

Rotary Youth Exchange 2011-12 Annual Report

TABLE OF CONTENTS

Introduction	1
Survey Respondent Demographics	2
Overall Program Participation	3
Long-term Exchanges	4
Short-term Exchanges	6
New Generations Exchanges	8
One-way Exchanges	10
Early Returns	12
Exchange Partner Interactions	14
Cross-promotion with Other RI Youth Programs	15
Resources	16
Conclusion	17

INTRODUCTION

This report on Rotary Youth Exchange activity is designed to review program activity for the 2011-12 Rotary year (1 July 2011 through 30 June 2012). The statistics, trends, and issues contained in this document are based on the responses received from the annual survey sent to Youth Exchange district and multidistrict chairs in November 2012. The report includes statistical information on program participation and feedback from program administrators.

*Please note that **districts must submit inbound student data**, usually found on the students' Guarantee Form, for all types of exchanges (long- and short-term) to RI before or shortly after the exchange commences (RCOP 41.060.05) and as any of the data changes, such as updates in host family information.*

SURVEY RESPONDENT DEMOGRAPHICS

The 2011-12 program survey was completed by 394 districts or multidistricts responding on their behalf, resulting in an 84% response rate from 471 certified RI districts. This is a 4% increase in response rate as compared to that of the 2010-11 program survey. Sixty-seven percent of respondents completed the survey for an individual district and 33% percent for a multidistrict organization. This is a shift toward a higher proportion of districts responding individually, rather than through their multidistricts. The decline in responses from multidistricts may account for some gaps in reporting from certain countries and areas.

The geographic areas referred to in this report are listed below along with survey response rates. North American districts continued their high rate of survey response, with Asian and African districts notably increasing their response rate from previous years. An increase in response rate is seen across all regions except for South America, which decreased from their 2010-11 reporting rate.

Geographic Area	% certified districts responding to survey
Asia (<i>Zones 1-6, 9, and 10</i>)	79%
Oceania (<i>Zones 7 and 8</i>)	76%
Europe (<i>Zones 11-19 and 20B</i>)	82%
Africa (<i>Zone Section 20A</i>)	63%
North America (<i>Zones 21A (Mexico only), 21B, and 24-34</i>)	95%
South America (<i>Zones 21A (excluding Mexico), 22, and 23</i>)	69%

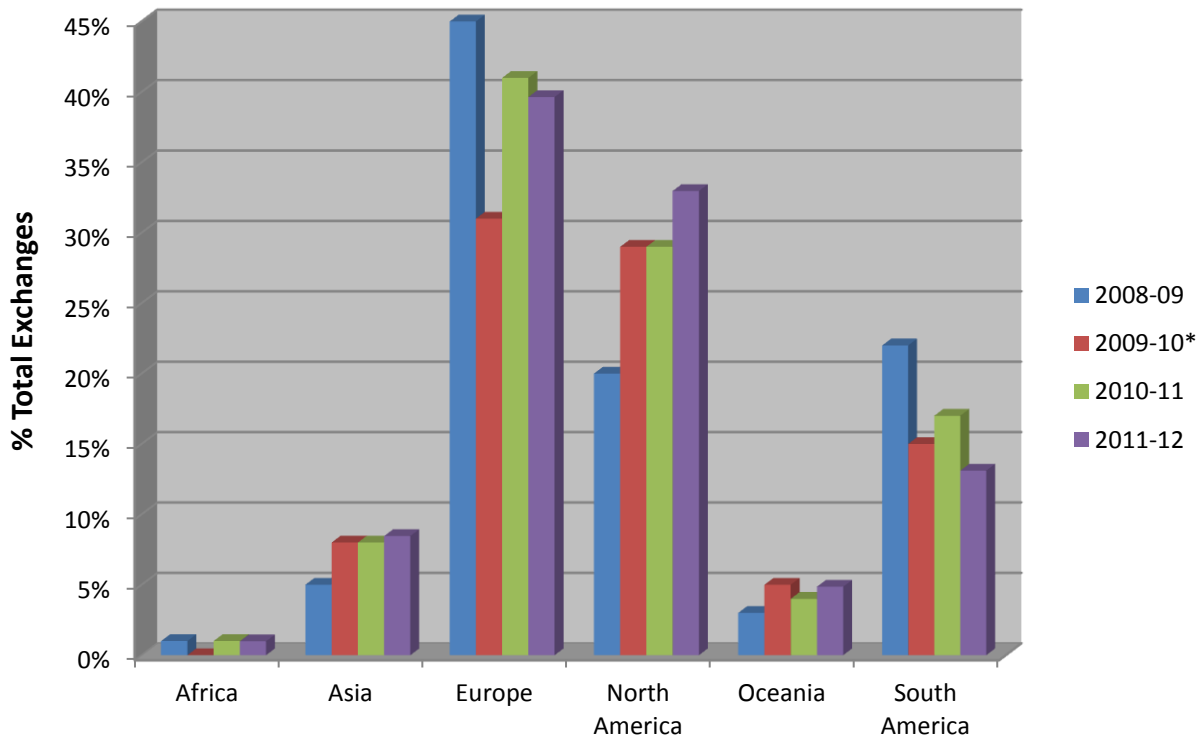
OVERALL PROGRAM PARTICIPATION

For the 2011-12 Rotary year, districts reported **7,945** Youth Exchange program participants. This is a slight decline from recent years. Long-term exchanges continue to be the most common, comprising 70% of the total, with short-term exchanges at 26% and New Generations exchanges at 2%. The 2011-12 survey also collected data about one-way exchanges, or non-reciprocal exchanges, which comprised 2% of the total exchange activity.

