

Rotary District 5040

Strategy 2014 - 15

July 12, 2014

Richmond, B.C.

Record of Charts Created

Prepared by DJE Holdings Ltd.
August 27, 2014

Roadmap for the Session (July 2014)

1. Review results on 2013 - 14 objectives
2. Review key strategies for 2014 - 15 fit and add 2014-15 objectives
3. Next Steps

Participants: (July 2014)

John Anderson	Rebecca Bueschel
Tim Cawdell	Gord Dalglish
Ron Davis	Sheri Davis
Keith Dinwoodie	Art Erasmus
Lesley Erasmus	Janice Froese
Dave Hamilton	Ross Harlow
Sherrie Jamieson	Rick Lewall
Magdalen Leung	Jim Ling
Bala Naido	Penny Offer
Ken Pendergast	Garry Shearer
Tom Smith	Gloria Tom Wing Staudt
Lyn Stroshin	Ken Wilson
Kelly Zammit	

Facilitator:

Don Evans

Strengths / Weaknesses / Opportunities / Threats
Exercise (SWOT) (from 2013)
(brainstormed lists attached)

Strengths (Priority ranked)

1. Our leadership training
2. Our reputation
3. The tools to help us manage

Weaknesses (Priority Ranked)

1. Retention of members
2. We don't use the tools that we have
3. 5040's large geography

Opportunities (Priority Ranked)

1. To build strong relationships with our partners and other charitable organizations
2. To cooperate more with other Rotary clubs
3. To merge or collaborate more
4. To tap into the desire of young people to help others

Threats (Priority Ranked)

1. Not dealing with aging membership
2. Not turning around the declining of membership
3. Not reducing the cost to belong
4. Not being understanding of Rotary

**Vision Without Action
is merely a dream....**

**Action Without Vision
just passes the time....**

**Vision With Action
can change the world.**

Joel Barker

ROTARY 5040 VISION

In 2020, District 5040's Rotary Clubs are the recognized service clubs of choice in our communities. We exemplify strong leadership with integrity and success in all we do.

Our district consists of active clubs, working with both Rotary International (RI) and The Rotary Foundation (TRF). We address the needs of and add value to local and international communities, resulting in visible recognition of Rotary projects and accomplishments. TRF is a respected community charity of choice.

Our variety of club formats appeals to the diversity of our communities. The number of active Rotarians in our clubs has shown consistent growth.

Membership / Club Growth

Key Strategies

- *Major focus on member retention - 90% goal (89%v last year)*
- *Grow membership 15% over 5 years*
 - *Net 100 new members 2013-14*
- *Focus on strategic planning for all clubs - target 100% clubs have a plan*
- *Develop fully active and engaged members*
- *Attract younger members to Rotary - measured reduction in age demographic*
- *Support different approaches to membership, trial regional membership with collaboration of many clubs in an area working together (Rotarian first / club second)*

Objectives

M – 1 By June 30, 2015 District 5040 will have 100% of clubs operating using CLP Vibrant Clubs worksheet and core fundamentals as their foundation.

Ken /AG's

Ongoing

M 1.1 Work to achieve 100% of the District's clubs with a strategic plan – provide report from Strategic Planning team. Look for someone from North to join the strategy team.

Don E. and team

2014 - 2015

M –2 Grow the number of Rotarians in District 5040 to a total of 1,612 by June 30, 2015 (based on RI numbers).

Ken / Membership Committee

June 2015

M 2.1 Operate an active membership committee for 2014-15, establish more regional approach. Roll out District support and plan to the clubs.

Hans / Bala / committee

2014 - 15

M 2.2 Maintain and strengthen the District tracking system for accurate statistics and overall number of Rotarians in District 5040 – using Rotary Club Central reports as the base.

District Secretary / Membership Committee

Ongoing

M – 3 Retain current clubs and add net new / satellite clubs in District 5040, for a total 50 clubs by June 2015.

