

District Governors-Elect Seminar

2012 Seminar Preparation Guide



Contents

This preparation guide contains three independent assignments that all first vice district governors/district governors-elect are expected to complete before their term as district governor begins.

Each assignment has a required task and an expected completion date. It is recommended that you review all of the assignments before beginning this process, since some assignments will require you to invest more time than others and may require you to begin the assignment before completing those listed earlier in the sequence.

The guide also contains instructions on accessing the LCI Forms & Reports assessment based on the instruction you received in your regional training.

The assignments and their expected completion dates are:

Assignment	Page	Completion Date
Assignment 1: Selecting Your Team	3	June 15, 2012
Assignment 2: Working With the GMT and GLT	9	April 15, 2012
Assignment 3: Goal Setting	15	May 15, 2012
LCI Forms & Reports Assessment	47	May 1, 2012



Introduction

Your term as district governor is fast-approaching, and with it the challenge of leading your district, its clubs, and its members in service to their communities.

Your responsibilities as chief administrative officer of the district are many. They include selecting an effective district leadership team, promoting effective membership growth and supervising the organization of new clubs.

In addition, you are expected to actively participate and inspire other district officers to administer and promote leadership development at the club and district levels, to support and promote the Lions Clubs International Foundation, and to preside over the district convention, cabinet meetings and other district meetings.

Finally, to effectively carry out your responsibilities you will need to be adept at coaching and motivating district cabinet members, encouraging fiscal responsibility at the club level, striving to ensure all clubs are in good standing, and providing guidance to declining clubs in the district and monitoring their progress.

The knowledge and skills necessary to carry out all of these tasks require training. Wayne Madden, your incoming International President, has collaborated with LCI staff to develop a three part program of first vice district governor/district governor-elect training to support you.

Components of 1st VDG/DGE Training

The 2011-2012 first vice district governor/district governor-elect training is comprised of three components: *individualized*, *regionalized* and *international*.

The *individualized* component is a self-driven learning experience. It involves a set of three distinct assignments with related resources and assessments to be completed at suggested intervals during the months preceding the DGE Seminar. It also involves a fourth assessment related to the knowledge you gained from the multiple district/regional training you received concerning LCI forms and reports. **This preparation guide contains the assignments for the individualized component.**

Multiple/single district leadership development chairpersons and/or GLT coordinators have been provided with resources and have been asked to facilitate the second component, *regionalized* training. This training addresses the requirements of the district governor position including the operational aspects of the job. It incorporates a study of the District Governor Team Manual as well as topics and issues customized to address regional needs.

The *international* training component, the 2012 DGE Seminar in Busan, has been designed to include learner-focused, interactive classroom sessions and workshops, and motivational general sessions. District governors-elect will have ample opportunity to share ideas, challenges, experiences and plans with fellow participants during the seminar.

Structure

Each of the three assignments contained in this guide consists of tips or techniques concerning the topic, one or more online resources that you may wish to utilize to enhance your learning, a series of questions related to the topic to assess your knowledge, and/or an action plan to complete and submit as a necessary part of your planning for the year.

In addition, the guide contains instructions for accessing an assessment of your learning related to the LCI forms and reports that a district governor uses on a regular basis. This topic was included in your regional training.

Expectation

The three assignments have been carefully chosen by your incoming International President, Wayne Madden, to address important skills you will need for success as district governor. Your knowledge in each of these areas of study will not only increase your effectiveness as a district governor, but will also make your job less stressful and more satisfying.

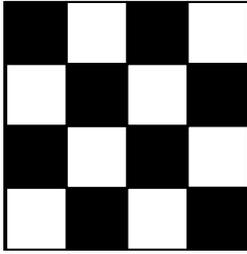
It is therefore expected that you will complete each of these assignments before you travel to Busan. Expected completion dates have been provided for each assignment, and instructions for accessing the online assessment tool required for completion of some assignments have been included with this mailing. You will note that the completion dates for the assignments are staggered over a two-month period. Some assignments will take longer to complete than others.

It is suggested that you review all of the assignments before beginning, so that you can better determine the actual time involved in completion. It is also suggested that you work on multiple assignments concurrently, rather than waiting to complete one before beginning the next.

Group Leader Role

Your DGE Seminar group leader will serve as your mentor throughout the individualized component. He/she will be in contact with you to offer support and guidance. Please make use of your group leader as a valuable resource in your training.

You will also note assignments that involve your Global Membership Team and your Global Leadership Team multiple or single district coordinator. These Lions will also support you in developing and implementing your membership and service goals and plans throughout your year.



Assignment #1:

Selecting Your Team

OVERVIEW

In order to achieve results during your term as district governor, you need to carefully select your district team members. Consider the qualities of successful Lions leaders as you select your district team which includes cabinet officers, region and zone chairpersons and district chairpersons. This assignment is a follow-up to the Regional 1st VDG Training session, *Choosing Your Team*, which asked you to review the characteristics of successful teams, discuss the qualities of effective team members, and review strategies for identifying Lions to appoint to your district team.

There are three steps in completing this assignment:

1. Use the advice of Lion leaders and your own judgment to identify potential team members in your district, and to select your team members
2. Recruit team members who support your vision and will meet your expectations
3. Submit the names of your district team members according to specific deadlines noted later in this assignment

It is expected that you will complete this assignment no later than June 15, 2012.



RESOURCES

The following resources for this assignment are available on the LCI website:

- The DA 903 form is used to report the district officers; cabinet secretary and treasurer
- The M-28-A form is used to report the district chairpersons

1. Select Your Team Members

The qualities of a successful chairperson, as identified in the District Governor Team Manual, are:

- Respected in the district
- Knowledge of the clubs in the district
- Interest and knowledge of the position
- Ability to get things done
- Ability to work well with others and communicate

Think about successful Lion leaders in your district and identify why they were successful. Use this information as you review potential members of your district team.

Questions for Reflection:

Use the space below to record your answers to this question.

Who are the experienced Lions who might recommend possible team members to you? Contact them and list their recommendations and the reasons for each recommendation below.



As you identify possible team members consider the following questions:

- Do they share your vision for the future of the district?
- How will they contribute to the team? Do they bring a unique set of skills, interests and experience?
- Will they have time to fulfill the requirements of the position?
- Are they willing to travel within the district?
- Will they take risks and commit to achieve results?

2. Recruit Your Team Members

After you have identified the best Lion for each position, discuss the position with each person to assess their interest and motivation.

When you meet with each candidate, clearly explain your vision for the district and your expectations to prevent any misunderstandings, disappointments or confusion. Your team needs to be ready to give excellent performance as you complete the race to the finish of your term.