Type of Exchange	Exchanges Reported in 2010-11
Long-term	5,591
Short-term	2,025
New Generations	181
One-way	148
TOTAL	7,945

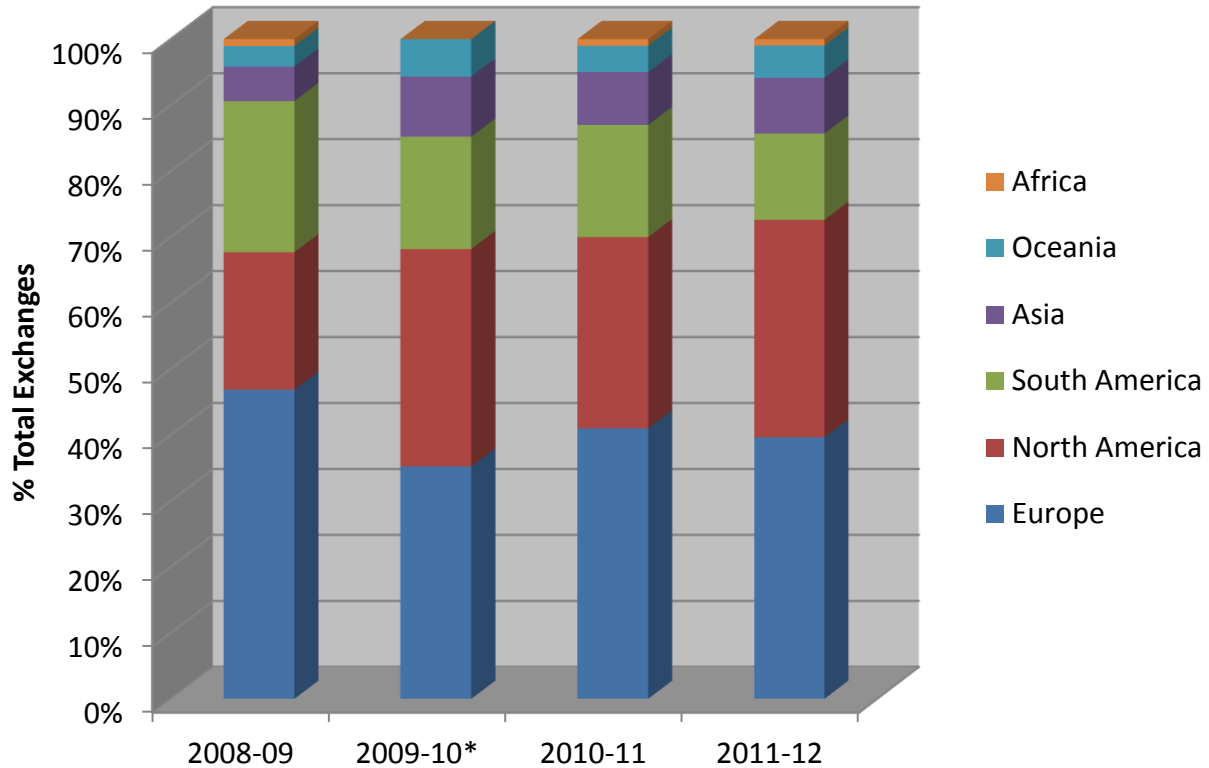
Exchanges in 2011-12 had a similar geographic distribution to previous years, with Europe having the greatest number of total exchanges, followed by North America and South America.

2008-2012 Historical Analysis of Total Exchanges by Geographic Area



* Due to incomplete or illegible records, 11% of 2009-10 inbound student data could not be assigned to any region.

2008-12 Historical Analysis of Total Exchanges

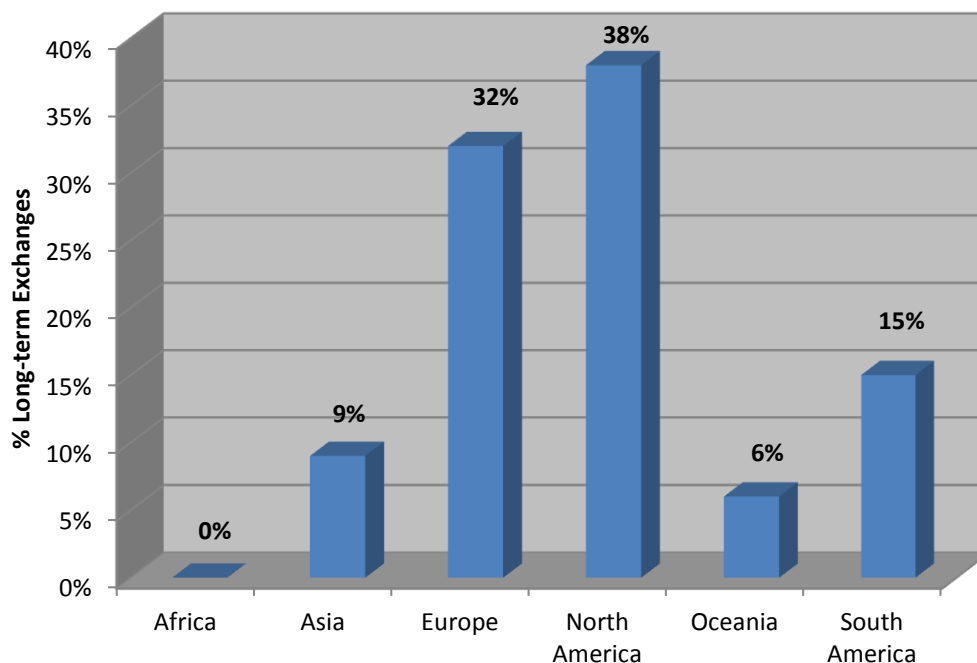


* Due to incomplete or illegible records, 11% of 2009-10 inbound student data could not be assigned to any region.

LONG-TERM EXCHANGES

In 2011-12, districts reported **5,591** long-term exchanges program participants, comprising **70%** of all Youth Exchange activity. This figure is slightly lower than recent years' figures of approximately 6,000. North America had the most long-term exchanges (38%), followed by Europe (32%) and South America (15%).

2011-12 Long-term Exchanges Worldwide

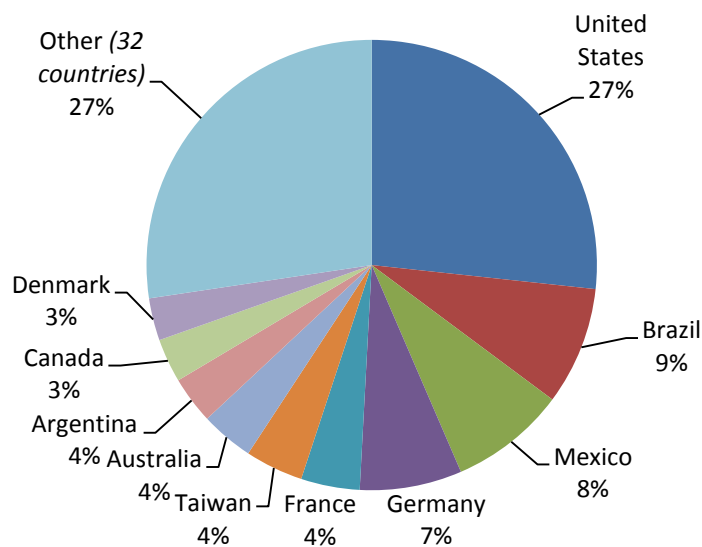


Long-term Exchanges by Country

The table and chart below show the countries that reported the highest number of inbound long-term exchange participants in 2011-12, representing 73% of the total. The United States reported the highest number of long-term exchanges with 1,493 participants.