M 3.1 Establish a special membership task force to aid struggling clubs and approach membership on a regional instead of club basis - Pilot in Vancouver and Burnaby / New Westminster areas

Garry S. / Tom S. / Bala

Summer 2014

M 3.1.1 Touch base with Rotary resources such as Gayle Kneppner to see if there are experiences with this kind of approach to learn from

M 3.1.2 Share activities of the task force and results achieved on a regular basis

M 3.1.3 Consider Rotary participation at a trade show

M 3.2 Focus on retaining clubs currently at risk:

Tom S.	Vancouver South	Critical
Bala `	Vancouver Cambie	Critical
Terri L	West Vancouver	Critical
Ken P	Mackenzie	Watch
Rick	Lulu Island E Club	Watch
Rick	Richmond	Watch
Lesley	Kitimat	Critical
Bala	Burnaby Deer Lake	Critical

AG's / Membership Committee 2014 – 2015

M 3.3 Create and establish new clubs in 5040. For consideration.....

- Squamish (new gen?) Del Paterson
- Haida Gwaii Bob Blacker

Hans / Del / Membership Committee 2014 / 2015

M 3.4 Establish a Satellite Club in 5040

- Prince George pilot opportunity Ken P
 - *Ft St James and Vanderhoof*
 - *Consider e Club based a Prince George*
- *West Vancouver Satellite Club, needs a strong host club*

Membership Committee / Hans 2014 - 2015

M – 4 Achieve a 90% retention (engagement) rate, measured through Rotary Club Central. Work to ensure that all clubs formally implement a member retention process (including mentorship).

Hans / DG / AG's

2014 – 2015

M – 5 Support innovative ideas to spark new interest in our clubs, leverage e club etc., as well as other membership options - link strongly to public image.

M 5.1 Use Rotary Club Central as the base for goal entry / measurement, support clubs in use of this tool

AG's / Hans / Member Committee

2014 -2015

Foundation

Key Strategies

- ***EREY 100%***
- ***Broaden foundation giving to include non-Rotarians***
- ***Focus on club level education and foundation understanding***
- ***Share stories of foundation grants and their results / impact***
- ***Leverage the current matching opportunities for Polio-Plus***
- ***Club collaboration to increase impact of grants / projects***

Objectives

F – 1 Support TRF Programs through fundraising. This is very critical to the success of future District funding and club support.

F 1.1 100% of clubs give to TRF, focus on support of *Every Rotarian Every Year* with a donations to the Annual Fund. (48 of 51 in 2013 - 14)

Art / Foundation Committee by June 2015

F 1.2 DG Goals for 2014 - 15

- 100% PE's contribute by June 2015
- 100% District Leaders contribute by June 2015
- 100% EREY Rotarians by June 2015
- Polio-Plus for 2015 context "in addition to AF"

F 1.3 Grow the *Paul Harris Society* to (75 members). Tom to provide goal and implement under new RI process.

Tom Smith / Foundation Committee by June 2015

F 1.4 Every club in the District contributes something to the Polio Challenge.

Art / Jan G. / Ken

June 2015

F 1.5 Total annual fund \$300,000 - per capita (AF) giving for District 5040 \$210; total programs giving at the \$300 per capita level.

Art / Foundation Committee

June 2014 -15

F – 2 Continue to increase the awareness of The Rotary Foundation; provide simple and understandable messages and “sell” participation to both clubs and Rotarians.

- Foundation credible - use speakers (current donors, benefactors, alumni etc.) – put a “real face” to the foundation
- Use club specific projects and examples of how funds used
- Provide specific Club data re Foundation Participation
- Communicate the benefits of participating in the Foundation
- Use Club Foundation chairs in clubs
- Foundation Seminars
- Recognize clubs that achieve foundation goals

Art / Ken / AG's & District Foundation Team

Ongoing

F – 3 Hold regional foundation fundraising events around the District, target to hold at least 5 events (plus Rotaract / Interact) in 2014 – 2015. (Goal - 100% of net proceeds from these events to go to The Rotary Foundation / TRF projects). - publish scheduled dates

Foundation Committee / Ken / Clubs

2014 – 2015

F – 4 Continue the targeted approach to the District 5040 Clubs with low Foundation contributions, work with the clubs towards achieving 100% club participation in TRF.