Appointing Region and Zone Chairpersons

Appointing the region and zone chairpersons is important since they are your district's first line of support for your Lions clubs. It is necessary that they receive information promptly so that clubs can rely on the zone chairpersons to inform the club of a new program or resource and to explain how it is useful to the club. For region and zone chairpersons to receive information directly from LCI headquarters, their position must be entered in their LCI membership record. You may have to define which zones are in each region and which clubs are in each zone if it has not been done previously. **After July 1**, you can use your WMMR password to enter the region and zone chairperson positions on the LCI membership reporting web site.

Appointing District Chairpersons:

The following is a list of district chairpersons to appoint for a 1-year term: You can submit these appointments at any time using the M-28-A form or they can be entered online using the WMMR web site and password **after May 16**.

- Convention
- Cultural and Community Activities
- Diabetes Awareness and Action
- Environmental
- Hearing Preservation, Awareness and Action
- Honorary
- Information Technology
- International Relations
- Lions ALERT
- Lions Services for Children
- Peace Poster Contest
- Public Relations and Lions Information
- Sight Preservation, Awareness and Action
- Youth (Lions Opportunities for Youth)
- Youth Camp and Exchange

Helpful Tips/Resources

The district chairpersons that have been designated by the LCI International Board of Directors are listed on the M-28-A form, District Chairpersons Report Form which is included in the District Governor Team Manual on the LCI website.

Many chairperson manuals are on the LCI website in the District Resource Center.

In addition, the following team members serve a 3 year term and may have been appointed previously:

- GMT district coordinator
- GLT district coordinator
- Lions Quest
- Leo chairperson

For your information: LCIF District Coordinator

Implemented in 2008-2009, the new LCIF District Coordinator position is appointed by the LCIF Multiple District Coordinator. The LCIF District Coordinator serves a 3 year term and is appointed to raise awareness and understanding of the humanitarian work of LCIF and promote donations to LCIF. In addition, these coordinators receive and can share LCIF data recognition reports, and regular LCIF grant and donation histories for the district.

Once you have appointed the district cabinet secretary and treasurer, region and zone chairpersons, and specialized district chairpersons you must submit this information to LCI.

3. Submit the names of your district team members to LCI

When your cabinet secretary and treasurer have been elected or appointed you must submit DA-903 form to LCI headquarters that includes their name, preferred mailing address and contact information. This information may be sent by email or fax at any time, or entered electronically **after May 16** via the WMMR web site using your WMMR password. The information must be **submitted by June 1**.

After July 1, you can login as district governor and use your WMMR password to enter your region and zone chairpersons in the WMMR web site. If the regions and zones have not been defined previously, you must first identify which zones are in each region and which clubs are in each zone.

Once you have recruited and appointed the district chairpersons listed on the M-28 A form this information can be submitted in late May or June. These appointments can be faxed or emailed to LCI or entered electronically **after May 16** by using the WMMR web site. The information is **due to LCI by July 1**.

IMPORTANT: If you plan to enter your team members' names online using the WMMR, please refer to page 7 for detailed instructions. Your district must submit the convention report of your election as district governor-elect prior to May 16.

NEXT STEP: Complete Online Assessment

After you have completed this assignment:

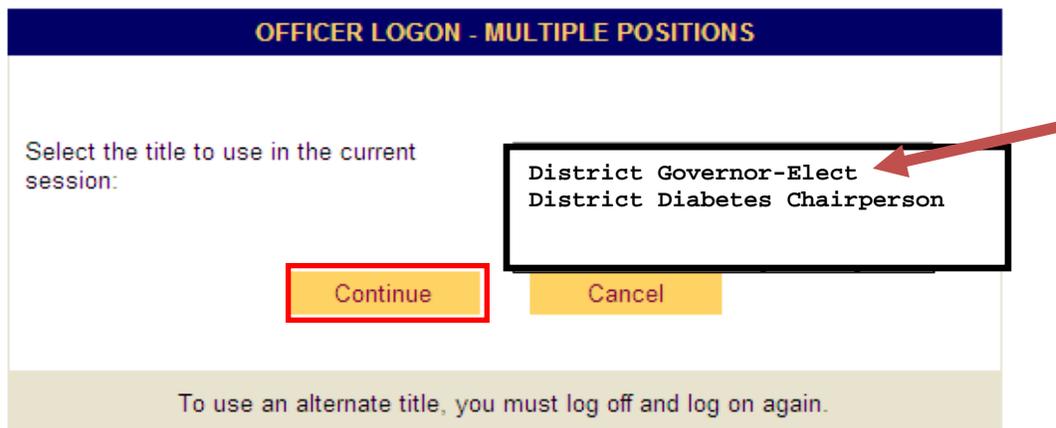
1. Go to the DGE Seminar page on the LCI web site:
<http://www.lionsclubs.org/EN/member-center/leadership-development/development-programs/dge-seminar/index.php>
2. Select the link to the DGE Seminar Pre-Assignment Mailing
3. On the Pre-Seminar Assignments page, click on the link to the Lions Learning Center and login
4. Click on the link to the DGE Assessments to complete the online assessment for this assignment.

To Submit your Cabinet Officers and District Chairpersons Online Using WMMR

This year **after May 16**, you will be able to enter the names of your Cabinet Secretary and Treasurer and the District Chairpersons using this new feature of the WMMR.

Important Notice: The ability to do this depends on your district governor submitting the completed Convention Report Form DA - 20 immediately following the district convention and **prior to May 16**. The election results must be submitted or emailed/faxed to LCI so that your Lions position can be upgraded to District Governor-Elect prior to May 16.

When you login to the WMMR as an officer, you will *select* the position of **District Governor-Elect** instead of 1st Vice District Governor. This will give you the ability to enter district cabinet officers and district chairpersons for the year 2012-2013. Next, click **Continue**.



OFFICER LOGON - MULTIPLE POSITIONS

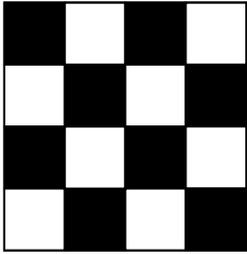
Select the title to use in the current session:

District Governor-Elect

District Diabetes Chairperson

To use an alternate title, you must log off and log on again.

After July 1st, 2012 – Login as district governor and you will be able to enter the names of your district region or zone chairpersons in the WMMR.



Assignment #2:

Working With the GMT and GLT

OVERVIEW

How can thousands of moving parts run at the outer limits of their design capability for 500 miles? The secret is not high technology or big budgets. It's people, and how they work with each other and with their equipment that is fundamental to world-class levels of performance.

Most successful race car drivers will agree that, although their skills and abilities greatly impact whether the race is won or lost, they are only one part of a team that collectively determines success. Without cooperation, communication and commitment, even the most skilled racing teams will not find themselves in the winners' circle. This team focus applies to Lions districts as well.

The district governor is often referred to as the chief executive officer (CEO) of the district. This is an accurate description, since many of the decisions and much of the responsibility for the district's health rest in his/her hands. But the district governor is also an important member of several district teams, and his/her ability to work effectively within these team structures can greatly impact the overall health of the district.

