

RESOLUTION 21R-17

To request the RI Board to consider changing Rotary Youth Leadership Awards to Rotary Youth Leadership Academy

Proposer(s): Rotary Club of Pullman, District 5080, Canada and USA

1 WHEREAS, Rotary Youth Leadership Awards (RYLA) are actually events and not
2 awards, and

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4 WHEREAS, districts that host these events sometimes have difficulty in
5 promoting an event that is labeled as an award, and

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7 WHEREAS, for a more accurate, current, and descriptive name, it is necessary to
8 update the name Rotary Youth Leadership Award to Rotary Youth Leadership
9 Academy

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11 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
12 International consider changing the Rotary Youth Leadership Award name to the
13 Rotary Youth Leadership Academy to more clearly communicate the RYLA
14 concept, as well as to convey the prestige of participating in such an event.

(End of Text)

PURPOSE AND EFFECT

15 The purpose of this resolution it to enhance the description of RYLA by elevating
16 the name to a level of importance as an event with the name Academy, though
17 keeping with the RYLA acronym. The original name of Award was appropriate in
18 the past but is not in keeping with the actual event. This will eliminate confusion,
19 clarify the concept of RYLA, and update the language to be more attractive to
20 clubs, applicants, and attendees. Elevating the name provides an element of
21 prestige, as an academy is much more attractive to attendees and the leaders who
22 send the attendees to the academy. This also corrects the misperception of RYLA
23 as a camp and creates a higher level of education for the attendees.

FINANCIAL IMPACT

24 If implemented, this resolution would have no substantial financial impact on RI.
25 However, there would be a cost to individual clubs and districts to update their
26 marketing materials.