club Trainers, 24 Certified District Trainers and 26 Certified International Trainers. There were four Certified International Trainers added in 2009-2010.

The Leadership Development committee believes that that Certified Trainers should be looked at as being a resource for a club, zone or District. The committee determined that

one of the goals for the program for this upcoming year will be to have 75 CIT visits to offer training at the Parallel District conferences and at other District meetings. President Rodgers will strongly encourage the Governors to utilize CIT's during their quarterly meetings. The committee will seek "testimonials" from past governors who have used CIT's and the positive impact that their district received to use as a promotional tool.

The Certified Trainer Certification Board, which oversees the certification process, was asked to:

1. Review all the materials in the Certified Club and Certified District Trainer binders and submit revisions by November 15.
2. Communicate the 75 CIT visit goal to all the CIT's and ask them to help market themselves to the Governors. Governor's contact information will be provided to the CIT's.
3. Devise a formal on-going certification process and submit to the Committee by November 1.

The Leadership Development committee, in response from members about the length of time that it could take to reach the CIT status, will offer a mid-year training class on January 29th in St. Louis for those interested in taking the Club Trainer class or for those who have already taken the Club Trainer class and wish to continue, the District Trainer class will be available. These classes will be offered again at the Baltimore convention on Saturday, July 2nd. In order to secure proper growth from all districts, Governors will be asked to submit two names of individuals for participation in this program who will be invited to attend one of these two training opportunities.

BB. PERSONAL GROWTH AND INVOLVEMENT (PGI) PROGRAM

The Leadership Development reviewed the PGI program and felt that the program was underutilized due to lack of awareness on the part of members. The program was designed to offer Members opportunities for personal and leadership development and also benefit the organization with growth and should be promoted as a member benefit.

The Committee reviewed the current requirements for the PGI program and made some revisions which took effect October 1, 2010. New passports have been developed and produced and sent to District PGI chairs for distribution. The revised PGI requirements are attached to this report (Attachment A).

The Committee reviewed a request to be able to complete the Skills Modules required for various levels individually, which would allow the members to complete the requirements regardless of whether the module was being taught at their Club, Zone or District level. The Committee agreed that completing a Skills Module in this manner would satisfy the requirement as each level remains subject to certification.

Finally, the Committee reviewed the request to change the name of the PGI program from "Personal Growth and Involvement" to "Professional Growth and Involvement."

After much discussion, the Committee decided that since the program is targeted to provide personal growth, and there is not sufficient requirements that would meet most industry standards of “professional growth” the name change would be misleading. Therefore, the committee took no action on this proposed name change and recommends that no change be made by the Board.

CC. INTERNATIONAL DENVER CONVENTION REVIEW

The Leadership Development Committee reviewed the Denver Convention and discussed the changes that had been instituted by Leadership Development such as:

- Sample Agendas were developed, promoted and published for the First Time Attendee, Club/District Officer-Elect and the Veteran Convention attendee.
- Letters were sent to each Club President-Elect and Lt. Governor-Elect from President-Elect Danny Rodgers inviting them to participate in the training at the convention and the Early Bird Registration deadline was extended for those groups.
- The Committee specifically identified various workshops to be offered and selected faculty to ensure that quality training was available.
- Attendee workshop evaluations were revised and data compiled to provide an over-all evaluation of all workshops and faculty members to assist in determining workshop offerings at future conventions.

The Committee decided that it would try to determine the Return on Investment (ROI) value of the workshops presented at Denver by sending a survey to all Denver Convention attendees in January asking such questions as “Were you satisfied with the overall training offered?”, “Would you recommend the training to others?”, and “Have you used the training you received at the convention?” with multiple choice answers. Delegates will also be polled to see what training they would like to have offered at the Baltimore Convention and be given a list of possible workshops being offered to see if there is interest.