In this assignment we will examine the district Global Membership Team and the district Global Leadership Team. We will look at team structure and purpose, consider the role of the district governor relative to each team, and examine some ways the district governor can best support the work of these two teams.

There are three components to this assignment:

1. The resources available on the LCI Web site to better understand the purpose, structure, and activities of the Global Membership Team and the Global Leadership Team
2. The material in this guide on pages 2 - 6 supporting the online resources as well as some "pit stops" with questions you might want to think about as you prepare for your own role on both teams
3. The learning assessment questions on the DGE Online Portal related to the materials

It is expected that you will complete this assignment no later than April 15, 2012.



As you begin the assignment

Every race begins with a starting point. From there, different strategies and situations make each race team's journey unique. The best starting point for this assignment is the LCI Web site. You will want to access both the Global Membership Team District Coordinator Guide and the Global Leadership Team District Resource Guide. We will be referring to specific pages in each of these documents throughout the assignment, but it is a good idea to become familiar with all of the content in both documents. While written primarily for GMT and GLT coordinators, both documents contain a wealth of information that is valuable to any GMT or GLT member, especially the district governor.

You may want to download both documents to your computer and/or make copies of each that you can keep for your reference.

You can access the Global Membership Team District Coordinator Guide by going to:

<http://www.lionsclubs.org/EN/member-center/membership-and-new-clubs/global-membership-team/GMT-resources.php>

You can find the Global Leadership Team District Resource Guide at:

<http://www.lionsclubs.org/EN/member-center/leadership-development/global-leadership-team/glt-resources.php>

Structure and responsibilities

To better understand the structure and responsibilities of both teams, you will want to read:

- *Global Membership Team District Coordinator Guide pages 4-7*
- *Global Leadership Team District Resource Guide pages 3-13*

The two guides referred to for this assignment give us a picture of GMT and GLT as having many levels and encompassing many responsibilities. If we return to our racing analogy, we can compare the international, area, and multiple district levels to the designers, component makers and assemblers of the race car. They build the car in response to the information they have received from the driver and crew, and they are responsible for making changes whenever those needs are communicated to them.

The district teams are the pit crew, and they are the ones who take the components and make use of them. They work with the clubs and members and are the final link between success and failure in membership and leadership endeavors. This is not an easy task, and the ability to work together at this level is key to success.

It is likely that you have already participated in some way in the GMT and GLT programs. As mentioned in the guides, these two multi-leveled teams provide an exciting opportunity for Lions to address membership growth, retention, and leadership development in an organized manner with global support, but with the focus on local needs and challenges.

Helpful Tips/Resources

The LCI Web site contains many additional GMT & GLT resources that can help you work effectively with these teams at all levels.

Here is a link to the GMT section of the LCI Web site:

<http://www.lionsclubs.org/EN/member-center/membership-and-new-clubs/global-membership-team/index.php>

Here is a link to the GLT section of the Leadership Resource Center:

<http://www.lionsclubs.org/EN/member-center/leadership-development/global-leadership-team/index.php>

Since you are an important member of the district teams, your active participation can ensure that the district GMT and GLT will effectively take the resources available and implement them at the club and district levels.



Pit Stop:

Are your district GMT and GLT teams operating effectively, or are they still at the starting line? If they aren't effective, what obstacles are preventing success?

Is communication taking place between the district teams and the clubs...between the district teams and the multiple district? If not, how can we promote cross-level communication?

Do the district GMT and district GLT understand their respective roles and those of their counterpart? How well do the teams work together to cohesively promote membership growth and leadership development?

Working With the GMT

To better understand how the district GMT operates, and how you can work effectively as a member of the GMT, you will want to read:

- *Global Membership Team District Coordinator Guide, pages 8-11*

Indianapolis 500 pit crews know what their cars can and cannot do, and they know the strengths and weaknesses of the drivers. They consider these factors when they plan the race, and they reevaluate at each pit stop if adjustments to the plan are necessary.

Your district GMT needs to do some analysis as well if they are to develop plans for membership growth through new members, new clubs, and improved retention. These plans are the result of an examination of historical data and trends as well as knowledge of the programs and resources available. Like a racing team, the goals and plans need to be reviewed frequently to see if they are being implemented, but also to determine if they are still valid and useful.

The GMT District Coordinator Guide provides a six-step process that will ensure that attention is paid to each element of planning and implementation. This includes:

1. Analysis
2. Selection of action teams and specialists
3. Goal setting and action planning
4. Communication
5. Motivation and execution
6. Review and evaluation

As a key member of the GMT, it is imperative that you fully understand the process and that you can provide support throughout and guidance whenever necessary.

**Pit Stop:**

What data and resources does your district GMT analyze to determine district needs?

How are members of the Membership and New Club Growth Team and the Club Success Team selected? What qualities are considered in selection?

Has your GMT team developed goals and action plans? Are the goals effective? Are the action plans being implemented? Are the available resources being utilized? (If you answer “no” to any of these questions, what obstacles are preventing them from happening?)

Working With the GLT

To better understand how the district GLT operates, and how you can work effectively as a member of the GLT, you will want to read:

Global Leadership Team District Resource Guide, pages 15-17

Successful racing teams are not static. They are constantly searching for ways to generate more speed, to improve handling, and to make their cars run longer with less maintenance. Lions teams need to do the same. We cannot be satisfied with what we are doing today, or “what we have always done.” We should be analyzing and assessing the current situation and making plans to do even more.

Leadership development is a topic that Lions accept as vital to the future of the association. Strong leaders mean strong clubs, and strong clubs mean more service and a greater impact on our communities and the world.

The initial responsibility of the Global Leadership Team is to conduct assessments to determine local leadership development needs. These assessments form the basis of the leadership development plans that can ensure the continuation of successful programs and the introduction of new programs where needed.

As the leader of your district, it is only appropriate that you support and encourage the development of current and future leaders in your district, that you fully understand the programs and resources that are available to achieve this goal, and that you work as a member of the district GLT to see these plans implemented.

**Pit Stop:**

Has your district GLT completed a leadership needs assessment?

Who was involved in conducting the assessment? Was it discussed with the whole team and communicated to the MD GLT?

What leadership development needs were discovered? Has your district GLT created a plan for scheduling and conducting your leadership development initiatives? What new new programs or resources are included?

Is your district ready to meet the challenge of leading your Lions clubs to growth and continued service?

Roles of the District Governor

Every member of the racing team has a specific job to do, but sometimes events require them to step out of their normal routine and react to a different situation or assume additional responsibility. Great pit crews realize that the pit stop is not always going to happen the way you have it planned. Sometimes the pit stop happens the way it wants to happen, and you have to adapt quickly to whatever conditions present themselves.

As district governor, you know that you will be an active member of the district GMT and GLT, that you will be involved in evaluating team member performance, and that you may be called on to select members to serve with you on these teams.

