

ACTION PLAN

Goal 1: District 5360 encourages and supports the development of vibrant clubs through educational resources, leadership development and learning opportunities.

- Strategy 1:** Provide Clubs with the opportunity to learn more about Rotary District 5360's programs and services through education, communication and collaboration.
- Strategy 2:** Strengthen Rotary Youth Programs by enhancing communication and awareness of the value of youth-focused programs and events in the District.
- Strategy 3:** Provide resources and opportunities for clubs to deliver membership attraction, engagement and retention plans.
- Strategy 4:** Provide resources and learning opportunities to help clubs build a culture that welcomes and encourages diversity, equity and inclusion.

Objectives/Measurements (SMART) / Indicators of Success for Goal Achievement:

1. Numbers of Rotarians in the District is 1618 or more. (June 2022)
2. Maintain a Fiscal Year End Retention Rate of Rotarians of at least 85% (June 2022)
3. Increase number of Clubs with Strategic Plans posted on District ClubRunner to 15 clubs (June 2022)
4. Increase number of clubs with Membership Goals entered in My Rotary to 40 clubs (June 2022)
5. Representation from 40 clubs attending the District Conference (May 2022)
6. 400 participants attending the District Conference (May 2022)
7. 90% of clubs represented at the club leadership training sessions (June 2022)
8. Learning and Development committee to provide 10 monthly training sessions to clubs (June 2022)
9. 10 clubs to be trained and begin engagement with Indigenous Community (June 2022)
10. Incoming DG to visit all 45 clubs (October 2021)

ACTION PLAN

Action / Tactics (How) (Tasks undertaken)	Lead (Who)	Committee(s) (Who's involved)	Resources (People, \$, tools)	Potential Barriers (Obstacles)	Objectives	Due
Through the L&D committee, Rotarians receive training on relevant topics of the day, and increase their knowledge of the Rotary world, using a variety of engagement tools. (mini webinars, "how-tos", email management)	Rick Istead, Co-Chair	L&D	Presenters Relevant topics	Participation Presenter burn-out Over-saturated with training	10 training sessions per year	June 2022
Increase engagement of clubs with Indigenous community and participating in/or knowledgeable about the Indigenous plan or other Diversity initiatives by training clubs on cultural sensitivity. Involve local Elders and Knowledge Keepers from local Reserves. Have a committee of Indigenous members to help in planning the 2023 District conference on the Blood Reservation.	Steve Leavitt, DGN	DEI and Indigenous Sub Committee	Modules For Training and Committee for District Conference 2023	Matching clubs with Indigenous groups	10 clubs trained and engaging with Indigenous community	June 2022
Incoming DG to communicate "Call to Action" events for the year, including Each one/Bring one, Move for Polio, Rotary Days of Service and District Conference 22.	Martin Parnell, DG	DG	Varies depending on Call to Action		45 clubs	Oct. 2021
District to encourage clubs to run a variety of activities to attract new members through communication. Suggest they use the "Each one bring one" concept to a fellowship or fundraiser event or community service project or meeting to expose Rotary to potential new members, ie. Find many avenues and try them all.	Cory Tretiak, Co-Chair	Membership	Time People	Sole committee member Recruitment of committee members	Maintain current membership at 1618 (MP)	June 2022

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Goal 2: District 5360 fosters connection and collaboration between our family of Rotary Clubs and external community organizations and partners.

Strategy 1: Encourage and facilitate collaboration between clubs to work together on community projects and fundraising events through the support of District committees and AGs (Assistant Governors).

Strategy 2: Create opportunities to build strong external connections and partnerships to leverage opportunities for impactful Rotary community projects.