Foundation Committee / Art

Ongoing

Finance and Administration

Key Strategies

- ***Operate District 5040 Inc. in a professional way***
- ***Comply with all necessary regulations***
- ***Conduct regular financial review of district operations***
- ***100% club goals on Rotary Club Central***

Objectives

FA – 1 Continue to improve financial reporting from Youth Exchange, RYLA to District 5040 Treasurer, review all the same way. Implement an official external annual review for RYLA and Youth Exchange.

Kevin D./ Tanya H / Terry M. / Ken

2014 – 15

FA – 2 Develop a District 5040 procedure manual to supplement district policies - add to website.

Gord . D. / Ken / John A. / Sherrie

June 2015

FA 2.1 Review policies that are on the website and bring forward areas for review

Garry

2014 - 15

FA – 3 Align District 5040 Board structure - continue the request to committee chairs for scheduled reports to the board. Invite committee chairs to attend a board meeting.

Ken / AG's / Board

2014-15

FA - 4 Look at core district functions that need to be considered as integral to a job description (staff) or a contracted or shared resource where needed. Finance complete.

District 5040 Board

2014 - 2015

FA - 5 Rotary Club Central - target 100% of clubs inputting and tracking membership, foundation and PR data through RCC. Encourage learning on use of RCC by all Rotarians.

Ken / AG's

2014 - 15

Public Relations (and Communications)

Key Strategies

- *Share the Rotary Stories, focus on impact of Rotarian projects and work, leverage successes*
- *Put Rotary first as the brand*
- *Build the global Rotary story into local PR messages*
- *Work to develop Rotarian buy in to the notion of doing PR*

Objectives

PR - 1 Help the clubs to understand the importance of sharing information about what we do in Rotary in order to better build their clubs, increase membership growth and donor and volunteer support for their activities. Use Rotary Day's in each community as focus to increase PI.

- Develop a group of Regional PI Representatives as a District 5040 PI Committee
Penny by September 2014
- Educate the Assistant Governors and the Regional Representatives on the new look and voice for Rotary
Penny / Ken / Committee Fall 2014
- Develop a District PI Award to present at the District Conference in May 2015, to recognize club efforts to strengthen Rotary in their community using the new look and voice and holding a **Rotary Day** event
Penny / Ken May 2015
- Continue to encourage clubs to develop community displays to increase the visible presence of Rotary in their community and to promote membership growth.
Ongoing

PR - 2 Work with the PR Chairs (and Presidents) in all clubs as they develop their PR initiatives for 2014-15

- Contact all clubs to build a list of Club PI Chairs
Penny August 2014
- Offer at least 2 webinars on PR/PI related topics to District 5040 Clubs in 2014-15 ie developing a club PR Plan, promoting Rotary events.
Penny / Committee 2014 - 15
- Offer to do presentations to individual clubs and area seminars on PR/PI
Ongoing
- Communicate regularly with PI Chairs using a variety of communication vehicles including emails, the District website, District Facebook
Ongoing
- Support clubs to use Rotary Club Central to establish and track their Public Relations goals with 80% reporting in 2014-15

PR - 3 Further develop the PR/PI presence for District 5040 on social media.