While the decline in long-term exchanges for some countries, including Brazil, Mexico, and Germany, could indicate an actual decline in participation, it may also be due to lower survey response rates in those regions as compared to recent years. It is also possible that the decline in some countries, such as France, may be a result of survey responses being submitted by individual districts rather than by multidistrict groups.

Country	Inbound Long-term Exchanges
United States	1,493
Brazil	474
Mexico	466
Germany	410
France	236
Taiwan	233
Australia	213
Argentina	190
Canada	176
Denmark	170
Other	1,530
ALL COUNTRIES	5,591



Long-term Exchange Trends and Challenges

District and multidistrict chairs also provided feedback on the emerging trends and challenges in the long-term exchange program during 2011-12.

Trends:

- About a third of districts that host long-term exchanges report an increase in the number of students hosted for this exchange type.
- Many districts cite increased promotion to potential host clubs, students, and other districts as important factors in the increase in program participation.
- Districts recommend involvement in preconventions and regional conferences as opportunities to recruit new partner districts.
- Investment in better training for Rotarians involved in the program creates a culture of enthusiasm and engagement.

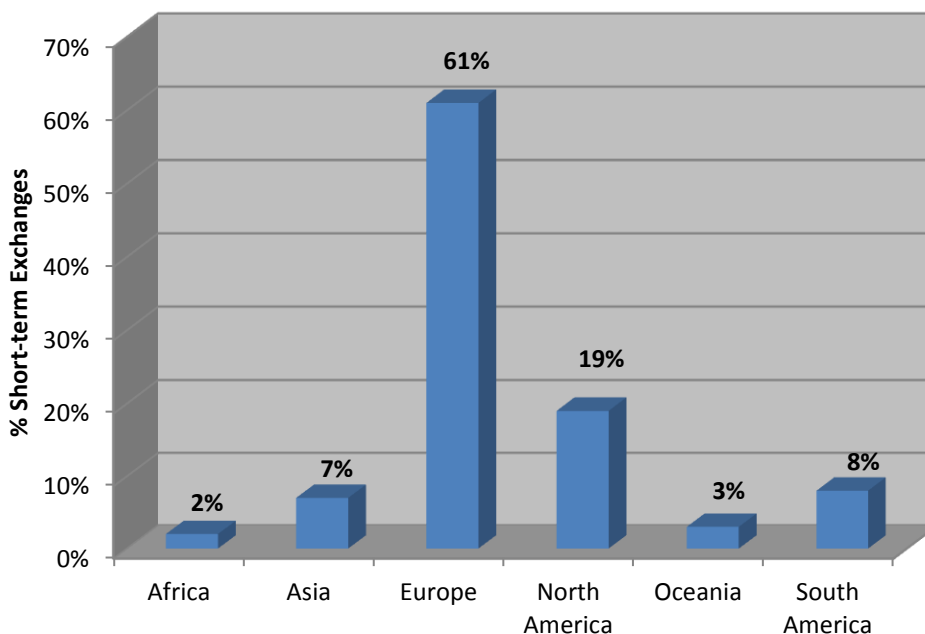
Challenges:

- Slightly more than a third of districts report a decrease in the number of students hosted.
- The 2011 earthquake and nuclear crisis in Japan continues to have an impact on exchange activity.
- As in previous years, visa requirements of host countries can be an administrative challenge.
- Many factors, including the global economic crisis, continue to make it difficult to recruit host families.

SHORT-TERM EXCHANGES

In 2011-12 **2,025** short-term exchanges were reported, comprising **26%** of all exchanges. This is consistent with short-term activity in recent years. Short-term exchange participation was reported in 217 districts, representing 46% of all certified districts. Short-term exchanges were most common in Europe, with 61% of the total.

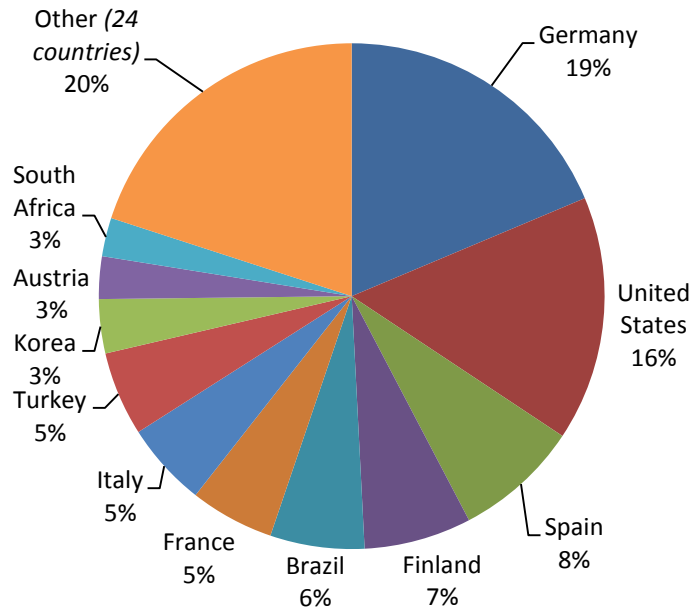
2011-12 Short-term Exchanges Worldwide



Short-term Exchanges by Country

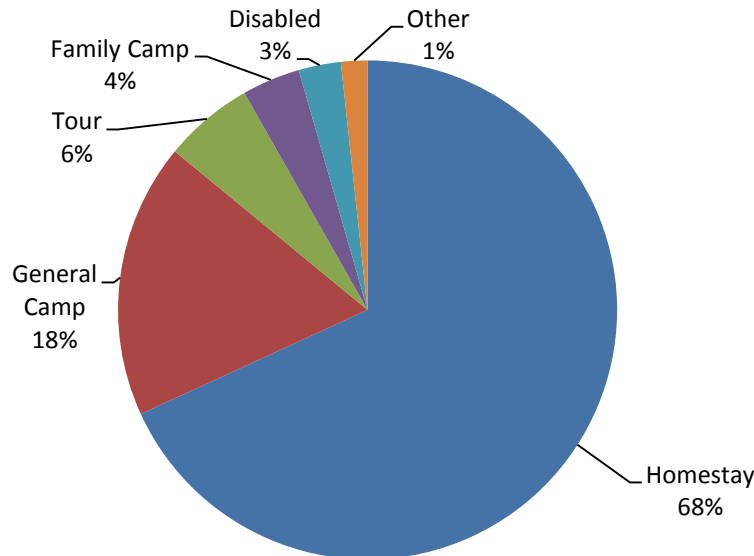
Germany reported the most short-term exchanges with 378 exchange participants. The table and chart below show the top countries that participated in short-term exchanges, representing 80% of the total participation in the short-term program.

