

# ROTARY DISTRICT 7090 – STRATEGIC PLAN TO GUIDE DISTRICT FROM JULY 2011 TO JUNE 2012

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On March 5, 2011 – members of the Rotary District 7090 gathered to determine the key strategic priorities for the year ahead. They reviewed survey data, talked of what worked well in implementing last year's strategic plan and talked of needs in the district today. By the end of the session, we had agreed on the following strategic priorities that are to guide the district in the year to come.

Note that in the information provided is both the strategic priority – the one person accountable in the district for ensuring this priority is implemented and the measurable goals / outcomes expected by June 2012.

**Strategic Priority #1:** To find new and innovative ways to help clubs address membership issues (Pravin Suchak)

- To have six regional membership meetings (3 on each side of border) open to those interested in membership – will include one on-line meeting. Sessions to consider focusing on unique club issues (issues found in small clubs different than issues found in large clubs; also need to have advanced sessions – not everyone is new to this topic)
- To publish online monthly ideas exchange of ways to increase fun at their meetings
- Decrease member attrition by having a district membership committee who goes out to clubs to share ideas of why it happens and what clubs can do about it

**Strategic Priority #2:** To take an improved approach to educate Rotarians about the larger world of Rotary and How the District is here to help each club (Kevin Crosby)

- To train and prepare speakers that are available throughout the district to speak effectively about Rotary and what is happening in our district – involves us developing standards, curriculum and preparation of our speakers
- To expand by 50% the number of Rotarians attending district hosted events (includes district conference; district assembly plus new forums like 'new member orientation' done by district)
- To enhance the training of Assistant Governors, district directors and district chairs (includes establishment of a curriculum)
- To improve functioning of AGs - mentorship and more 2-way interaction between AGs and clubs
- To pilot the club trainer role by having 15 clubs participating in the pilot (includes establishment of role description)

**Strategic Priority #3: To improve the 2-way communication between the district and you – both in terms of messages and use of technology** (Chris Yates)

