

April 23, 2008

On April 19, 2008 members of the District 7090 Strategic Planning Committee met in the 13th floor meeting room of the Brock University Tower to participate in a Strategic Planning Session. With approximately 17 participants in attendance, District Governor Bob Leek brought the group to order at approximately 8:50 a.m.

DG Leek spoke to the strategic planning efforts in the District prior to Past District Governor Art Wing's efforts to establish an ongoing process for developing strategic plans and for broadening involvement beyond a small group. He noted that this session marked the third time the process had been utilized. He distributed the Vision Statement and Desired Outcomes from 2007 – 08 for reference purposes.

Bob also spoke to the manner in which he used the results of the 2007 session to shape plans for his year as District Governor. Specifically, he highlighted efforts made in the areas of 'leadership' and 'membership' – the two 'desired outcomes' that the 2007 session focused on to develop action plans. The District Governor then called upon District Governor Elect Ralph Montesanto to speak to the coming Rotary year.

DGE Ralph noted that as the DGE, he had brought personal goals for his term to the planning table. He noted that these are augmented by the goals of RI and those developed at the District Strategic Planning sessions. Based on the inputs from these sources, Ralph is focusing on 'personal growth', 'membership' and 'clubs functioning effectively', while at the same time being mindful of the importance of promoting The Rotary Foundation and the RI programs and service opportunities.

District Governor Leek then introduced Rod Hollick, who would facilitate today's session.

Mr. Hollick thanked all who were participating in this session and welcomed those participating for the first time. He outlined the agenda for this one-half day session:

- overview discussion of the current vision statement and desired outcomes
 - to ensure clarity of meaning and intent
 - confirm relevance and accuracy
 - consider need for removal and/or addition of desired outcomes
- 'dot-ocracy' exercise to establish highest interest areas
 - as much as we might like, we cannot do everything every year
- small group development of action plans
- groups report back to plenary session – adoption of action plans
- wrap-up comments from DG, DGE, DGN and DGND

Mr. Hollick spoke to the importance of participation, sharing with everyone the definition of 'volunteer' and 'volun-told'. He noted that the quality of the finished product at the end of the session would equate to the quality of participation.

There was consensus that the concern expressed by one participant relative to 'the disparity between the operating effectiveness of Canadian vs American clubs in the District' be parked for consideration at a subsequent session, as it did not bear directly on the day's proceedings.

Those in attendance then worked through the Vision Statement and Desired Outcomes reported out of the 2007 session.

Participants concurred that the Vision Statement [District 7090 is a model of the concept of Rotary in action through co-operation and co-ordination of people in two nations within a single district working toward world peace and service](#) is relevant and should be confirmed.

Participants concurred that [We have created effective two-way communication and constructive relationships between clubs and district](#) is relevant and should be confirmed as a desired outcome. There were suggestions that the introduction of the e-based directory, replacing the hard copy be monitored, and that clubs be apprised that the directory can be printed in whole or in part. The importance of establishing success measures for this outcome was also raised.

There was considerable discussion around the desired outcome [We have effective administrative processes](#), particularly related to compliance with mandated protocols. Participants expressed concern about the lack of compliance and the issue that arose. Those in attendance concurred that, to be clear and relevant, the desired outcome should be amended to read: **[We have effective administrative processes and protocols that clubs and district endorse and implement.](#)**

Participants concurred that [We have participation at the club and district level that reflects the diversity and changing demographics in our communities](#) is relevant and should be confirmed as a desired outcome.

Participants concurred that [We have reached high levels of District continuity through planning practices with long term horizons](#) is relevant and should be confirmed as a desired outcome.

Participants concurred that the following desired outcomes remain relevant and should be confirmed:

[We have a membership plan that focuses on recruitment, education and retention of Rotarians.](#)

We have increased giving to The Rotary Foundation through annual giving and endowment programs.

We have made it possible for members to participate in district committees without extensive travel through the use of advanced technologies.

We have highly effective leadership in Rotary as a result of knowledge and skills training at all levels.

We have all clubs actively participating in all four avenues of service.

Those in attendance examined the desired outcome: **We have increased awareness of Rotary through effective district and club public relations**, and felt that adjustments were required. They concurred that these public relations efforts must be aimed at both club and community, and agreed to the following amended version of that desired outcome: **We have increased awareness of Rotary in our clubs and communities through effective district and club public relations.**

Participants also felt there was a need to modify the desired outcome **We have demonstrated the value of Rotary service through commitment and involvement** and agreed to the following version: **We have demonstrated the value of Rotary service through commitment and active club involvement.**

When asked, the participants did not feel that there was a need for the development of additional desired outcomes.

The facilitator reported that this set of desired outcomes would be summarized in the session notes of this gathering.

Participants noted that the desired outcomes are in two forms – one that speaks to a specific outcome – and others that speak to an outcome and add one or more directions as to the manner in which the outcome is to be achieved. It was suggested that future sessions look at shaping outcomes in a consistent manner.

There was also discussion about the need for eleven desired outcomes. It was suggested that it may be appropriate to reduce the number of desired outcomes and to group several of the current outcomes within one outcome, adding direction or measurement methodologies. The facilitator noted that these comments would be included in the session notes for future reference.

Mr. Hollick advised participants that in the past, attendees agreed that it was impractical to expect action and progress on every outcome every year. As a result, attendees would be offered the opportunity to indicate their priorities for the near term – the upcoming Rotary year and the one or two immediately following, as had become the practice at these planning sessions.