In addition to these responsibilities, you will find yourself frequently faced with challenges that sometimes go beyond the specific responsibilities of the position. You will assume a variety of roles relative to your clubs and members, and especially as a member of the GMT and GLT, that require a set of skills you may not have anticipated. The table below lists just a few of those roles.

Helpful Tips/Resources

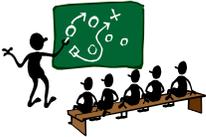
The Lions Learning Center in the Leadership Resource Center of the LCI Web site includes online courses you can access to improve your skills in areas like:

- Member Motivation
- Coaching
- Conflict Resolution

Here is a link to the Lions Learning Center:

<http://www.lionsclubs.org/EN/member-center/leadership-development/lions-learning-center/index.php>

You will be studying and discussing these leadership roles and others during the District Governors-Elect Seminar in Busan.

<p>Motivator</p> 	<p>You may find that some members of your GMT or GLT lack motivation. You can provide the stimulators necessary to allow their own self-motivation to come forward.</p>
<p>Coach</p> 	<p>You already know the importance of goal setting and action planning to the success of the GMT and GLT. As district governor, and a team member yourself, you may find opportunities to help other team members achieve the goals of their respective positions as well as their personal goals. The better you are able to coach them, the more successful they can be.</p>
<p>Referee</p> 	<p>There will be occasions when disputes and conflicts occur within the teams or even between the teams. As district governor, you will be looking for the causes of these conflicts and may be able to provide the proper approach to conflict resolution.</p>

<p>Guide</p> 	<p>Your experience as a leader as well as your knowledge of programs and resources can help you guide other team members in the own personal leadership development and subsequently in finding their own role as Lions leaders.</p>
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Pit Stop:

What other roles do you think you will be called on to play during your year as district governor?

NEXT STEPS:

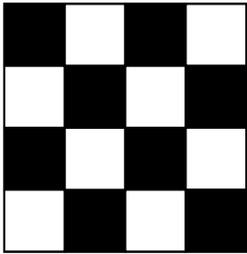
To learn more about the District Leadership Needs Assessment and the District Leadership Development Plan, go to the online Global Leadership Team Coordinator Center in the Leadership Resource Center. Here is a link to the web page:

<http://www.lionsclubs.org/EN/member-center/leadership-development/global-leadership-team/glt-resources.php>

After you have completed this assignment:

1. Go to the DGE Seminar page on the LCI web site:
<http://www.lionsclubs.org/EN/member-center/leadership-development/development-programs/dge-seminar/index.php>
2. Select the link to the DGE Seminar Pre-Assignment Mailing
3. On the Pre-Seminar Assignments page, click on the link to the Lions Learning Center and login
4. Click on the link to the DGE Assessments to complete the online assessment for this assignment.





Assignment #3:

Goal Setting

OVERVIEW

Every racing team's goal is to reach the winners' circle, but the car with the fastest top speed or the most experienced driver may not always win. Getting there takes a lot of planning as well as the effort of a team of dedicated crew members. Many variables go into designing a plan that will make the most of all of the team's resources and skills. Only when this plan is fully developed is the team ready to take on challengers on the track.

Similarly, in order to positively effect membership growth and club success in your district, you need to establish district goals and develop district plans in advance. This assignment asks you to review membership data and trends in your district, to develop your membership growth and club success goals, and to create action plans for reaching those goals.

You are asked to approach goal setting as a collaborative effort with other Lions leaders in your district and to incorporate service in your planning, since participation in community service and public awareness of Lions service are key factors in achieving membership growth.

There are six steps to the completion of this assignment:

- Step 1. Utilize resources to determine current situation.
- Step 2. Communicate with individual clubs to identify their goals and plans.
- Step 3. Complete the **Goal Setting** course in the Lions Learning Center.
- Step 4. Determine your quarterly goals for net growth in number of clubs and members.
- Step 5. Create goal statements and action plans for achieving your goals.
- Step 6. Communicate your goals and action plans to your GMT area leader.

RESOURCES

Print copies of the following items are included in the appendix following the assignment instructions:

1. Directions for accessing online membership reports
2. Things To Consider
3. DGE Net Membership Growth Form (*)
4. Membership Growth Goal Statements Form (*)
5. Action Plan Worksheet (*)
6. Global Membership Team Area Leaders list

Your district's 5 Year Membership Trend Report is also enclosed in this mailing as a separate resource.

(*) Items 3,4 and 5 are included on the enclosed CD and are available on the DGE Seminar page of the LCI Web site.



It is expected that you will complete this assignment no later than May 15, 2012.

Step 1: Determine Current Situation

With the help of your district governor, second vice district governor, region and zone chairpersons, your district GMT and GLT coordinators and other district chairpersons, review your current district situation using the following resources:

- 5 Year Membership Trend Report (included in this mailing)
- Online membership reports on the LCI website including:
 - Register reports
 - Missing Club Officers
 - Summary of Membership
 - Cumulative Reports

(Directions to access these reports are included in the appendix to this assignment). **Make copies of these directions for zone chairpersons to use later.**

- Current copies of the District and Club Health Assessments which are emailed to you monthly as a member of the district governor team
- Any current district or multiple district membership plans (request copies from your district governor)
- Things to Consider (included in the appendix to this assignment)

Step 2: Elicit Club Goals

Assign each of your zone chairpersons the task of communicating with their clubs to determine club membership goals for the coming year, and to provide you with the club results **before May 1, 2012**. This will include:

- Providing each club with any appropriate information from Step #1
- Requesting each club to provide the zone chairperson with a numeric target for membership growth for the year (or a target for reduced decline). You will consider these targets when you establish your own district goals
- Requesting each club to provide the zone chairperson with a specific plan(s) for how growth will be achieved, including community service projects that may impact growth through participation and/or public awareness. Clubs should be encouraged to consider the following in developing these plans:
 - Membership reports
 - How Are Your Ratings?
 - Community Needs Assessments
 - CEP workshops
 - Global Service Action Campaigns

Helpful Tips/Resources

Encourage your zone chairpersons to:

- *Complete the Goal Setting course in the Lions Learning Center*
- *Continue using the online membership reports to monitor club progress throughout the coming year and to maintain communication to support the clubs in achieving their stated targets and plans*

Step 3: Complete Goal Setting Course

Complete the **Goal Setting** course in the Leadership Resource Center of the LCI website to familiarize yourself with the concept of goal setting and action planning.

<http://lionsclubs.org/EN/member-center/leadership-development/lions-learning-center/course-results.php>

Step 4: Determine District Growth Goals

After you have completed the *Goal Setting* course, consider the information you reviewed with your team in Step #1, and the club growth targets you received from your zone chairpersons in Step #2.

Then, use the DGE Net Membership Growth form that is included in this mailing (✳) to determine your quarterly district goals for net growth in number of clubs and number of members. The totals will calculate automatically if you use the CD or the online file.

