

# District 5190 Vision

Rotary District 5190 will be the most effective district in the world, recognized for leadership in supporting and strengthening our clubs' ability to advance the **Object of Rotary** through the Five Avenues of Service.

We value and serve our clubs and will keep our district organization responsive to members' needs in an ever-changing environment.

## Strategic Priorities

		Membership Development, Retention and Extension	Leadership Development	Support of TRF	Enhancing Humanitarian Service
<b>Operational Priorities</b>	<b>Club Support</b>	Promote efficient communication among Rotarians and club and district leaders .			
		Encourage innovation in meeting the needs of members and potential members including alternate club formats and new clubs.	Encourage a culture of continuity of leadership and long range and/or strategic planning.	Encourage a culture of "giving" in our District and clubs.	Support clubs in developing partnerships with other clubs and organizations.
		Support clubs to fully satisfy their club members and deliver on the promise of membership in Rotary.	Assist clubs in emphasizing "acquaintance as an opportunity for service", fun and fellowship.	Make TRF user-friendly for each and every Rotarian.	Assist clubs in setting annual goals with respect to needs assessment, planning, implementation, sustainability, and evaluation.
		Strive for membership to be viewed as a vital aspect of club operations and institutionalized in the club culture.	Encourage and develop club and district leaders.	Encourage clubs to understand and incorporate the 6 areas of focus into humanitarian service projects.	Encourage a thoughtful, intentional, and club-appropriate balance of service in the 5 avenues.
	<b>Ethics</b>	Emphasize the importance of high ethical standards to all members and prospective members and encourage ethics discussion as part of all club activities.	Design Leadership Development programs to foster and encourage personal growth by incorporating an emphasis on ethics.	Foster and encourage exemplary stewardship by adhering to strict standards and transparency in District management of TRF matters. Incorporate ethics and stewardship in TRF training	Promote and encourage development of club level programs of Vocational Service, and include elements of "ethics" or the 4 Way Test in all humanitarian projects.
	<b>Public Image</b>	Support clubs in creating local public image campaigns through training, sharing of expertise, and cooperation in regional groups.	To advance Rotary's core values in our communities, develop strong public communications skills for Club and District Leaders across all forms of media.	Publicize the role of The Rotary Foundation and its six areas of focus in serving humanity.	Incorporate public image component in all service projects.
		Develop District public image campaigns to communicate the promise of Rotary to non-Rotarians.		Focus on "End Polio Now" until worldwide eradication is certified.	Promote use of a variety of media (including social media) to publicize humanitarian service among targeted audiences.
	<b>Technology</b>	Through education, training and assistance, advance the use of technology in support of all Rotarian endeavors.			
		Encourage and support further adoption of websites and social platforms.	Expand the availability of training through the use of technology.	Assist clubs in using and adapting to online goal setting, learning and contributions.	Implement Rotary Club Central and Rotary Showcase.
	<b>Training</b>	Provide tools, techniques and ideas to strengthen Clubs' membership development efforts, including recognizing training as a membership benefit.	Develop leadership training opportunities that create a 'continuum of training,' with ongoing efforts to improve quality and value to better meet the needs of Clubs and Rotarians.	Provide TRF training to support the culture of giving, effective grant management, and compelling ways to share our Rotary story.	Provide training to increase skills and knowledge, especially in assessment, planning, execution and evaluation, including leveraging resources through partnering.
<b>Next and New Generations</b>	Develop a communication network to maintain contact with New Gen program alumni and encourage participation in other New Gen programs.	Include New Gen participants in leadership training programs conducted by the District.	Develop a robust scholarship and vocational exchange program for the District.	Include a "service learning" aspect in each of our New Generations Service programs.	
	Demonstrate the benefits of Rotary involvement and membership to young professional, business and community leaders.	Maintain a youth protection program as part of all New Generations Service activities.	Support and encourage global and peace scholars to help achieve greater international understanding and harmony.	Recognize youth as partners in service, and reach out to other youth organizations to increase our positive impact in the world.	