



SERVICE ABOVE SELF



# DISTRICT 7090 STRATEGIC PLAN

July 1, 2011 - June 30, 2012



Reach Within to Embrace Humanity

[www.rotary7090.org](http://www.rotary7090.org)

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## Mission Statement

*District 7090 models Rotary in Action through co-operation and co-ordination of people in two nations within a single district working toward world peace and service.*

**STRATEGIC PRIORITY #1:**  
**TO FIND NEW AND INNOVATIVE  
WAYS TO HELP CLUBS  
ADDRESS MEMBERSHIP ISSUES**



- Hold six regional membership workshops and one on-line workshop. Sessions to focus on unique club issues; highlight issues unique to small clubs verses issues found in large clubs; also need to have advanced sessions.
- Publish online monthly ideas exchange of ways to increase fun at meetings
- Decrease 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 NEW AND IMPROVED  
APPROACH TO EDUCATE  
ROTARIANS ABOUT THE  
LARGER WORLD OF ROTARY  
AND HOW THE DISTRICT IS  
HERE TO HELP EACH CLUB**



- 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
- Expand the number of Rotarians attending district hosted events (includes district conference; district assembly plus new forums like ‘new member orientation’ done by district) by 50%.
- Enhance the training of Assistant Governors, district directors and district chairs (includes establishment of a curriculum)
- Improve functioning of AGs - mentorship and more 2-way interaction between AGs and clubs
- Pilot 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**



- 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)
- Have 70% of club leadership and 95% of district leadership increasing their usage of RI and district materials that are available
- 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 EXCITE AND  
ENGAGE CURRENT AND  
POTENTIAL ROTARIANS**



- Expand district leadership involvement – so that the committee will be 9 members from each side of the border (3 for early act; 3 for interact; 3 for Rotaract)
- Increase early act clubs by 4 (2 per side); interact clubs by 4 (2 per side) and Rotaract clubs by 2 (1 per side of border)
- Develop a plan to engage young Rotarians (for ages 22-30)
- Promote the new generations program by doing 12 presentations



# HOW DO DISTRICT 7090 FOUR STRATEGIC PRIORITIES ALIGN WITH ROTARY INTERNATIONAL'S STRATEGIC PLAN?



## Rotary International Strategic Plan

*The Rotary International Plan identifies three strategic priorities supported by 16 goals:*

### Support and Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

### Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

### Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on:
  - New Generations Programs
  - The Rotary Foundation's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

## District 7090 Strategic Plan

### STRATEGIC PRIORITY #1:

*TO FIND NEW AND INNOVATIVE WAYS TO HELP CLUBS ADDRESS MEMBERSHIP ISSUES*

### STRATEGIC PRIORITY #2:

*TO TAKE NEW AND IMPROVED APPROACH TO EDUCATE ROTARIANS ABOUT THE LARGER WORLD OF ROTARY AND HOW THE DISTRICT IS HERE TO HELP EACH CLUB*

### STRATEGIC PRIORITY #3:

*TO IMPROVE THE 2-WAY COMMUNICATION BETWEEN THE DISTRICT AND YOU - BOTH IN TERMS OF MESSAGES AND USE OF TECHNOLOGY*

### STRATEGIC PRIORITY #4:

*TO USE OUR WORK WITH YOUTH TO EXCITE AND ENGAGE CURRENT AND POTENTIAL ROTARIANS*