Country	Inbound Short-term Exchanges
Germany	378
United States	317
Spain	162
Finland	139
Brazil	122
France	109
Italy	109
Turkey	109
Korea	70
Austria	55
South Africa	50
Other	405
ALL COUNTRIES	2,025



Short-term Exchanges by Type

Homestay was the most popular type of short-term exchange with 68% of the total, followed by general camps with 18%. Please note that responding districts may have participated in more than one type of short-term exchange.



Short-term Exchange Trends and Challenges

Along with program statistics, the annual survey asked for feedback regarding trends and challenges of short-term exchange program.

Trends:

- Although the worldwide number of short-term exchanges is relatively unchanged from recent years, many districts report an increase in exchange activity.
- Districts reporting an increase in number of short-term exchanges largely attribute it to increased promotion at the preconvention and international conferences.
- Many students are attracted to the short-term program because it will not interrupt their studies in their home country.

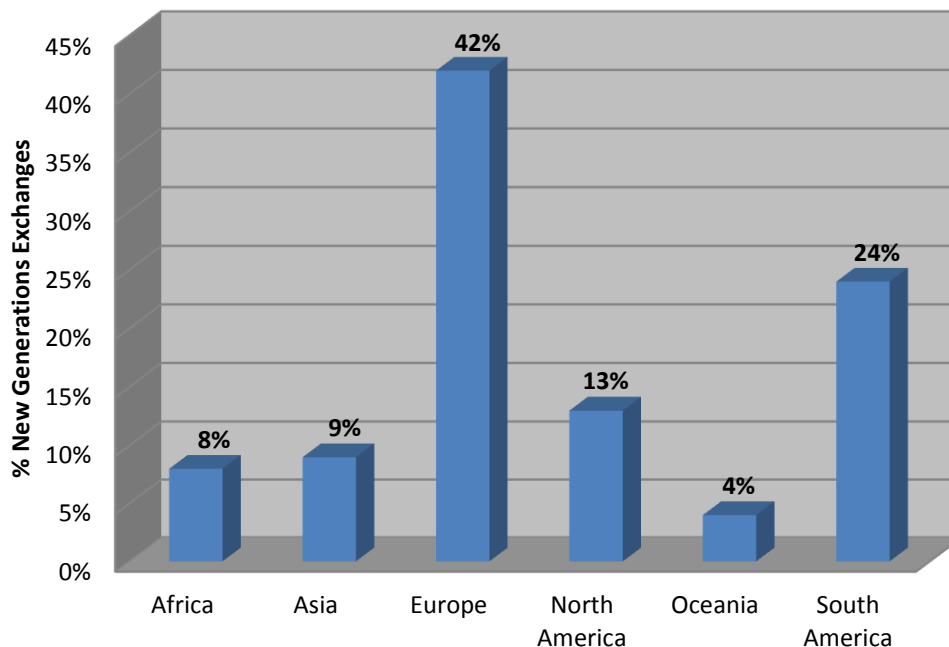
Challenges:

- Districts reporting a decrease in the number of short-term exchanges cite the global economic crisis and governmental instability as important factors.
- Even though the short-term program requires a relatively short time commitment, some districts nevertheless have difficulty securing host families.
- Turnover in district leadership can make it difficult to maintain administration of the program.

NEW GENERATIONS EXCHANGES

In 2011-12, **181** New Generations exchange participants were reported, comprising **2%** of all exchanges. This represents a slight decline in activity from 2010-11. Eighty (80) districts indicated participation, representing 17% of all certified districts. Europe (42%) and South America (24%) reported the highest percentage share of global participation; however there was a notable decrease in New Generations exchanges hosted in Asia. Africa also reported a noteworthy increase from 0% to 8% of worldwide New Generations exchange activity.

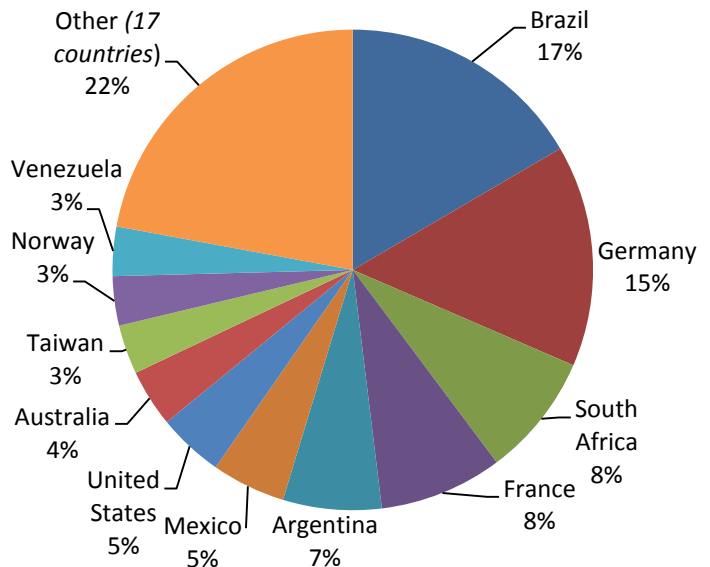
2011-12 New Generations Exchanges Worldwide