DD. BALTIMORE INTERNATIONAL CONVENTION

The Leadership Development committee believes that the overall goal of the Convention from their perspective is to motivate, educate and provide training to members so that they can go back to their Clubs and want to ask more people to join and provide them with tools to make that happen.

The charge for the Committee is to make the Convention the premier training event for organization and in order to do that the Committee decided to develop profiles for the Officer-Elects that are being trained. The profile focuses on key areas such as Skills/Behaviors, Personal Accountability, Planning, Self-Development and Providing Recognition. For a Club President this would be member focus. The Experiences area for a Club President would cover Club Involvement, Recruitment Events and Promoting the Club in the Community. The Knowledge area would emphasize Club Organization, Delegating Committees, Membership Installations, OI Recognition Program, Running Meetings and How to Access Resources. The Personality

desired attributes for a Club President would be Committed, Pro-Active, Energetic and Excellent Communicator. Knowing this information allows the Committee to develop training and choose workshop sessions that offer information and training in key areas. The Committee determined that it would develop profiles and job descriptions for all the elect positions.

There will be a 2 hour motivation session titled “The Power of Optimism.” offered this year on the first day of the Convention. There will be some of Optimist’s own motivational speakers with the intent of bringing in a motivational speaker from outside the organization as well. The committee hopes to find a way to carry the idea through-out the entire convention by possibly offering a workshop session titled “The Power of Optimism-Multiplied” for those who did not have the opportunity to attend.

The Committee feels that planning sessions for convention attendees during officer-elect training presented by the International President, International President-Elect and Past International Presidents is a good idea. It offers the opportunity for members to see and hear from the leadership in a more intimate setting and is generally well-attended. The Committee believes it is highly important to effectively use these times to offer high value training for convention attendees not participating in the officer-elect training. The committee believes training during this time is also important for experienced Optimists as well as those considering future leadership positions.

The Committee determined that in order to provide quality training to officer-elects and to encourage members to move into leadership roles, it was necessary to define parameters for workshops and training sessions. The categories and tentative workshops and training sessions for Baltimore are as follows:

Leadership

Certified Club Trainer Class
Certified District Trainer Class
Club President-Elect Training (3)
Lt. Governor-Elect Training
District Secretary/Treasurer Training
Club Secretary/Treasurer Training
District Leadership Development Training
District Membership Chair Training
District New Club Building Chair Training
How to Plan District Conventions

Club Administration

Parliamentary Procedure
Club By-laws
How to Make Mountains of Money
Small Fundraisers-Big Impact
OI Board Candidate Forum
Marketing Your Club in the Local Community
What to do When You are Stuck in the Elevator-
(Marketing Yourself & Your Club)
Club Insurance
Promotions Corall

Membership Growth

Revitalize Your Club
Just Ask vs. Just Do It
Membership Retention –The Key to Your Club’s
Success
Motivated Members Impact Children Served
Communications-Key to Membership Retention
Mentoring New Member –Knowledge Base
Empowers Your Members

New Optimist Welcome (NOW)
Membership Toolbox
Growth – Ask the Experts
Recognizing Critical Components of Recruiting
Recruit & Retain Your Members
New Club Building – Ask the Experts
How to Develop a Prospect List
JOOI

Personal Growth

Introduction to the Certified Trainer Program	The Power of Optimism – 2 Hour Session
Philosophy of Optimism	The Power of Optimism Multiplied – 1 hour breakout
Taking the Convention Home with You	Danny Rodgers Breakout
Social Networking	Jack Creswell Breakout
PGI for Me	President Nominee Breakout?
How to Use PGI to Meet Your Goals	
Introduction to PGI	

Programs

Internet Safety – 2 Sessions	Childhood Cancer Campaign
Braggers Hall – 2 Sessions	Endorsed Organizations
Scholarship Contests	

Optimist International Foundation (OIF)

What is a Club Foundation Representative and What Does One Do?
Club Grant Information
Tell Me the Latest on OI Scholarships and How to Fund One
What About Your Will?
Women's Giving Circles

French

Any French Workshops

Additionally, workshop and training titles and descriptions will be placed on the Convention page of the OI website to promote better attendance. The Committee will also work with the Meetings department to take a more active approach with First Time attendees. An e-mail will be sent to those individuals that register for the Convention advertising the First Timer's Orientation and it will have the First Time attendee sample agenda attached. The message will also include personal phone numbers of the members of the Leadership Development committee so that the First Timer can contact someone if they have additional questions.

