

November 4, 2020

Report #D12

Dear District Governor Jason Gray and District Cabinet,

I would like to submit the following report for District OH5:

We continue to communicate with our Zone Chairs to push our Lions Clubs to use the Ohio Plan survey to establish their own goals and objectives and come up with creative ways to retain our current members and recruit new members. As DG Jason Gray stated in his report, we have 25 new members so far this year and a commitment for 5 more potential members.

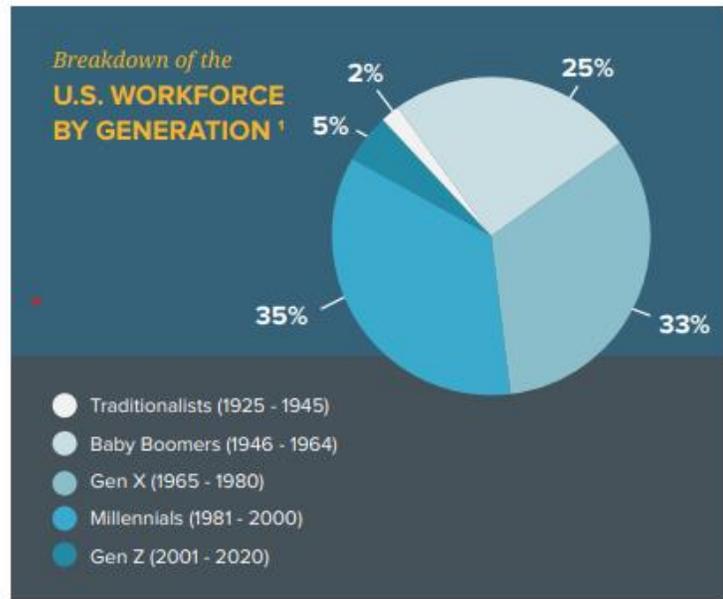
We have received three potential members for our district from the LCI website and their information was sent to the appropriate Zone Chairs.

I sent the following information to all our Zone Chairs:

This has been a very difficult time for us; some are back to meeting in person on a limited scale, many are having Zoom meetings, some are only communicating via email and there are a few out there that may not be meeting at all. Although we are living through some very trying times for service organizations, it is time to start thinking outside the box to grow our membership. I have attached a few documents that I would like for you to share with the clubs in your zones. I am sure that many of you have forwarded these documents, but we need to keep pushing them out there.

1. The New membership recruitment guide is a great way for the clubs to set goals and objectives when trying to find new members. It is an excellent way to assess what your club has done in the past and what they need to do as we navigate a quite different future. This could be the first time some clubs have done an assessment. Unfortunately, status quo is not acceptable anymore.
2. The Membership Satisfaction Guide is an excellent tool to find out what is important to all your club members and set goals based on their expectations. There are two questionnaires, new member and former member. What our membership committee did for my Club, Grove City Noon Lions, was to combine the two surveys to include all members. We have members that have been here since we were formed, 26 years ago, and new members that have only been here 5 months. It is important to hear what everyone has to say.
3. The Every Generation in the Workforce, was a handout that I received at a leadership training I attended. What I found fascinating about this information, not only was it for the workforce and how to harness strengths, but it was extremely relevant when we are trying to recruit new members. There are currently 5 generations in the workforce and 5 generations that are or could be Lions. Looking at their key characteristics, communication preferences and other traits could give us ways of recruiting the different generations.

In 2019, the U.S. workforce made history when it grew to include five generations. To help effectively manage multigenerational teams, we created a chart that simplifies the key characteristics, expectations, and behaviors of each generation. Obviously these are the most common characteristics and not everyone fits into these particular guidelines. However, this guide will give you a better understanding of how to harness the respective strengths of each generation to develop a more collaborative and overall better functioning organization.



	TRADITIONALISTS	BABY BOOMERS	GEN X	MILLENNIALS	GEN Z
% IN WORKFORCE¹	2%	25%	33%	35%	5%
KEY CHARACTERISTICS²	Practical, Dedicated, Dependable	Competitive, Focused, Team-Oriented	Hopeful, Ambitious, Independent	Competitive, Achievement-Oriented	Entrepreneurial, Progressive
LIFE STAGE³	Retirement imminent	Empty nesters, planning retirement	Supporting families	Starting families	Single
TECHNOLOGY FLUENCY⁴	Limited technological knowledge. Typically use phones for phone calls, less internet savvy.	Some technological knowledge	Technologically capable. They grew up on the cusp of personal computer use	Technologically fluent	Digital Natives
COMMUNICATION PREFERENCE⁵	Handwritten notes and in-person discussion	Face-to-face conversations	Communication via phone or email	Texting	Multi-tasking across multiple screens, texting, videos, images
TACTICS FOR RECRUITING⁶	Pay, benefits, flexible schedule, and career stability	Opportunities for personal development and career advancement, benefits, pay	Independent work, flexible schedule, financial stability, performance management	Work-life balance, social office environment, opportunities for advancement and skills training, passion for the position	Doing meaningful work, opportunities for career advancement, flexible schedule, financial stability, performance management

MANAGEMENT STYLE ⁷	Chain of command, respect hierarchy	Expect direction of manager to lead them to organizational goals	Direct style of communication	Teamwork approach, not authoritative	Coaching
PERFORMANCE FEEDBACK ⁸	Annual reviews	More frequent and documented feedback	Constant feedback, want opportunities to grow and understand their contribution to the team	Daily feedback and positive reinforcement	Constant feedback and coaching
LEARNING STYLE ⁹	Structured, formal learning such as lectures	In-person learning	Self-directed learning. Least favorite is classroom-based learning.	Broad range of learning formats to keep them engaged, from in-person to online	Social learning in groups. Also expect on-demand learning available at all times
TRAINING APPROACH ¹⁰	Train at their own pace. Want to connect how the lessons will be used in their role	Personally-focused training, with in-class participation	Want freedom to train on their own schedule, with on-demand resources	Training that enables immediate feedback	Online training with collaborative group discussions

Linda Rosine

GMT – District Coordinator