- Update PI page on District Website with current information and links to RI resources and stories
Penny September 2014
- Develop a section on the District website to share stories from the clubs on PI Initiatives
Penny / Committee October 2014
- Promote use of the district and club Facebook page, Twitter and You Tube using the new look and voice of Rotary through sharing stories, presentations and training opportunities

PR - 4 Utilize opportunities to leverage PR for Rotary

- Develop a District PR Calendar by September 2014
- Encourage clubs to promote Newsworthy events – Foundation Dinner, Polio Day, Rotary’s Birthday, District Conference, Rotary on Ice, Keynote Rotary speakers
Penny / PR Committee / AG's Ongoing

Leadership Development & Training Objectives

Key Strategies

- *Focus on benefits of Rotary training to Rotarian's personal development and business success*
- *Identify future leaders and prepare them for District leader roles (through RLI, Clubs etc.)*
- *Continue to strengthen District commitment to leader training and development*
- *"Sell" District roles as a career path for club leaders*

Objectives

LD – 1 Hold at least two RLI sessions in Metro Vancouver in 2014 - 15, looking also to do some out of Vancouver session(s). Encourage Part 1 participants to move on to levels 2 and 3.

Rebecca / John V.

2014 – 2015

LD – 2 Contact and develop RLI grads and other experienced Rotarians (such as Past Presidents) as candidates for selection to District Committees as their next step in Rotary. Also develop for key club leadership roles.

Governor Team

Ongoing

LD – 3 Implement the District Training Committee structure for District 5040 for future Rotary years.

Rebecca / Bev / DG Team

2014 - 15

LD – 4 Continue on-line training for club secretaries, treasurers and other club roles to improve the quality and timeliness of key functions for their roles and ensure compliance with District and RI requirements.

Rebecca / Program leads

Ongoing

LD – 5 Encourage clubs to hold “club assembly” meetings at least quarterly, and focus on learning more about Rotary in these meetings.

Ken / AG’s

Ongoing

Technology Objectives

Key Strategies

- *Build an asset management process for both hardware and software*
- *Leverage the use of technology to strengthen key District training and communications*
- *Develop use of Social media*
- *Develop a centralized data store for District documentation and policy*
- *Encourage clubs to keep websites current and set example*

Objectives

T – 1 Develop Club websites / web pages and encourage clubs who do not have any web presence to help them get established; goal to have 100% with websites and all linked to the District site. Goal to have all clubs subscribe to Club Runner.

Ken / Gord

2014 – 2015

T 1.1 Hold a webinar on the use of and access to the District 5040 website. Committee chairs to attend and learn how to have their committees update the website.

Keith D.

2014 - 15

T – 2 Review District technology needs going forward.

Ken / John A. / District Secretary

2014 - 15

T - 3 Support implementation of Rotary Club Central with goal 100% of clubs participating.

Ken / AG's

2014 - 15

T - 4 Bring 5040 website content to current,

District Committees / Keith / Ken / Gord

2014 -15

Projects Objectives

Key Strategies

- *Focus on collaborative projects, clubs working together*
- *Create a database of club projects in progress by clubs in the district - focus to shift to use RI tools going forward*
- *Support and encourage clubs to take advantage of District and Global grants for their projects*
- *Hold Rotary Days throughout 5040 in 2014 - 15 year*

Objectives

Proj – 1 Continue to support multi-club projects that align with TRF's six areas of focus; assist clubs in this focus.

Ken / Tom S. / Art

Ongoing

Proj – 2 Encourage and support clubs literacy projects in the 2014 – 2015 year.

Proj 2.1 Continue the partnership with the Government House Foundation aimed at literacy development throughout the Province that can involve the Rotary Clubs in many communities.

Bob B. / Ken / Rebecca B

Ongoing

Proj. 2.2 Work to develop partnerships in literacy projects - Rebecca to check status of literacy programs - Decoda (status?) and CALS

Rebecca B.

Ongoing

Proj - 3 Support the holding of Rotary Days throughout the District, suggest by municipality or region with clubs in each area working together collaboratively. Provide guidelines to the clubs on objectives and ideas for Rotary Days.