Step 5: Create Goal Statements and Action Plans

Keeping in mind the principles of goal setting you reviewed in the Lions Learning Center *Goal Setting* course, and the specific club plans you received from your zone chairpersons:

- Use the attached Membership Growth Goal Statements form (✳) to develop specific goal statements that will guide you in achieving your numeric goals
- Use the attached Action Plan Worksheets (✳) to create separate action plans for each goal statement

Helpful Tips/Resources

Your DGE Seminar group leader is a great resource to use as you develop your membership goals and create your action plans, and your GMT area leader can serve as a mentor in refining and revising your plans after you complete this assignment..

Step 6: Send Goals to Global Membership Team Area Leader

Email, fax, or mail your numeric net growth goals from Step #4, and your goal statements and action plans from Step #5 to your Global Membership Team area leader no later than May 15, 2012.

A list of GMT area leaders and their contact information is included in the appendix to this assignment.

✳ This file is included on the CD and available on the DGE Seminar page of the LCI Web site

Step 7: Complete Online Assessment

After you have sent your goals and plans to your GMT area leader:

1. Go to the DGE Seminar page on the LCI web site:
<http://www.lionsclubs.org/EN/member-center/leadership-development/development-programs/dge-seminar/index.php>
2. Select the link to the DGE Seminar Pre-Assignment Mailing
3. On the Pre-Seminar Assignments page, click on the link to the Lions Learning Center and login
4. Click on the link to the DGE Assessments to complete the online assessment for this assignment.

CONCLUSION

With your goals and action plans established with the cooperation and assistance of district, zone, and club level Lions, your team is well on the way to reaching the checkered flag of membership growth and club success!



APPENDIX

Print copies of the following items are included on the pages that follow:

1. Directions for accessing online membership reports
2. Things To Consider
3. DGE Net Membership Growth Form
4. Membership Growth Goal Statements Form
5. Action Plan Worksheet
6. 2011-2012 Global Membership Team Area Leaders

Your district's 5 Year Membership Trend Report is also enclosed in this mailing as a separate resource.

Items #3,4,and 5 are also included on the enclosed CD.

How to Access the online membership reports

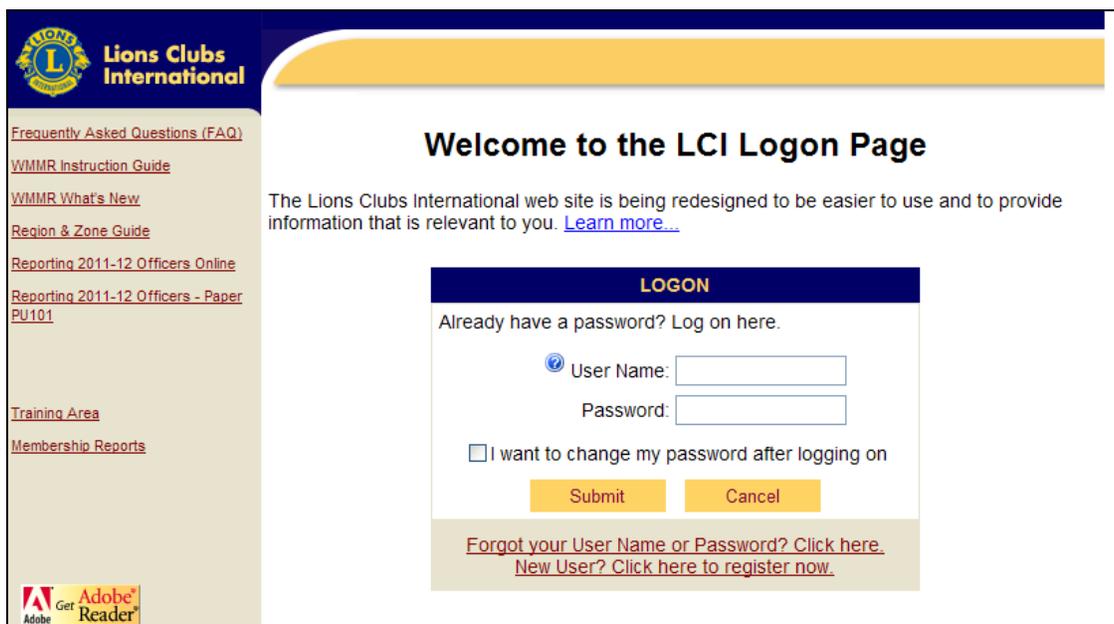
1. Go to the Lions Clubs web site – www.lionsclubs.org
2. Select “Submit Reports”.



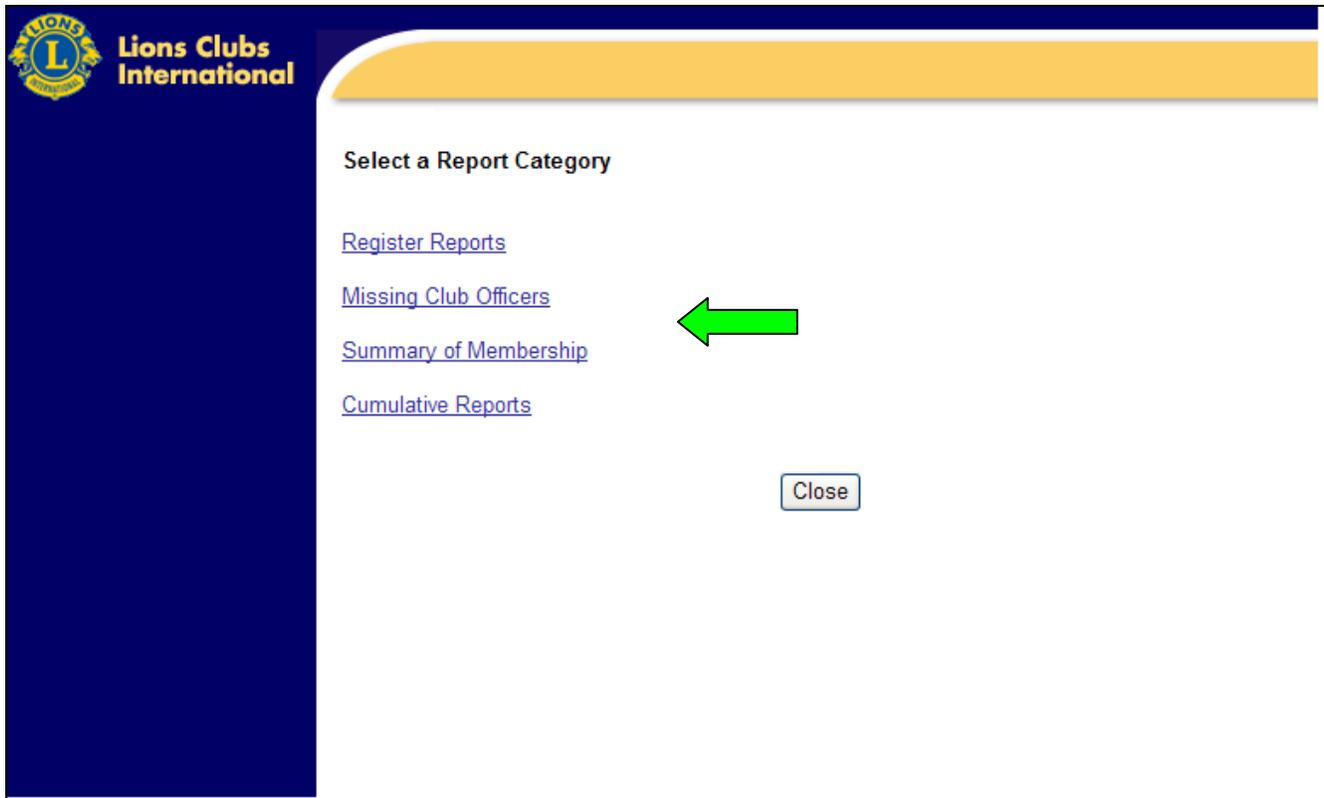
3. Select “Lions Officer Login Here”.