The facilitator indicated that he uses 'dot-ocracy' exercises to establish the group interests. Each participant would receive four coloured dots to indicate their

preferences. Participants could place up to two dots on any desired outcome. Results would be tallied and the outcomes with the greatest number of dots would be designated for development of action plans in small work groups.

District Governor Elect Ralph reported on his goals, as developed to this point, so that participants would know this before the 'dot-ocracy' exercise.

Following the exercise, the priority outcomes for 2008 – 09 are:

We have a membership plan that focuses on recruitment, education and retention of Rotarians (14 dots)

We have all clubs actively participating in all four avenues of service (10 dots)

We have effective administrative processes and protocols that clubs and district endorse and implement (9 dots)

We have demonstrated the value of Rotary service through commitment and active club involvement (9 dots)

Developing Plans and Success Measures

Attendees were divided into two working groups to develop action plans for the two desired outcomes that received the greatest number of dots. Each small group was asked to develop specific steps to be accomplished in working toward the desired outcome, along with concrete success measures for each step.

Following a 30 minute small groups session, participants broke for lunch. While having lunch, the two small-group facilitators reported on the work of the groups. Following discussion, the plenary session reached consensus that the Vision Statement, the revised versions of the Desired Outcomes and the two Action Plans be adopted and recommended to the District Council for adoption.

The two plans are attached to this report as Appendix 1 and Appendix 2.

Members noted that the current Membership Chair was not in attendance. His input would have been invaluable in the small group exercise. District Governor Bob undertook to share the Action Plan with him as soon as practical.

Participants also agreed that talking about a new initiative and considering the timing for such an initiative presented special challenges. They felt that the exercise was daunting for that reason.

During discussion in the plenary session, participants noted that it may have been worthwhile examining the highest priority outcomes (from the dot-ocracy exercise) and talking about which to them (the top four in this case) they wanted to see proceed, and establishing the small groups on the basis of that examination. The facilitator agreed that such a discussion may be of value in future sessions. He also noted that, with a

longer session, action plans could have been developed for all four. District Governor Nominee Pravin Suchak noted that he would make use of the results of this session in developing the goals for his term as Governor.

District Governor Bob Leek, the District Governor Elect, the District Governor Nominee and the District Governor Nominee Designate all spoke to the value derived from this exercise and expressed appreciation to all who gave of their time to participate.

DGN Ralph noted that advance notice of the date of future sessions may help to increase participation. He proposed that the 2009 session be held on Saturday, February 21, 2009. (Ralph subsequently confirmed that this date would be included in District calendars for 2009. The location of the session is still to be determined.

There being no further business, the workshop was adjourned.

Appendix 1

DISTRICT VISION STATEMENT AND 2008 – 09 DESIRED OUTCOMES

Vision:

District 7090 is a model of the concept of Rotary in action through co-operation and co-ordination of people in two nations within a single district working toward world peace and service

Desired Outcomes:

We have created effective two-way communication and constructive relationships between clubs and district

We have effective administrative processes and protocols that clubs and district endorse and implement

We have participation at the club and district level that reflects the diversity and changing demographics in our communities

We have reached high levels of District continuity through planning practices with long term horizons

We have a membership plan that focuses on recruitment, education and retention of Rotarians

We have increased giving to The Rotary Foundation through annual giving and endowment programs

We have made it possible for members to participate in district committees without extensive travel through the use of advanced technologies

We have highly effective leadership in Rotary as a result of knowledge and skills training at all levels

We have all clubs actively participating in all four avenues of service.

We have increased awareness of Rotary in our clubs and communities through effective district and club public relations

We have demonstrated the value of Rotary service through commitment and active club involvement

Appendix 2
Desired Future Outcome

We have a membership plan that focuses on recruitment, education and retention of Rotarians

Desired Outcome Action Plan:

Objective	Completion Date	Success Measure(s)
Develop district written membership strategy & distribute via all means Responsibilities – Andy/Pene – web; Andy & Committee; District Communications/DG	Draft – July 1 Final – Sept. 30	on website; council approves document; published in newsletter; disseminated to all
Identify & train membership specialists in all 17 areas Responsibilities – Membership Committee Chair and Committee	specialists by June 1; ready to go July 1 tools available Sept 1	full slate of specialists on board tools available Sept 1 all specialists at training session Sept 1
Develop a plan for club extension	Sept 1	14 new clubs chartered by year end; 2 by Dec 25
Demographics of district mapped & targets set Dialogue happening in potential communities	August 31 Sept 2 (after council OK) Responsibility – Chair of Extension	delivered to Chair 14 new clubs chartered
Every club has a membership chair Membership plan in place	July 1 October 1	templates used to submit monthly reports; process is streamlined; recruitment and retention #s positive; membership #s ↑ - 204 Responsibility – District Membership Chair

Appendix 3

Desired Future Outcome

We have all clubs actively participating in all four avenues of service.

Desired Outcome Action Plan:

Note: This is a brand new initiative. It must be initiated with regard to resources available and the impact it will have on current programs, and their impact on this initiative.

Objective	Completion Date	Success Measure(s)
Establish a committee to implement this initiative	July 1 Responsibility – not assigned at this time	Chair selected and committee membership complete
Develop Multi-year Plan – which will entail: - collect data re current status - build detail of 3 – 5 year plan - education plan - communication plan	January 1 Responsibility – not assigned at this time	Approval at District Council
Implement Plan in phases through - promotion of reward program - appointing district & club champions - appointing & training advisors - regular reporting - evaluate against annual objectives	July 1 PETS1 Responsibility – not assigned at this time	roll out at PETS1 is accepted high club compliance 30% in year 1 60% in year 2