Ken / Penny / AG's

2014 - 15

Proj - 4 Promote Rotary Showcase (RCC) as a support mechanism for successful Rotary projects.

DG Team / Rebecca / PR / Clubs

2014 - 2015

Proj - 5 Work to facilitate the establishment of a Vocational Training Team from 5040 for the 2015 - 16 Rotary year.

G Team

2014 -15

Youth Objectives

Key Strategies

- *Continue to be active in Youth Exchange, RYLA, Rotaract and Interact*
- *Cross promote between youth programs to encourage participants to progress in their Rotary knowledge and activities*
- *Support the clubs in the area of risk management through provision or policy and support resources, encourage full due diligence*
- *Hold youth conference and sessions at District Conference*

NG - 1 Involve Youth at the 2015 District Conference, goals for participation:

- 75 Interactors
- 75 Rotaractors

Janice / Jim / Ken

May 2015

NG – 2 Hold two 2014 – 2015 seminars on Rotary Youth for 5040 - training / showcase. Rotaractors willing to help with Interact training.

Janice / Jim

Fall 2014

NG – 3 District 5040 Rotary clubs sponsor and actively support ten Rotaract Clubs.

Janice / Ken

2014 / 2015

NG 3.1 Continue to involve and include Rotaract leaders in District events and activities and bring Rotaract (and Interact) into increased activity with the District.

Increase awareness as part of the Rotary family, make DG visits to Rotaract clubs (and invite Interact).

Janice / Ken

Ongoing

NG 3.2 Develop a focus to help Rotaractors move towards becoming Rotarians and ensure their future with Rotary. Focus on Rotaract community clubs here. Work to develop a Rotary Youth mindset.

Membership Comm. / Janice

2014 – 2015

NG – 4 District 5040 Rotary clubs sponsor 21 Interact Clubs.

Jim Ling

2014 – 2015

4.1 Set up an Interact Coordinating group to support the clubs.

Jim Ling

2014

NG – 5 Youth Exchange student target - 13 in / 12 out for the 2014 – 2015 Rotary year. Longer term objective to grow bigger in future years.

Kevin D.

2014 - 15

NG – 6 Develop the short term youth exchange program (*STEP*), target 4 of these for 2014 – 2015 year. Develop some communication and promotion for STEP, understanding there needs to be information and strong support (Interact is key) - need to get to parents.

Liz Scott / Jim L.

2014 – 2015

NG – 7 Continue with the Youth Exchange certification and compliance agreements and all the required forms with the clubs that are participating, and ensure compliance through audits to meet RI policy.

Ron D. / 5040 Board

Ongoing

NG 7.1 Look into the amendments of the BC Criminal Records Act as to use for Rotary and, if a go, test with two or three clubs (Prince George area). Verify this would meet Rotary requirements for compliance.

Ron D.

Fall 2014

NG 7.2 Train the Youth Committees / Club Presidents, Counselors etc. in the Youth Protection and Risk Management policies and their importance. Reviewing committee structure and training going forward.

Kevin D.

Ongoing

NG – 7.3 Review Expansion of the Youth Protection Policy to cover other Rotary youth programs.

Ron D. / Garry / Ken

2014

NG – 7.4 Review the potential for on line youth protection training - try out and provide comments as to adoption.
(NAYEN)

Kevin D. / District

2014 -2015

NG - 8 Investigate New Kinds of Youth Exchanges - has been put forward to RI for formalization.

Janice / Youth Chair

2014 - 2015

NG - 9 AG portfolios to not only include Rotary Clubs, but also Rotaract Clubs and Interact Clubs with their sponsor clubs.