New Generations Exchanges by Country

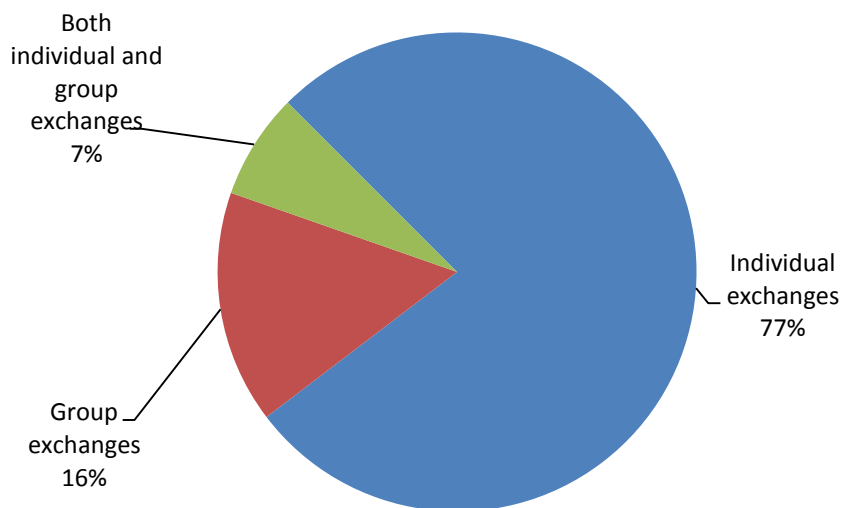
Brazil reported the most New Generations exchanges with 30. The table and chart below show the top New Generations exchange countries, representing 78% of the total. The 15 exchanges hosted by South Africa account for the increase in Africa’s global share of participation.

Country	Inbound New Generations Exchanges
Brazil	30
Germany	27
South Africa	15
France	15
Argentina	12
Mexico	9
United States	8
Australia	7
Taiwan	6
Norway	6
Venezuela	6
Other	40
ALL COUNTRIES	181



New Generations Exchanges by Type

The majority of New Generations exchanges hosted were individual exchanges (77%). Sixteen percent of respondents reported hosting group exchanges, and seven percent report hosting both individual and group exchanges.



New Generations Exchange Trends and Challenges

Survey respondents provided the following feedback regarding trends and challenges of New Generations exchanges:

Trends:

- While the worldwide number of New Generations exchanges is somewhat less than the 2010-11 counts, many districts report an increase in participants in their districts.
- The increase in participation in some districts is attributed to increased promotional efforts.
- Several districts hosted New Generations exchange participants for the first time in 2011-12.

Challenges:

- Many district committees do not participate in the New Generations exchange program due to the heavy administrative demands of the long-term and short-term programs.
- Some respondents cite lack of interest from both youth and Rotary clubs as reasons why they did not host New Generations exchanges.

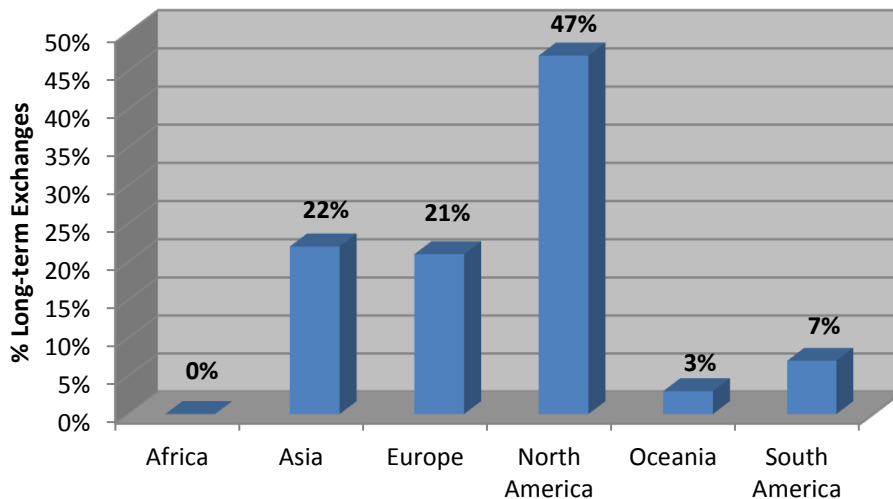
Transition to New Generations Service Exchange

In 2012, the RI Board consulted with the RI Youth Exchange Committee and regional leaders about the New Generation Exchange program, and the Board approved a plan to transition these exchanges to a new service model under the oversight of district New Generations Service Committees, beginning 1 July 2013. Under the new model, these exchanges will be called *New Generations Service Exchanges* and will be offered to young adults ages 21-30. These exchanges can last for a few weeks to six months, will be funded locally, and must have a strong service component. For further details on this transition, please contact youthexchange@rotary.org.

ONE-WAY EXCHANGES

2011-12 marks the first year that the annual survey solicited information about one-way exchange activity, or non-reciprocal exchanges. Respondents reported **148** one-way exchange participants, comprising **2%** of all exchanges. 33% of districts indicated hosting one-way exchange participants. North America (47%) reported the highest percentage share of global participation.

2011-12 One-way Exchanges Worldwide

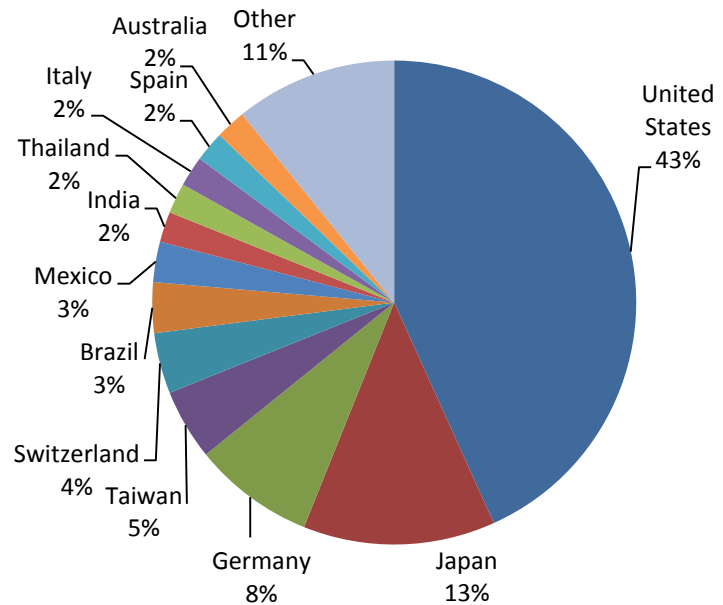


One-way Exchanges by Country

While data was collected on all one-way, or non-reciprocal, exchanges conducted in 2011-12, it was intended to target program participation by those districts that are certified to only participate in one-way exchanges. In future surveys, RI will revise and clarify this set of questions so as to more accurately present participation by those districts certified for one-way exchanges.

