

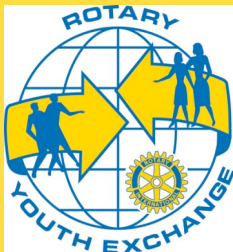
Living the Four-Way Test

A Publication of

The Ethics Leadership Enterprise for Rotary Clubs and Districts

NEWS UPDATE

FEBRUARY 2011



CORE VALUES

SERVICE

FELLOWSHIP

INTEGRITY

DIVERSITY

LEADERSHIP

Dear Rotary District Partners and Friends,

Good News: The Ethics Initiative is alive, well and growing! We are pleased to announce that this is the first in a series of periodic updates we will be sending you and other stakeholders who have invested in the development of this program over the past several years.

TO DATE

We are hearing of very successful integration of the program modules into RYLA, Interact, RYE and beyond!

We have 20 Pilot/Charter Districts in Zones 25/26 participating. In addition to the original 12 we have 8 new Charter Districts and 5 more in process. **Thank you all for your participation and support!**

The word is spreading, too! Districts from outside our Zones are expressing interest in becoming Partner Districts. We will add Partners as quickly as our infrastructure allows.

The Ethics Initiative was designed, in collaboration with the Josephson Institute, in four phases: I. Needs Assessment; II. Program Development & Pilot District Field Testing; III. Evaluation & Refinement; and IV. Implementation beyond Zones 25/26. We are just completing the third phase and beginning the fourth.

Our Evaluation report should be available within the next month. However, we have a sneak preview from one District's Pre- and Post-RYLA camper questionnaires. Students responded to thirty statements with scaled answers indicating levels of agreement. All of the scores showed

positive change from Pre-RYLA Camp to Post-RYLA Camp, with significant positive change in many statements such as: *I think about my values and how they apply to living my life; I am able to make effective and ethical decisions; I understand the Four-Way Test of Rotary.* We look forward to sharing the entire report with all our Districts.

“Created by the vision and passion of dedicated Rotarians, The Ethics Initiative is a stellar program that answers the question: ‘What’s Rotary doing about the values and ethics of our new generations?’ ”
RI Director John Blount

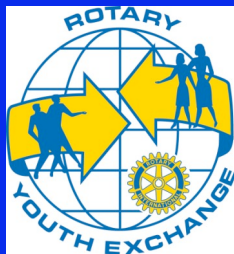
WHAT IS NEXT?

Recognizing the need for a structure to carry us through the Implementation Phase, supporting and expanding the program, the Zones 25-26 Ethics Initiative is creating a **501(c)(3) non-profit organization: The Ethics Leadership Enterprise** for Rotary Clubs and Districts, more commonly known as the **Rotary Ethics Initiative**.

A Board of Directors was formed this past fall with 12 members geographically representative of our two Zones. We have plans to add additional Board members and Committee members over the coming year.

The Vision and long-term goal is to become an RI sponsored internationally recognized resource for programs and activities, which advance ethics and integrity among youth and adults. Ultimately, we hope the website will provide links and information to programs and activities throughout the Rotary world.

The Mission of The Ethics Initiative is to develop and provide resources that promote integrity and character in the personal and vocational lives of youth and adults through Rotary Clubs and Districts.



**LIVING THE
FOUR WAY
TEST**

**THE ROTARY
ETHICAL
LEADERSHIP
FRAMEWORK FOR
YOUTH**

Communication & Support

The Rotary Ethics Initiative began in 2007 and first rolled out in our RYLA camps of 2008. It is now 2011!

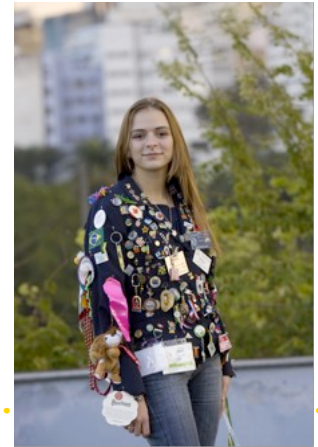
We want to re-develop our Partners and Friends contact list. Please help by sharing this update with others in your District and by sending us names and emails of those you would like us to include in future mailings.

We are planning several **‘stay connected’ activities**: A quarterly newsletter, a new website, and a reunion of Partner Districts to share ideas, successes, and to just re-energize. Also in the planning stages, a Train the Trainer program to create cadres of Trainers throughout the Zones who are able to provide local or regional training to interested Rotarians.

Don't miss the News and Reunions of Partner Districts! Please send information to:

Dick Elixman 503.597.5551
Dick.Elixman@bussysconsulting.com

We look forward to hearing from you!



Our Young People—Our Future
Mariana Godoy, Brazilian RYE Student;
Photo by Alyce Henson RI.

“When you conscientiously and consistently instill values, they (young people) like it, they understand it.”
Michael Josephson

How to Become A Partner District

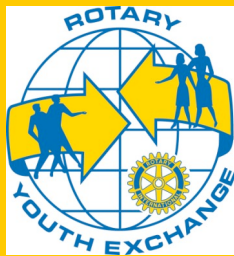
Partner Districts receive six to eight (6-8) hours of training, three copies of the *Living the Four Way Test*, *The Rotary Ethical Leadership Framework for Youth Manual* and program CD, plus participation in continued training and support. The Manual contains 10 modules with a wealth of activities, information and inspiration, all focused on enhancing the development of leadership and character within the framework of Rotary's core values.

Training is provided by two or three (2-3) Trainers in your selected local location. Ideally the schedule will include a one to two (1-2) hour late afternoon-evening followed the next day by six (6) hours of interactive training with the program materials.

Please contact us for more information regarding fees and timelines. **PLEASE JOIN US!**

DISTRICT 5000	DISTRICT 5080	DISTRICT 5100	DISTRICT 5110
DISTRICT 5160	DISTRICT 5170	DISTRICT 5190	DISTRICT 5230
DISTRICT 5280	DISTRICT 5300	DISTRICT 5330	DISTRICT 5340
DISTRICT 5020	DISTRICT 5180	DISTRICT 5220	DISTRICT 5260
DISTRICT 5320	DISTRICT 5490	DISTRICT 5500	DISTRICT 5510

**THE
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Living the 4-Way Test - *in Action!*

Tyson Wooters, Professional Speaker, RYLA Program Chair

Since my involvement began in 2001, I have always had an extremely high opinion of our RYLA program here in District 5100. It's primarily my job as the program chair to choose the topics and coordinate our multitude of guest speakers. The *Living the Four Way Test* program went over so incredibly well in 2009 that we increased the number of modules in 2010 and are doing so again for 2011.

Having seen the Rotary Ethics Initiative materials presented to students aged 16 to 29 from the US and Youth Exchange students from a multitude of countries, I can say with absolute confidence that

they represent the solution to a grave insufficiency in the education that today's young people receive, both from their schools and their families. Just as with Polio Plus, I believe Rotarians and Rotary International are at this moment uniquely poised to take on the great challenge of guiding our young people as they decide just what type of person they are going to be.

Not only is ethical education an *integral* growth component for our young people as they are deciding who they will become, but the lessons are comprehensive, easy to use, and extremely well designed overall.

Interested in Volunteering with **The Ethics Leadership Enterprise** for Rotary Clubs and Districts? Please let one of the Directors know!

Charter Board of Directors

Founder, PRID Paul Netzel D5280

Chair, Roy Massey D5230

Secretary, Debi Dockins D5080

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Special Advisor, Kathleen Terry D5280

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Please feel invited and welcomed to contact any of the Directors.