



### SI 2020 Project Team / Young SKAL Committee

**Report Date** : 4/19/2015

**To** : Russell Butler, Chairman, SI 2020 Project Team

**Members** : **Burcin Turkkan , Deputy Chair**

**Can Gursoy, YS Ankara, Turkey**

**Henna Moilanen, YS Turku, Finland**

**Scott Smith, SI Thailand (still not confirmed)**

I would like to report that besides the above listed members I have tried to have Ana Goicea (Skal Bucharest-Romania) join our Committee; I have not received any replies to my two time correspondence.

YS committee Members had one time one to one Skype Meeting in different dates/ times and following topics/ ideas have been brainstormed for the YS 2020 Project; due to time differences a joint meeting could not be organized so far.

The focus of our Brainstorming was on where/ how we would like see Young SKAL in year 2020; below are the summary of the ideas discussed;

#### **SI Club Level;**

- Every Club in SI world should have a YS Members and YS committee
- Every Club should have contacts with the local colleges / universities in their town; selected professors in these colleges should be promoting YS to the their students
- Every Club should have a Scholarship Fund set aside and support the future leaders of the industry who are pursuing their studies in the field as a local cause they support and organize fundraising events for this purpose

#### **YS Structure in local Club Level;**

- YS members should be given initiative to manage their own subcommittee;
  - o have their own board; elected YS President/ VP/ Secretary of the Club
  - o work on community projects that would promote YS and SKAL in general in the local community
  - o Report monthly to local board



- Be in coordination with other YS Clubs in national level

### YS structure in National Level;

- YS members should have their own national committee; possibly one elected YS of each Club with YS Committee represented on the National Committee
- Organize communication/ collaboration/ joint national events with other local YS clubs in order to promote YS and SKAL in general in the Nation
- Meet at two times a year in national level
- Try to establish lobby efforts in their country on subjects/ causes supported by SKAL

### YS Structure in International Level;

- YS members should have their own international Congresses;
  - North America
  - Asia
  - Latin America
  - Europe
- Once a year just like SI Clubs/ members YS members should meet under the SI International Congress and run their own meetings

### YS Membership Benefits;

- Future leaders of the Tourism should see real benefits in joining SKAL as YS members as of their college years
- Main attraction of becoming a SKAL member as YS is to join the great networking opportunity within the industry through SKAL members; however more important for the future leaders of the industry is to build up a great resume with great experiences to have a jump start for their career ; for that reason SKAL has to be able to offer following benefits for the YS's;
  - Job Board;
    - Current Job Board is ineffective; it does not offer anything unique or distinctive for YS's; same positions listed there are open for the entire world
    - YS's has to feel that by becoming YS member they will be able to obtain opportunities that they would not obtain otherwise;
      - Ideally there should be an internal job board; meaning positions listed should be gathered from SKAL members only



- These should be short term internship options so a YS member would know that by becoming a member they have an access to great internship opportunities though membership
- There should also be entry level job positions listed for recent graduates; and these should be only accessible for the YS members

### YS in Community Level;

- Every YS Committee should support a cause in the local community
- Prepare research papers
- Present them at events/symposiums organized at their colleges; this way;
  - Support a local cause important to local community
  - Achieve positive PR for the local SKAL Club
  - Achieve positive PR for the local YS committee and its members
  - Achieve positive PR for the College they represent
  - Build up credits/ achievements on their resume
    - ➔ Win will for all parties as a symposium organized at their local college will possible have no to very little cost to the local SKAL Club

### YS Technology;

- It is vital that SKAL in general updates its communication channels and offers its membership up today's/ tomorrow's technology in communication.
- As we all know in today's world we are all especially the young generation moving forward are highly technologically advanced; we need to be able to offer them at least the current technological implementations if not any unique applications for SKAL.
- It is highly necessary that before/ by 2020 not only YS's but all SKAL members keep in touch by a unique SKAL Application via their smartphones.