



Rotary District 7090 Strategic Plan

CONTEXT: On April 5, 2014, members of the District Council and other stakeholders from Rotary District 7090 came together to revise the strategic plan. This plan is intended to give the District Leadership guidance when it comes to the coming Rotary year – in terms of what should be done “do differently” to strengthen the district above and beyond the operational tasks. The plan was created during a planning session using webinar and focus group input from over 30 clubs in the District.

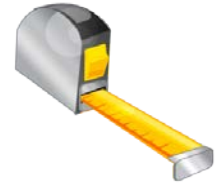
2014-2015 REVISED Strategic Areas of Focus

1. To find practical and innovative ways to help clubs attract, engage and retain members
2. To take diverse approaches to educate Rotarians about the larger world of Rotary and District Resources
3. To develop effective communication among clubs and between clubs and the District
4. To enhance support for clubs in publicly promoting the achievements of Rotary in their communities and around the world

Strategic Area of Focus	Agreed Upon Tactics
To find practical and innovative ways to help clubs attract, engage and retain members	Increase interaction between Rotary and Youth in the community
	Regularly acknowledge the unsung heroes of the clubs in innovative ways
	To encourage each club to develop a mechanism to measure membership satisfaction and engagement (surveys, exit interviews, fireside chats)
	To encourage each club to create a club environment that accentuates the positive and eliminates the negative (e.g., happy dollars versus fines)
	Divide the Rotary Year into three areas of membership focus. July to October – Attraction; November to Feb – Engagement; March to June – Retention

Strategic Area of Focus	Agreed Upon Tactics
To take diverse approaches to educate Rotarians about the larger world of Rotary and District Resources	Help clubs / areas establish orientation and mentorship programs that speak to new members and longer serving Rotarians
	Promote the creation of a training champion in each club (learning resource and promoter)
	Develop a district library of training resources and designate a district role who will manage this
	Strongly encourage DGEs, AGS and PES to attend and promote RLI and District Training Assembly (promote car-pooling to RLI and DTA)
	Conduct periodic surveys of club training needs and develop and provide local seminars based on these needs
To develop Effective Communication among clubs and between clubs and the District	Continue the development of the AG team in working with clubs. Showcase interclub events; Encourage participation in district events; sharing of club newsletters; social media (develop area Facebook page) and engage clubs to attend District Council
	Bring focus to Rotary initiatives such as club central and Rotary Showcase. Share the data and celebrate the success of inputting and using these resources.
	Promote use of GO TO MEETING to improve communication (for committees; for learning)
	Have clubs identify the appropriate Chairs and Directors to ensure district personnel can target those individuals with specific message correspondence
	Develop an effective yet controlled approach to all communications – focus on getting message to right person – reducing who is cc and establish some email protocols for us to use in district
To enhance support for clubs in promoting publicly the work of their clubs and Rotary	Develop a district team of experts / speakers who can speak to the five avenues of service and Rotary in general – both to clubs and to the public
	Help clubs establish process for using Rotary resources as well as Face Book / Social Media to promote their work – doing so in a coordinated fashion
	Continue “best practices” for clubs to reference to promote successful activities
	Train Assistant Governors to support the clubs in doing effective self-promotion
	District Support to help clubs to advertise “good works” by clubs (e.g., how to access TV, Radio, Media, Social Media, Rotary minutes)

Dashboard – What we are going to Measure to determine if Plan is working



1. Increase in number of Rotarians in the district (includes tracking changing demographics)
2. Improved retention rate in our district (and improvement in ___ individual club's retention rates)
3. Increase in number of Clubs that are scoring well in terms of effective club as measured by Assistant Governors
4. Increase the number of clubs who have inputted and achieved their membership and foundation goals in club central
5. Increase in # of Rotarians in clubs participating in district (and if possible number of young adults)

Agreed Upon Ways to Monitor Plan throughout the Year

- Have directors report using the district strategic plan (use report template)
- Put dashboard on the district website (five measures – member only area)
- Item on District Council Agendas that is how are we doing on implementing strategic plan

Communication Next Steps Regarding Plan

- Share the themes from the focus groups and webinars with those who contributed in advance of April 5 session
- Once plan is further evolved – get their input and feedback on plan
- Prepare a document for AGS to educate them on the plan and how to communicate this to the clubs
- Develop a one-pager that summarizes the plan
- Include a reference to strategic plan in Jack's remarks at District Training Assembly
- Have a regular page / article on strategic plan in the district newsletter