The United States reported hosting the most one-way exchanges with 64. The table and chart below show the top one-way exchange countries, representing 89% of the total.

Country	Inbound One-way Exchanges
United States	64
Japan	19
Germany	12
Taiwan	7
Switzerland	6
Brazil	5
Mexico	4
India	3
Thailand	3
Italy	3
Spain	3
Australia	3
Other	16
ALL COUNTRIES	148



One-way Exchange Trends and Challenges

RI encourages partnership with districts that are certified as outbound-only in order to increase opportunities for youth to experience the benefits of Rotary Youth Exchange, and many districts reported increased interest in the one-way exchange program. Seventeen percent of respondents who had not previously participated reported that they are willing to host participants from districts certified as outbound-only, and thirty-three percent indicated that they would like to find out more about the program.

EARLY RETURNS

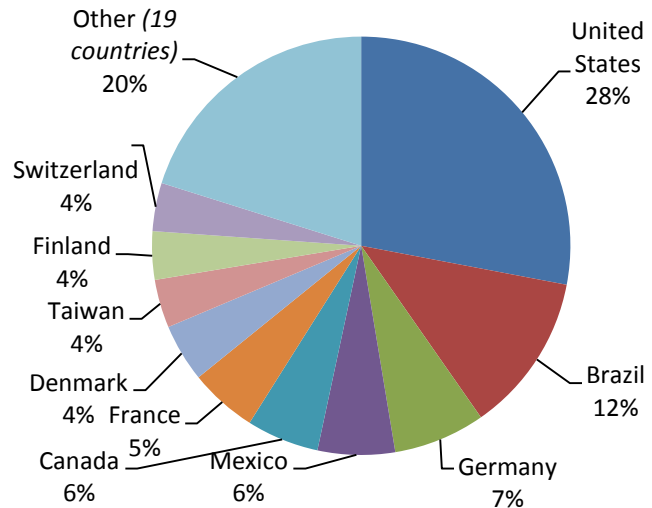
Districts and multidistricts reported **268** early returns in 2011-12, comprising **3%** of all exchanges. This is consistent with early return rates in recent years.



Early Returns by Country

Responding districts from the United States reported the most early returns with 75. The table and chart below show the top countries reporting early returns, representing 80% of the total.

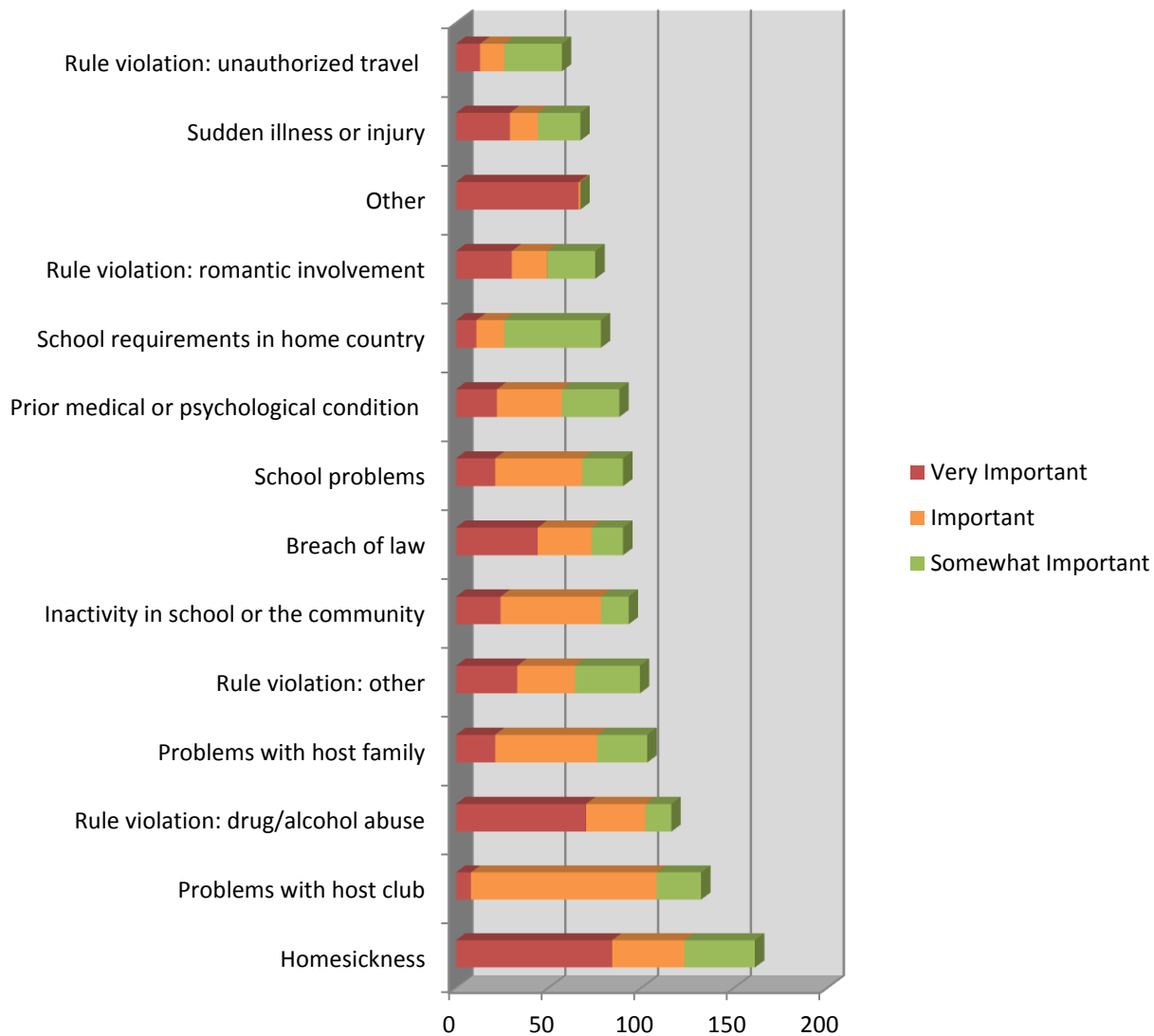
Country	Early Returns Reported
United States	75
Brazil	33
Germany	19
Mexico	16
Canada	15
France	14
Denmark	12
Taiwan	10
Finland	10
Switzerland	10
Other	54
ALL COUNTRIES	268



Causes for Early Returns

In 2011-12, districts and multidistricts reported a number of causes for students' early returns with varying levels of significance.