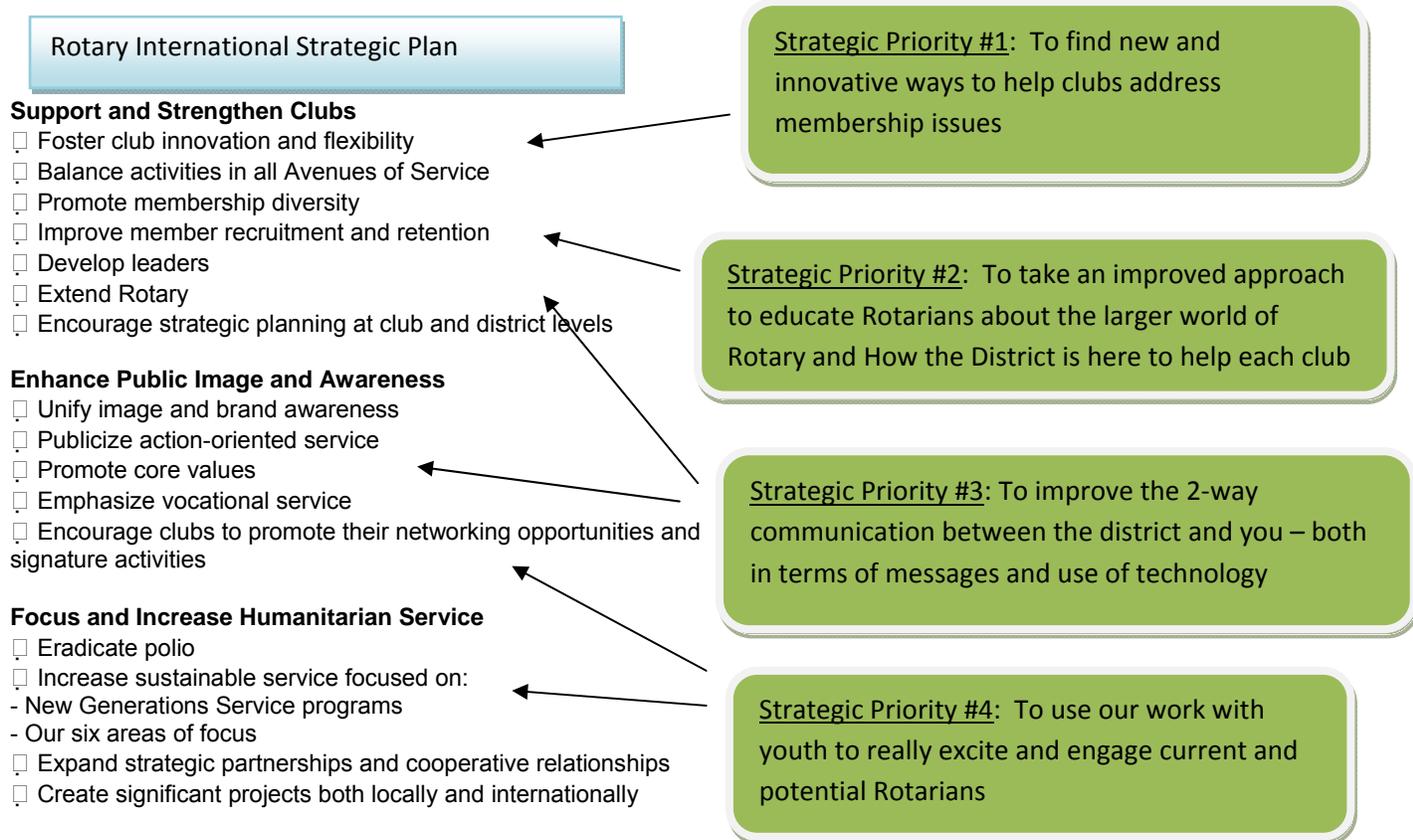
- To have 50% of district leadership using social network and other 2-way communication (district web; linked in); To have 25% of club leadership doing the same (may include some orientation and training)
- To have 70% of club leadership and 95% of district leadership increasing their usage of RI and district materials that are available
- To increase the use of web-based training and communication tools – at least one meeting or seminar takes place using these mediums by district directors & chairs for their committee membership; 3 webinar opportunities for district Rotarians developed by 3 district directors (3 of the 5 avenue of service)

**Strategic Priority #4: To use our work with youth to really excite and engage current and potential Rotarians** (Greg Norton)

- To expand district leadership involvement – so that the committee will be 9 members per side of the board (3 for early act; 3 for interact; 3 for Rotaract)
- To see 4 new early act clubs (2 per side); 4 new interact clubs and 2 new Rotaract clubs (1 per side of border)
- To develop a plan to engage young Rotarians (for ages 22-30)
- To promote the new generations program by presenting 12 presentations

## How do our four strategic priorities align with Rotary International's Strategic Plan?

The revised strategic plan, effective 1 July 2010, identifies three strategic priorities supported by 16 goals:



## How to significantly advance our strategic plan?

- Review the goals at each district council meeting
- Identify champion for each strategic area (done)
- Ask champion to report at April meeting – making all goals measurable
- Use (perhaps refine) the reporting format that focuses us on strategic plan
- Send plan out to club leadership and encourage them to share with their clubs; get them to consider including part of district plan into their plans)
- Identify 20 current presidents and some past presidents we want to get involved in implementing this plan
- At the district assembly – present the strategic plan and get some input on implementation
- Find ways to increase or redirect district resources to support strategic plan
- Have John include district plan in his PETS 2 address
- Establish one person to collect data on progress as it relates to goals
- Find ways to communicate regularly with clubs on our progress in achieving this plan (hold district accountable)
- Use / share the value that we bring to clubs – perhaps even empower them more – give them more as a district so relevance increased
- To develop more tailored communications to clubs based on their needs
- Need to be thinking about how the role of district changes with FUTURE VISION (Karen responded that this was being looked after by Foundation committee)