4. Select “Membership Reports.” YOU DO NOT NEED TO ENTER A MEMBER NUMBER OR PASSWORD



5. Select the report you wish to access. (Each of the four reports listed is valuable in learning more about your clubs.)



Lions Clubs International

Select a Report Category

- [Register Reports](#)
- [Missing Club Officers](#)
- [Summary of Membership](#)
- [Cumulative Reports](#)

6. The following screen will appear. Click the “Year” that you desire.



Index of /reports/membershipregister

<u>Name</u>	<u>Last modified</u>	<u>Size</u>	<u>Description</u>
Parent Directory		-	
2003-2004/	04-Oct-2007 14:32	-	
2004-2005/	04-Oct-2007 14:12	-	
2005-2006/	04-Oct-2007 13:48	-	
2006-2007/	04-Oct-2007 13:28	-	
2007-2008/	14-Jul-2008 10:55	-	
2008-2009/	07-Jul-2009 13:41	-	
2009-2010/	09-Jul-2010 10:46	-	
2010-2011/	05-Jul-2011 16:26	-	
2011-2012/	02-Sep-2011 14:13	-	

7. A year with the month behind it will appear (i.e. 2011-09 is September of 2011). Click the year and month you desire.

Index of /reports/membershipregister/2011-2012

<u>Name</u>	<u>Last modified</u>	<u>Size</u>	<u>Description</u>
 Parent Directory		-	
 2011-07/	03-Aug-2011 10:02	-	
 2011-08/	02-Sep-2011 14:22	-	
 2011-09/	04-Oct-2011 09:06	-	



9. A list of districts will appear. Select the district you wish to view.

Index of /reports/membershipregister/2011-2012/2011-09

<u>Name</u>	<u>Last modified</u>	<u>Size</u>	<u>Description</u>
 Parent Directory		-	
 District 1 A.pdf	04-Oct-2011 08:54	49K	
 District 1 B.pdf	04-Oct-2011 08:54	45K	
 District 1 CN.pdf	04-Oct-2011 08:54	45K	
 District 1 CS.pdf	04-Oct-2011 08:54	42K	
 District 1 D.pdf	04-Oct-2011 08:54	45K	
 District 1 E.pdf	04-Oct-2011 08:54	41K	
 District 1 F.pdf	04-Oct-2011 08:55	46K	
 District 1 G.pdf	04-Oct-2011 08:55	44K	
 District 1 H.pdf	04-Oct-2011 08:55	46K	
 District 1 J.pdf	04-Oct-2011 08:55	45K	
 District 1 K.pdf	04-Oct-2011 08:55	42K	
 District 1 L.pdf	04-Oct-2011 08:55	44K	
 District 2 A1.pdf	04-Oct-2011 08:55	44K	



10. Depending on the report you have selected, a screen like the following will appear.

Register Report

LIONS CLUBS INTERNATIONAL CLUB MEMBERSHIP REGISTER SUMMARY													
THE CLUBS AND MEMBERSHIP FIGURES REFLECT CHANGES AS OF SEPTEMBER 2011													
IDENT	CLUB NBR	CLUB NAME	COUNTRY	DIST	CLUB STATUS	LAST MMR RPT DATE	FCL YR OB	MEMBERSHIP CHANGES					TOTAL MEMBERS
								NEW	RENTS	TRANS	DROPS	NETCG	
0070	000409	AUGUSTA	UNITED STATES	1 G	4	05-2011	18	0	0	0	0	0	18
0070	000410	BENLD	UNITED STATES	1 G	4	09-2011	12	0	0	0	0	0	12
0070	000412	CAMP POINT	UNITED STATES	1 G	4	09-2011	36	2	0	0	-3	-1	35
0070	000413	CARLINVILLE	UNITED STATES	1 G	4	09-2011	66	1	0	0	0	1	67
0070	000414	CARROLLTON	UNITED STATES	1 G	4	03-2009	37	0	0	0	0	0	37
0070	000415	CLAYTON	UNITED STATES	1 G	4	07-2011	16	0	0	0	0	0	16
0070	000416	COATSBURG	UNITED STATES	1 G	4	08-2011	30	0	0	0	-1	-1	29
0070	000419	EDWARDSVILLE	UNITED STATES	1 G	4	08-2011	50	0	0	0	-1	-1	49
0070	000421	FRANKLIN	UNITED STATES	1 G	4	09-2011	26	1	0	0	0	1	27
0070	000422	GODFREY	UNITED STATES	1 G	4	08-2011	42	2	0	0	-1	1	43
0070	000423	GOLDEN	UNITED STATES	1 G	4	09-2011	26	0	0	0	0	0	26
0070	000424	GREENFIELD	UNITED STATES	1 G	4	09-2011	34	0	0	0	-5	-5	29
0070	000427	HULL	UNITED STATES	1 G	4	08-2011	32	2	0	0	0	2	34
0070	000428	JACKSONVILLE	UNITED STATES	1 G	4	05-2011	25	0	0	0	0	0	25
0070	000429	JERSEYVILLE	UNITED STATES	1 G	4	01-2010	17	0	0	0	0	0	17
0070	000430	LIBERTY	UNITED STATES	1 G	4	07-2011	36	1	0	0	0	1	37

Missing Club Officers

Clubs Missing a Current Year Club Officer (Only President, Secretary or Treasurer) as of October 12, 2011		
District 1 CS		
Club	Club Name	Title (Missing)
164	COULTERVILLE	President
164	COULTERVILLE	Secretary
164	COULTERVILLE	Treasurer
179	HERRIN-ENERGY	President
179	HERRIN-ENERGY	Secretary
179	HERRIN-ENERGY	Treasurer
188	LENZBURG	President
188	LENZBURG	Treasurer

