

2005-06 Presidential Emphases Resource Groups: Goals

The following goals were identified by the leadership of the 2005-06 resource groups. The specific terms of reference for each resource group were distributed at the International Assembly and will be available in the *2005-06 Official Directory*. Beginning in July, additional information on the activities of all presidential emphases resource groups will be available on President-elect Stenhammar's pages on the RI Web site.

Literacy

- Celebrate Literacy Month in July and promote International Literacy Day on 8 September
- Develop literacy training for adults, especially for women
- Develop literacy training for children, encompassing those with special needs, street children, and working with local education authorities as appropriate
- Work with refugee and immigrant populations to assist with acquisition of literacy skills and second language learning
- Organize and participate in mentoring programs that focus on vocational training, life skills, reading and writing
- Serve as a resources to community schools and provide assistance when necessary (donate materials or management consulting).
- Provide educational opportunities in low economic areas (adopt a school, adopt an orphanage, street children, AIDS orphans)
- Assist in the establishment of libraries for children in schools and communities (i.e. mobile libraries, donations-in-kind, Bookaid International)
- Provide literacy and vocational training to prison inmates as part of the rehabilitation process
- Work with other relevant organizations on projects of joint interest

Water, Health and Hunger Concerns

1. Encourage and facilitate three pilot projects to demonstrate Rotary's capability to mobilize local resources and to work with international agencies, NGOs and the private sector to create a sustainable, water-based, disease-free, healthy community
2. Involve every Rotary club in a water, sanitation, health, and hunger project during the 2005-06 Rotary year
3. Encourage every Rotarian to become aware of local and global issues relating to water, sanitation, health, and hunger

Public Image

- Identify local contacts for television, radio, print, outdoor and internet placements of Rotary's Global Public Image Campaign
- Encourage clubs and Rotarians in the district to utilize RI public relations tools and localize them when appropriate and reach out to the local media to promote Rotary
- Promote the Presidential Citation Program to clubs
- Distribute the PR Five Easy Steps available from the Public Image Resource Group to help Rotary clubs promote their projects to the media
- Establish a database of Rotarians who are in the media, public relations or advertising fields and use the resources to publicize Rotary
- Develop a public survey to gauge public awareness of Rotary locally