Respectfully submitted,
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ATTACHMENT A

PERSONAL GROWTH & INVOLVEMENT PROGRAM

LEVEL I - BRONZE

_____	ATTENDANCE:	Attend six Club meetings and/or activities certified by the Club Secretary-Treasurer
_____	ACTIVITY:	Participate in one Club service activity
_____	KNOWLEDGE OF ORGANIZATION:	Learn the Five Purposes and about the founding of Optimist International
_____	SELF DEVELOPMENT:	Prepare and give a short presentation on "How Optimism Can Make A Better World"
_____	COMMUNICATION:	Read the curriculum vitae/résumé of a new member at the induction ceremony
_____	CERTIFICATION:	Activities to be certified by Club Secretary or Club President

LEVEL II - GREEN

_____	ATTENDANCE:	Attend three additional Club meetings and/or activities (cumulative total of 9)
_____	ACTIVITY:	Serve as a Club Committee member
_____	GROWTH:	Sponsor a new member
_____	KNOWLEDGE OF ORGANIZATION:	Know Optimist International, District, Zone and Club structures
_____	SELF DEVELOPMENT:	Make a short presentation at a club meeting on why a prospective member should join your Optimist club
_____	COMMUNICATION:	Promote Club meeting attendance for a period of at least one month
_____	CERTIFICATION:	Activities to be certified by Club Secretary/Treasurer or Club President

LEVEL III - BURGUNDY

_____	ATTENDANCE:	Attend three additional Club meetings and/or activities (cumulative total of 12)
_____	ACTIVITY:	Participate in one additional Club youth, community or Respect for Law activity
_____	GROWTH:	Sponsor a second new member
_____	KNOWLEDGE OF ORGANIZATION:	Read the book "The Power of the Creed" or "Of Dreams & Deeds" available through Optimist Supply
_____	SELF DEVELOPMENT:	Complete an Optimist Skills Development Module of your choice
_____	COMMUNICATION:	Participate in assembling a Community Project Awards (CPA) Summary
_____	CERTIFICATION:	Activities to be certified by Club Secretary/Treasurer or Club President

LEVEL IV - BLUE

_____	ATTENDANCE:	Attend two additional Club meetings and/or activities (cumulative total of 14), plus one Inter-Club visitation
_____	ACTIVITY:	Participate in one additional Club youth activity
_____	GROWTH:	Sponsor a third new member
_____	KNOWLEDGE OF ORGANIZATION:	Know the name of the President of Optimist International, the names of the District's assigned International Vice President, the District Governor and the Zone Lieutenant Governor
_____	SELF DEVELOPMENT:	Make a brief presentation on "Highlighting the Best Times You've Shared With Children Since Becoming an Optimist Member"

_____ COMMUNICATION: Pay a visit or call a member appointed by the Club President who has been missed from Club meetings

_____ CERTIFICATION: **Activities to be certified by Club Secretary/Treasurer or Club President**

LEVEL V - BLACK

_____ ATTENDANCE: Attend two additional Club meetings and/or activities (cumulative total of 16), plus attend a District or Zone meeting

_____ ACTIVITY: **Participate in one additional service project of the Club**

_____ GROWTH: Sponsor a fourth new member

_____ KNOWLEDGE OF ORGANIZATION: Recite (by memory) the Optimist Creed

_____ SELF DEVELOPMENT: Complete a second Optimist Skills Development Module of your choice

_____ COMMUNICATION: **Write an article for your Club bulletin/website or make a presentation to your club on the district or zone meeting that you attended**