Summary of Membership

Summary of Membership Types and Gender by Club as of July, 2011										
District	Club Number	Club Name	Fam. Unit HH's	Fam. Unit 1/2 Dues	Club Ttl. Females	Club Ttl. Male	Student Total	Leo Lion Total	Young Adult Total	Total
District 13 H	5503	BETHEL	5	5	8	20	0	0	0	28
District 13 H	5504	BLUE ASH	1	1	3	6	0	0	0	9
District 13 H	5505	CAMDEN	0	0	1	10	0	0	0	11
District 13 H	5506	CARLISLE	0	0	0	29	0	0	0	29
District 13 H	5507	CENTERVILLE	0	0	4	15	0	0	0	19
District 13 H	5508	CINCINNATI HOST	0	0	1	18	0	0	0	19
District 13 H	5510	CINCINNATI - WESTERN HILLS	0	0	0	41	0	0	0	41
District 13 H	5512	DAYTON	0	0	4	23	0	0	0	27
District 13 H	5515	EATON	0	0	0	32	0	0	0	32
District 13 H	5517	NORTHMONT	4	3	4	8	0	0	0	12
District 13 H	5521	GERMANTOWN	0	0	0	58	0	0	0	58
District 13 H	5526	LEBANON	2	3	5	12	0	0	0	17
District 13 H	5527	LEWISBURG	5	5	8	10	0	0	0	18
District 13 H	5528	MADISON	0	0	1	24	0	0	0	25
District 13 H	5529	MAD RIVER	9	12	20	27	0	0	0	47
District 13 H	5530	MASON	4	4	6	9	0	0	0	15

Cumulative Report

LIONS CLUBS INTERNATIONAL CUMULATIVE MEMBERSHIP AND CLUB SUMMARY REPORT FISCAL YEAR TO DATES SHOWN															
THE CLUBS AND MEMBERSHIP FIGURES REFLECT CHANGES FROM JULY 01, 2009 THROUGH JANUARY 31, 2010															
District	State or Country	Total Clubs	New Clubs	Dropped Clubs	Reorg Clubs	Status Quo Clubs	Charter Members	New Members	Reinstated Members	Transfer Members	Total Mbr Added	Total Mbr Drop	Total Mbr Status Quo	Total Membership	Gain/Loss Fiscal Period
I A	ILLINOIS	78		1	1	2	13	59	6	5	83	151	24	2,097	-68
I B	ILLINOIS	40						65	6	1	72	120		1,262	-48
I C N	ILLINOIS	40						55		1	56	58		1,180	-2
I C S	ILLINOIS	33					3	39	8	2	52	77		921	-25
I D	ILLINOIS	58						64	8	2	74	115		1,957	-41
I E	ILLINOIS	36						36		1	37	53		963	-16
I F	ILLINOIS	41						70	3	2	75	87		1,303	-12
I G	ILLINOIS	49		1				57	4	3	64	86		1,364	-22
I H	ILLINOIS	49						82	4	3	89	72		1,494	17
I J	ILLINOIS	71						110	10	7	127	182		2,670	-55
I K	ILLINOIS	40						58	6		64	56		1,292	8
I L	ILLINOIS	42				1		48	6		54	68	13	1,183	-14
	TOTALS:	577	0	2	1	3	16	743	61	27	847	1,125	37	17,686	-276
2 T1	TEXAS	53				3		100	7	5	112	122	37	1,595	-10
2 T2	TEXAS	54		1				114	3	7	124	169		1,558	-45
2 T3	TEXAS	39						65	3	2	70	92		980	-22
2 E1	TEXAS	59	1				18	87	1	4	110	155		1,549	-45
2 E2	TEXAS	67	1	2	1		49	144	17	19	229	186		2,145	43
2 X1	TEXAS	63	1	6	2		26	153	31	18	228	278		1,867	-50
2 X2	TEXAS	45		1				71	1	4	76	106		1,243	-30
2 X3	TEXAS	52	1	1			23	110	3	9	145	127		1,740	18
2 A1	TEXAS	51						82	4	6	92	113		1,520	-21
2 A2	TEXAS	64	2		1	3	55	69	7	8	139	145	31	1,833	-6
2 A3	TEXAS	88	3			3	88	85	7	2	162	174	28	1,484	-12
2 S1	TEXAS	55			1			90	9	2	101	168		1,906	-67
2 S2	TEXAS	65	1				28	169	4	6	207	193		1,880	14
2 S3	TEXAS	59		2		2		142	10	17	169	182	43	2,106	-13
2 S4	TEXAS	62	3				119	135	5	4	263	134		1,973	129
2 S5	TEXAS	67	1				32	192	7	5	236	215		2,504	21
	TOTALS:	921	14	13	5	11	438	1,788	119	118	2,463	2,559	139	27,883	-96
3 O	OKLAHOMA	46		2				39	16	5	60	98		1,145	-38
3 K	OKLAHOMA	38		1				56		2	58	96		1,085	-38
3 L	OKLAHOMA	48	2	1			63	55	8	1	127	106		1,146	21
3 A	OKLAHOMA	42			1			40		2	42	81		1,090	-39

(Consult your district governor or GMT area leader for assistance if you are unfamiliar with any of these reports.)

Things to Consider

The questions that follow may help you to analyze your district and begin to develop your goals and plans for membership growth in your year as district governor.

1. Consider Community Service

Community service is a cornerstone of both membership growth and retention. By assessing community needs, implementing relevant service to your community, and promoting service we lay the foundation for ensuring our clubs will remain healthy.

- Are your clubs active in serving their communities?
- Do projects reflect the needs of the community?
- Is the public aware of Lions' service? Are projects and events sufficiently promoted?
- Are community members (potential members) aware of upcoming projects and encouraged to participate?

2. Consider Membership Growth

To continue to maintain and expand our level of service, it is important that membership growth is a top area of concern for your club and district leaders.

- Do your leaders treat membership growth as a high priority? If not, what can you do to ensure their understanding and support?
- Do you find that there are opportunities for recruiting people from different backgrounds and cultures as members? How can you support this effort?
- Are women significantly represented in your district? What can you do to recruit more women members?
- Are there sufficient reasons for a younger person to join a club in your district? How can you help clubs attract younger members?
- Are your clubs family-friendly? What can you do to help them embrace and attract families?
- Is community service, an important component of attracting new members, a priority in the clubs in your district?

3. Consider Club Extension

- How many clubs have been chartered in your district in the current year? How many more clubs do you feel may be chartered during the remainder of the year?
- Have you studied the geographical area of your district to determine where club extension would be possible?

- Have you or others in your district identified key contact individuals in your area who may be influential in organizing new clubs?
- Have you approached any specific ethnic groups, professional associations, work groups, or women's organizations for formation of Lions clubs?
- Have you created promotional literature for potential members in new clubs? Are you using the resources of LCI Headquarters in obtaining such literature?
- Are you planning an Extension Workshop on how to organize new clubs? Have you contacted the New Clubs Department at LCI for information?