2011-12 Early Return Causes



In order of *frequency*, homesickness, problems with the host club, and drug and alcohol abuse were cited most often as the causes for early returns in 2011-12. When aggregated, the rule violation categories comprise 26% of total early return causes: this includes drug and alcohol abuse (9%), romantic involvement (6%), unauthorized travel (4%), and other violations of districts' program rules. Other early return causes cited frequently include lack of commitment to the program, natural disasters, and family emergencies in the home country.

When examining the reported *importance* of each reason, some additional causes stand out. Homesickness remains first among "very important" causes of early returns, followed by drug and alcohol abuse and breach of law. Problems with the host club ranks far ahead of other causes cited as "important," followed by problems

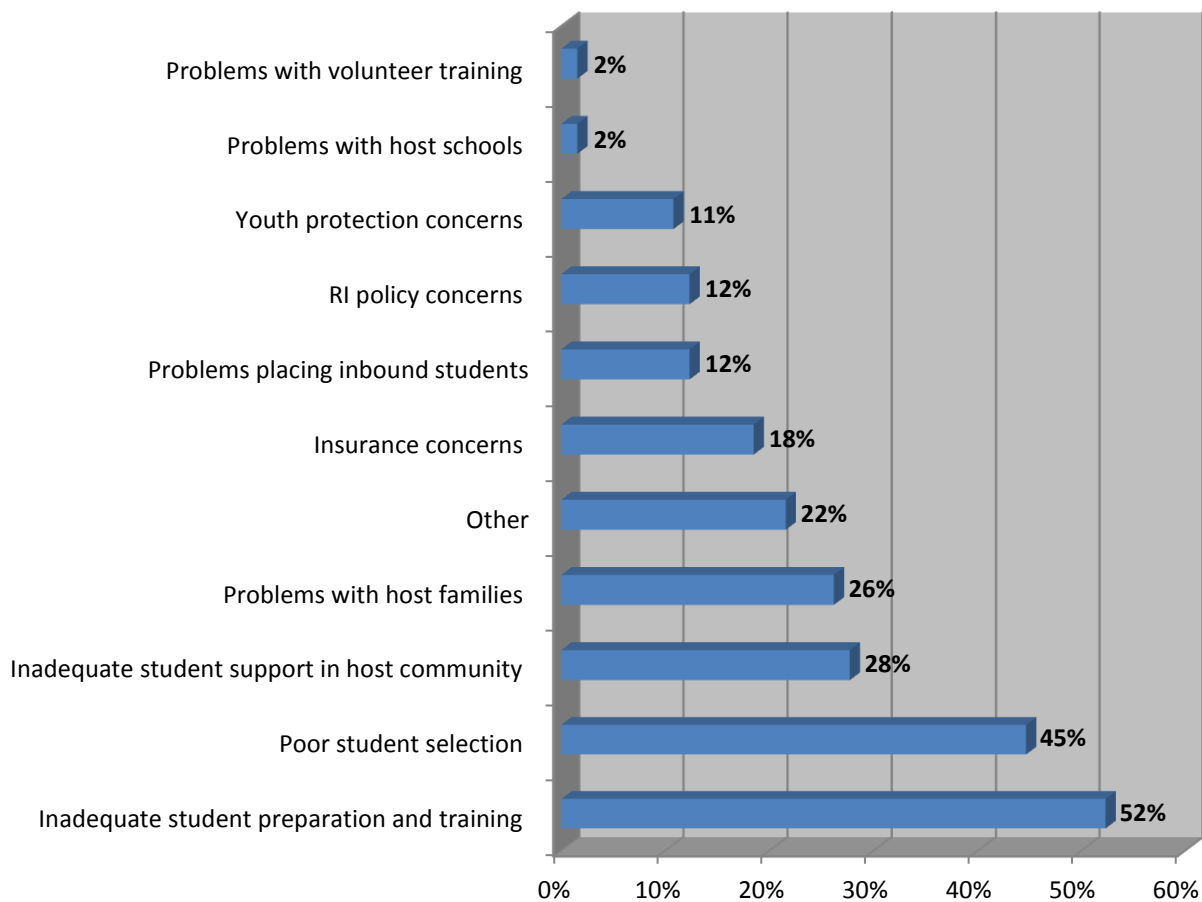
with the host family and inactivity in the school or community. School requirements in the home country ranks highest among early return causes cited as “somewhat important.”

It was also reported that a number of districts have amended their exchange practices or policies in order to reduce the number of early returns. Many report increasing the frequency and quality of communication between district representatives and exchange participants, beginning with more comprehensive orientation sessions and continuing that support throughout the exchange. Many districts also recommend scheduling regular reporting sessions to check in on the participants’ physical and mental well-being and to address any challenges before they become too large. These districts also stress the importance of involving the host family and participants in the school and community to help them adapt to the exchange.

EXCHANGE PARTNER INTERACTIONS

Survey respondents were asked about challenges they experienced with their exchange partner districts in 2011-12. Sixty-four (64) districts indicated they had challenges with their partners, comprising 16% of the total respondents. This is a 4% decrease from 2010-11.

