SYNOPSIS
Arizona Rotary Leadership Academy

Recognizing the increasing demands on Rotary leaders’ time, as well as each Rotary district’s need to find the most capable and talented Rotarians within their widespread geographical boundaries, the Arizona Rotary Leadership Academy (RLA) was created in 2004-2005 by District 5510 as an innovative distance-learning approach to Rotary leadership development.

In 2006-2007, RLA was expanded to become an all Arizona program involving Districts 5490, 5500 and 5510 and governed by the Arizona Tri-District PETS committee. Arizona RLA is now supported by Districts 5500 and 5495 and is offered to select Past Rotary Club Presidents and RLI Graduates as their “next step” in Rotary leadership development.

Through RLA, selected students can obtain exceptional remote training under the guidance of some of our most capable and experienced Past District Governors and senior Rotarians. They are able to work at their own pace and on their own schedules, within the guidelines of the program. To this end, the following distance learning courses are offered by RLA:

First Semester
- September: **The Rotary Brand.** A basic overview of Rotary International’s branding and public image efforts, and the role each of us must fulfill.
- October: **Understanding and Utilizing the Rotary Foundation.** An orientation to the programs of The Rotary Foundation, how they relate to Rotary International, and how they can be accessed and utilized by Rotary clubs to accomplish their goals.
- November: **Collaboration and Funding to Meet Needs.** Helping leaders to think outside the box regarding tackling and funding larger needs that are beyond the abilities and resources of a single club, and often require extending beyond a single Rotary year.

Second Semester
- January: **Building on a Heritage of Leadership and Accomplishments.** A review of who your District Leaders have been and what your District has accomplished so far.
- February: **Club Membership Growth and Retention.** Examining what attracts people to Rotary Clubs and keep members interested and active.
- March: **Rotary’s Fiduciary Responsibilities, and Youth Protection.** What are a Rotary club’s responsibilities to its members, its contributors, its community, the government and to Rotary International? How can liabilities be evaluated and minimized?

A Past Club President or RLI Graduate must be nominated by one of the following: Current District Governor, Past District Governor, Current Assistant Governor, a Graduate of the Arizona RLA. The $75 tuition fee is due by September 1st, along with the Letter of Understanding and the Nomination Form. No refunds after September 15th.