4. Consider Retention of Current Members

The main reasons that Lions terminate their membership are lengthy and boring meetings, club politics, and a lack of meaningful involvement.

- Are club meetings effective? Do members have input? Do members look forward to Lions club meetings in your district?
- Are member orientation programs regularly and properly conducted in your district?
- Are you utilizing Certified Guiding Lions to maintain and nurture new or weak clubs?
- Are clubs aware of the Club Excellence Process?
- Is recognition a part of the culture in your clubs?
- Are activities and positions of responsibility available to all members?
- Is participation in leadership development programs encouraged?
- Are members engaged and active in community service projects? Do these projects reflect the interests of members?
- Do your clubs know why members have left? Do you have plans to support your clubs in bringing back members who have left Lionism?

5. Consider Clubs in Suspension and on Status Quo

Clubs are in danger of being canceled when they are placed on financial suspension or on status quo. It is very important to give special attention to these clubs as you develop your membership growth plan.

- Are you aware of the provision that if clubs have large amounts overdue, they may be placed in financial suspension?
- Are you aware that, in cases of a large outstanding debt, a phase-wise payment plan may be drawn up and submitted for approval to LCI to save clubs in extreme circumstances?
- Do you have any clubs currently on status quo or in financial suspension?
- What action can you take to revive these clubs in this fiscal year?



NET MEMBERSHIP GROWTH (OVERALL TARGET)

After you have examined current and historical data, and analyzed the challenges and opportunities that exist within your district, it is time to create an overall target by which you can measure your membership growth efforts.

Each district is different, and by now you probably have a good idea what potential growth is possible in your district. Use the space below to project how much growth can be attained in your district for each quarter of your year as district governor. These figures can serve as your overall targets for the year, and will help you as you develop your specific goals and action plans for new clubs, membership growth in existing clubs, and retention.

Directions:

1. Type your name at the upper left of the form.
2. Enter your "GMT Group & GMT CA for example : Group C Area 1" and "District Number."
3. Net member growth = Charter members + new members (other than charter members) - members dropped.
4. Type in your new club and membership goals for each three month period.
5. Email the form to your GMT Area Leader no later than May 15, 2012.

Note:

- * Do not use percentages.
- * Do not use negative numbers.
- * Charter members must be a minimum of 20 members per new club indicated
- * Form will calculate automatically if completed electronically.

DG Name: _____
 District : _____
 GMT Group & Area: _____

July / August / September				October / November / December				January / February / March				April / May / June							
New Clubs	Charter Members	New Members in existing clubs (other than charter members)	Dropped Members	Net Member Growth	New Clubs	Charter Members	New Members in existing clubs (other than charter members)	Dropped Members	Net Member Growth	New Clubs	Charter Members	New Members in existing clubs (other than charter members)	Dropped Members	Net Member Growth	New Clubs	Charter members	New Members in existing clubs (other than charter members)	Dropped Members	Net Member Growth
	0			0		0			0		0			0		0			0

Annual

New Clubs	Charter Members	New Members in existing clubs (other than charter members)	Dropped Members	Net Member Growth
0	0	0	0	0

Membership Growth (Goal Statements)

A good plan has strategic goals that are specific and quantifiable. These goals should be ambitious yet achievable. Based on your district review, and your net membership targets, and using the principles of effective goal statements from the Lions Learning Center Goal Setting course, list specific goals to guide your district's membership plan for 2012-2013. District goals should be developed for new club formation, growth of existing clubs, retention, and other relevant areas as necessary.

NAME: _____

DISTRICT: _____

New Clubs

Examples:

- *Promote formation of two family-oriented clubs by October 2012*
- *Arrange one extension training workshop in two month period of my term*

Membership Growth

Examples:

- *Encourage the recruitment of 100 people from different economic and cultural backgrounds by December 2012*
- *Promote recruitment of 200 women members by the end of the calendar year 2012*
- *Encourage each club to promote and implement one community service project that includes the participation of non-Lions in the community by June of 2013*

Retention

Examples:

- *Reduce percentage of dropped members per club from 3.1 to 2.0 by June 2013.*
- *Promote effective orientation programs in all clubs by the end of the calendar year 2012*
- *Encourage each club to complete one club member assessment to determine member satisfaction by June 2013*
- *Promote the use of the Club Excellence Process at all District Governor's Advisory Committee Meetings (zone meetings) by the end of the calendar year 2012*

NAME: _____ DISTRICT: _____

Action Plan

WHAT? Goal _____

HOW? (Action Steps)	WHEN? (Deadline for completion)	WHO? (Person responsible for action)	HOW WILL WE KNOW? (How we will know the action step is accomplished)

GMT Directory

Lions Clubs
International

As of November, 2011

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Executive Council

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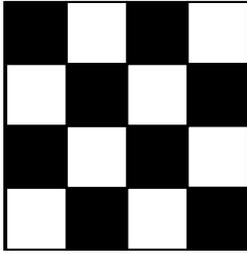
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Assessment :

LCI Forms & Reports

OVERVIEW

In addition to your responsibilities of managing and supporting clubs, creating membership development and leadership development plans, coordinating your district team and achieving your goals during your term as district governor; you also have administrative tasks that must be completed. You are responsible for overseeing the district budget and documenting authorized expenditures.

The GLT multiple district coordinator has received training materials for a session on *LCI Forms & Reports* to be delivered as part of your regional 1st VDG training session. The materials include a pre-assignment designed to review the forms you will need to use during your term as district governor. A copy of the pre-assignment is included for your reference. For details of where and when your MD training will be, contact your GLT multiple district coordinator. If your district is not in a multiple district, use the pre-assignment and the LCI web site resources (listed below) to review the LCI forms and reports.

This assessment is a follow-up to the regional 1st VDG training and checks your learning about LCI Forms & Reports which was included in your multiple district 1st VDG training:

It is expected that you will complete this assessment no later than May 1, 2012.



RESOURCES

In addition to your regional 1st VDG training session – *LCI Forms & Reports*, you may use these related resources on the LCI web site.

- The **District Governor Manual** including several forms:

<http://www.lionsclubs.org/EN/member-center/resources/publications/resources-publicadmin.php>

- The **Finance** related forms you will need:

<http://www.lionsclubs.org/EN/member-center/resources/finance/index.php>

- The **District Resource Center**:

<http://www.lionsclubs.org/EN/member-center/managing-a-district/district-resource-center.php>

NEXT STEP:

1. Go to the DGE Seminar page on the LCI web site:
<http://www.lionsclubs.org/EN/member-center/leadership-development/development-programs/dge-seminar/index.php>
2. Select the link to the DGE Seminar Pre-Assignment Mailing
3. On the Pre-Seminar Assignments page, click on the link to the Lions Learning Center and login
4. Click on the link to the DGE Assessments to complete the online assessment for this assignment.