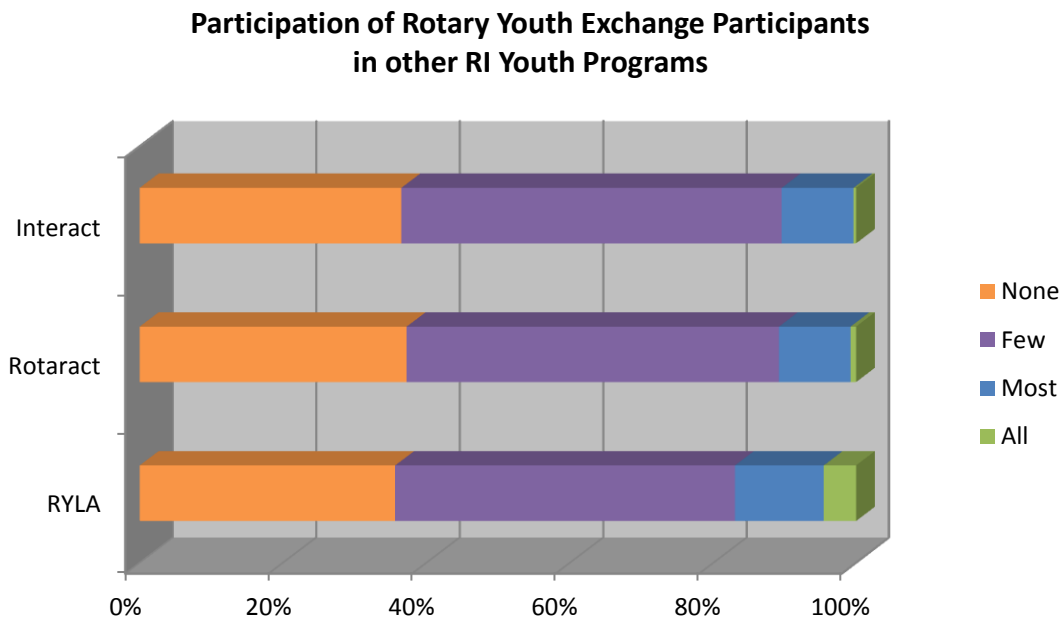
Common Problems with Exchange Partners



The most common problems reported in 2011-12 were inadequate student preparation and training, poor student selection, and inadequate student support in the host community. The number of districts that reported youth protection or RI policy concerns increased from 2010-11 counts but remains consistent with the 2009-10 data. Other problems reported include visa problems and slow communication between partner districts.

CROSS-PROMOTION WITH OTHER ROTARY YOUTH PROGRAMS

In 2011-12, survey respondents were asked to provide information about crossover with other RI youth programs. Forty-five percent of responding districts indicated that their Youth Exchange students were current or former participants in Interact, Rotaract, or RYLA. The chart below shows the degree of overlap between Rotary Youth Exchange and RI’s other youth programs.



RI encourages all districts to consider ways of keeping former students involved with Rotary after they return from their exchange. Resources with tips and ideas for keeping alumni connected may be found at <http://www.rotary.org/en/studentsandyouth/alumni/alumniandrotary/Pages/ridefault.aspx>.

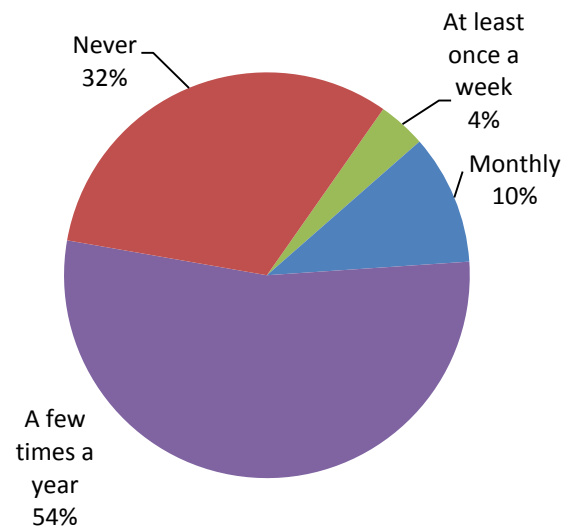
RESOURCES

2011-12 survey respondents were also asked to provide feedback regarding the Youth Exchange Directory and the Youth Exchange Work Group.

The Youth Exchange Work Group provides 24/7 access to the latest Youth Exchange-related documents. Resources available include important news and announcements, the most recent Youth Exchange officers' directory, incident and early return report forms, e-newsletter archives, Youth Exchange publications, past annual reports, and the Rotary Code of Policies.

Frequency of Accessing Youth Exchange Work Group

The chart at right shows how often respondents reported accessing the Youth Exchange Work Group. Sixty-eight percent reported having accessed the work group at least a few times during the year, but thirty-two percent reported never having used it. The most common reasons cited for not using the work group were not being aware of it and not having a [Member Access](#) account to log in with. Several multidistrict members reported that they use directories and resources provided by their multidistrict instead of the Youth Exchange Directory and work group provided by RI.



Member Access is a secure, accessible location for Rotarians and club and district leaders to conduct Rotary business and access information. All Rotary Youth Exchange Chairs should create and maintain a Member Access account. Please visit <http://map.rotary.org/en/selfservice/Pages/Register.aspx> to register for Member Access. Additional information and Frequently Asked Questions are available at <http://map.rotary.org/en/selfservice/Pages/faq.aspx#SignIn>.

*Please note that all district chairs should visit the work group site to download the Youth Exchange Directory **at least quarterly** when a new edition is released. It is each district's responsibility to ensure that it is not planning or administering exchanges with a non-certified district, and the workgroup site is the only place to go for the latest version of the directory.*

Once logged in to Member Access, district and multidistrict chairs can access the Rotary Youth Exchange Work Group by clicking on the "Work Groups" tab on the left hand side of the home page.

CONCLUSION

The Youth Exchange program continues to be one of Rotary's most effective means of fostering peace and international understanding in young leaders.

This year's report identified positive trends worldwide in increased participation in exchange activities at the club level and the benefits of engaging and effective volunteer training programs, though visa challenges and difficulties identifying suitable host families continue to limit activity in some areas. While information on one-way exchanges conducted in 2011-12 was intriguing, these questions will be refined in future surveys to more clearly distinguish standard non-reciprocal exchanges among fully certified districts (relatively common given the advance planning involved in administering the program) from those exchanges with areas that were previously not participating in the program and are certified only to send students but not host them.

While long-term programs remain the most common, we also received reports of rising popularity of short-term exchanges due to their flexibility, reduced visa requirements, and enhanced promotional efforts. With next year's transition of New Generations Exchange activities to the New Generations Service Exchange model, we hope to see even more gains in short-term programs for older participants. Furthermore, information reported on the cross-over of Youth Exchange students with other Rotary programs provides valuable insight towards further developing program alumni's relationship with Rotary overall, and districts are highly encouraged to coordinate with their counterparts in RYLA, Interact, and Rotaract to identify such opportunities.

The Youth Exchange community's persistent efforts to identify and address the root causes of early returns and problems between exchange partners has resulted in slight decreases in reports of these issues in 2011-12. Moving forward, we hope exchange partners continue to focus on the most common reported causes of such problems by further refining strategies to support consistent and effective student selection, training, and in-country support.