AG's

2014 - 15

Next Steps:

1. Share 2014 - 15 plan with District Team, all clubs, and post updated plan on the 5040 website.

Ken / Keith

July 2014

2. Meet to develop 2015 - 16 plan, review weaknesses & threats for input to goal setting.

Don E / District team

Jan. / Feb. 2015

Attachments:

1. Brainstormed SWOT lists (unranked)
2. Brainstormed "Vision" list

Strengths (unranked 2013)

- The Governor team
- Progressive
- Organized
- Dedicated
- Talented
- Diversity
- Engaged
- Knowledgeable
- Good succession in place
- Good reputation
- Enthusiastic
- Ethical
- Sound financially
- Annual leadership changes
- Emerging mix of gender and age
- Vibrant Club focus
- Availability of resources
- RLI
- A leader in Rotary
- Good active PDG's
- Leadership with continuity
- Have tools to help us manage
- Autonomy
- Rotary Club Central
- Our District website
- Leader training
- Foundation and Future Vision experience
- Youth exchange
- Our international scope

Weaknesses (unranked 2013)

- Not enough members
- Our large geography
- BC Ferries changes
- Too many small clubs
- The annual leadership change
- Emerging mix of gender and age
- Membership retention
- Club knowledge of Rotary
- Engagement of members
- Adversity to change
- Conference attendance
- Cost to belong
- Foundation giving
- Lack info of available resources
- RLI attendance
- District Assembly attendance
- The new RI website
- Not using the tools that we have
- Autonomy

- Rotary Club Central

Opportunities (unranked 2013)

- To capture the efforts of young people to want to help others
- To make better use of Social Media
- To merge or collaborate
- To make change happen more quickly
- "Drive By" (short term) volunteering
- To create some low cost clubs
- To take a world view of Rotary
- To build strong relationships with our partners and others NGO's
- To develop more new format clubs
- To leverage the new Rotary branding
- To increase leader training
- To improve our public image
- To make better use of webinars and e meetings
- To cooperate more with other Rotary Clubs
- To partner with other Rotary districts
- To leverage our youth programs
- To adopt the new Rotary branding

Threats (unranked 2013)

- The declining service culture
- Lack of available time
- Aging of membership
- Not using social media
- Rotary's relaxing of attendance rules
- Declining membership numbers
- Not changing fast enough
- Fitting Rotary into the work - life balance
- Not reducing the cost to belong
- Changes to the basic s of Rotary
- Lack of real Rotary understanding
- The need for 25 members for a charter
- Not complying and certifying for youth programs
- Not enough finances

Attachment 2 – Vision Elements Prioritized (2010)

- Rotary has high profile and visibility
- The Rotary Foundation is a recognized and chosen community charity
- Rotary is the Service Club of Choice for both local and international service
- We have strong well trained leadership
- District 5040 consists of active and involved clubs that are influential and representative of their communities
- We have a diversity in membership that represents our community make ups
- We have a “smorgasbord” of club formats that appeal to a diverse membership
- We are recognized for adding value to our communities
- We are known as an example of ethical leadership
- We use current technology to our advantage
- Rotary is attractive to new generations

Vision elements– brainstormed list, unranked 2010

- District 5040 is recognized as a leader in Foundation support
- We are innovative
- Rotary leadership skills are transferrable to other leadership applications
- Our clubs are well represented at both District and International conventions
- Our District conferences are relevant and appealing
- There are more “Friends of Rotary”
- We have an office with staff
- Our cubs partner with businesses and other organizations
- Every club supports both a Rotaract and Interact club
- We do meaningful service projects for our communities
- Rotary alumni to Rotary is a standard progression
- We have Rotary families
- Membership has grown
- We focus on Rotarians, not club members
- We operate a simplified structure
- We have some District Board initiated projects
- We offer distance participation in training through technology
- Rotary is known to be good value for money
- We have long term and continuing leadership relationships
- We operate a Rotary retirement home
- Our District cooperates with other Districts
- We do active and integrated public relations with our clubs and other districts
- Every high school student has heard of Rotary
- We develop Rotary leaders that go beyond the District level
- All dues are paid on time and through electronic means
- We have great fellowship and friendship