_____ CERTIFICATION: **Activities to be certified by Club Secretary/Treasurer or Club President**

LEVEL VI - PURPLE

_____ ATTENDANCE: Attend two additional Club meetings and/or activities (cumulative total of 18)

_____ ACTIVITY: **Serve as Chair of a Club Committee**

_____ GROWTH: Sponsor a fifth new member

_____ KNOWLEDGE OF ORGANIZATION: Make a five minute presentation on a program promoted by your Club, District or Optimist International

_____ SELF DEVELOPMENT: **Educate a new member on the purposes and benefits of an Optimist Club**

_____ COMMUNICATION: Promote a Club activity within the surrounding community

_____ CERTIFICATION: **Activities to be certified by Club Secretary/Treasurer or Club President**

LEVEL VII - GOLD (With Certificate of Completion of Levels I through VII)

_____ ATTENDANCE: Attend two additional Club meetings and/or activities (cumulative total of 20), and attend your District's Annual Convention

_____ ACTIVITY: Create, organize and present a new activity to your Club's Board of Directors

_____ GROWTH: Participate in building a new Club

_____ KNOWLEDGE OF ORGANIZATION: **Make a presentation to your Club or Zone about the District Convention you attended.**

_____ SELF DEVELOPMENT: Serve as Club officer or Club officer-elect

_____ COMMUNICATION: Send an article for *The Optimist* magazine to the Leadership Development Department

_____ CERTIFICATION: **Activities to be certified by Club Secretary/Treasurer or Club President**

LEVEL VIII - ORANGE

_____ ATTENDANCE: Attend two consecutive District Conferences one of which can be the District Convention attended for Level VII

_____ ACTIVITY: Serve on a District Committee

_____ GROWTH: Participate in a new Club building follow-up program

_____ KNOWLEDGE OF ORGANIZATION: **Make a presentation to your Zone or District about Optimist**

_____	ORGANIZATION:	International
_____	SELF DEVELOPMENT:	Complete a third Optimist Skills Development Module
_____	COMMUNICATION:	Assist a member in achieving Level I of PGI
_____	CERTIFICATION:	Activities to be certified by Lieutenant Governor or Governor

LEVEL IX - YELLOW

_____	ATTENDANCE:	Attend four additional District Conferences/Convention in addition to those required for Level VIII
_____	ACTIVITY:	Serve on a second District Committee
_____	GROWTH:	Recruit a sixth and seventh new member
_____	KNOWLEDGE OF ORGANIZATION:	Make a Club or Zone presentation on behalf of a District Committee
_____	SELF DEVELOPMENT:	Complete a fourth Optimist Skills Development Module
_____	COMMUNICATION:	Assist a member in achieving Level IV of PGI
_____	CERTIFICATION:	Activities to be certified by Lieutenant Governor or Governor

LEVEL X - SPECIAL LAPEL PIN BACKING PRESENTED AT A DISTRICT MEETING (WHERE POSSIBLE) AND WILL BE RECOGNIZED BY THE INTERNATIONAL PRESIDENT AT THE INTERNATIONAL CONVENTION

_____	ATTENDANCE:	Attend two additional District Conventions or one International Convention
_____	ACTIVITY:	Serve as a District Committee Chair or officer
_____	GROWTH:	Earn the "Builder of Excellence" award
_____	KNOWLEDGE OF ORGANIZATION:	Conduct the Optimist Skills Development Module, Orientation to Optimism for New Members, at a Club, Zone or District meeting
_____	SELF DEVELOPMENT:	Attend three training seminars at a District Convention or three Back-To-School Workshops at the International Convention
_____	COMMUNICATION:	Assist a member in achieving Level VII of PGI
_____	CERTIFICATION:	Activities to be certified by Governor