Objectives/Measurements (SMART) / Indicators of Success of Achievement of Goal:

1. Two Toast Masters training opportunities presented (June 2022)
2. Coordinate District Fundraiser to include 30 clubs and result in \$100,000 or more in funds raised (Nov. 2021)
3. 30 unique clubs to apply for Grants (June 2022)
4. 20 clubs applying for Grants collaborated with other clubs (June 2022).
5. AG's to meet with Club Clusters/Group Presidents/President Elects together a minimum 2 times per year. (June 2022)
6. 400 participants to participate in the Rotary Day of Service (March 2022)
7. 8 clubs to have completed a Community Assessment (June 2022)
8. 2 Rotary clubs/Toast Masters Clubs to have completed a project/work together on an initiative (June 2022)

Action / Tactics (How) (Tasks undertaken)	Lead (Who)	Committee(s) (Who's involved)	Resources (People, \$, tools)	Potential Barriers (Obstacles)	Objectives	Complete by
Develop a coordinated District Fundraiser between clubs on "Move for Polio" (Coordinate, promote, track in collaboration with club champions)	Marlene Doherty, Lead	Club Champions DG	Potential \$ for promotion	Buy in from clubs/members	30 clubs raise \$100,000	Nov 2021
Clubs to collaborate when applying for grants by District providing training, tips, tools and location of resources, to get the biggest impact.	Craig Henderson, Chair	Grant Committee	Presenters,		30 clubs apply for a grant 20 clubs that apply for	June 2022

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					grants are collaborating with other clubs	
All AG's to arrange meetings between their Club Cluster Group Pres./ Pres-Elect in a relaxed atmosphere, or on Zoom to create a venue for collaboration and communication.	AG,	Pres, Pres-Elects	Zoom, meeting space	Tracking achievement Getting attendance from clubs	Minimum 2 times per year	June 2022
Launch a "Rotary Day of Service" by participating in the Secret 3K. This is about empowering women & girls (DEI in action!)	Martin Parnell DG	AG's	Time		400 participants	March 2022
Encourage and support clubs to carry out community Assessments.	Hyder Hassan, Chair	Community Assessment and Partnerships			8 clubs	June 2022
Work with District Toastmaster's leadership to initiate Rotary and Toastmasters clubs working together. First Clubs will be in Lethbridge then expand to other clubs.	Steve Leavitt, DGN	Community Assessment and Partnerships	Participation of Rotary and Toastmasters		2 Rotary and Toast Masters clubs working together	June 2022

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Goal 3: District 5360 fosters a culture of organizational effectiveness, innovation, leadership development and ability to adapt.

Strategy 1: Engage Rotary Clubs for input and ideas on the support they need from the District (ex. Club surveys, feedback from AGs, etc.).

Strategy 2: Refresh the roles of District Committees with clear guidelines on how District committees can provide support and guidance to club needs.

Objectives (SMART) / Indicators of Success: (SUGGESTIONS FOR DISCUSSION WITH DG's)

1. 90% of committees have updated Policies and Procedures and Terms of Reference documents in place by Rotary (Dec 2021)
2. Annual Membership Survey results in a 75% satisfaction rate with regard to the leadership of the District. (Dec 2021)
3. Communication strategy has been created and communicated to clubs, simplifying and reducing traffic within the District (June 2022)

Action / Tactics (How) (Tasks undertaken)	Lead (Who)	Committee(s) (Who's involved)	Resources (People, \$, tools)	Potential Barriers (Obstacles)	Objective	Due
Assessment of the committees, policies, procedures, terms of reference and structures and ensure committees update any areas requiring attention.	Mary Turner (IPDG)	Audit and Finance Committee, Board and all committees, Kurt	Time,		Assess all Committees for documents	Dec 2021
Send an annual survey out to clubs to solicit input, and ask a question to set a baseline for the Satisfaction rate, "how is the District Leadership doing", what more do they need, what should we abandon?	Grant MacEachern, (Chair)	Communication Committee	Time, expertise	Recruiting Rotarian who is skilled in these surveys Interpreting results	75% Satisfaction rate	Dec 2021
Develop a communication strategy and plan to include websites, emails, social media accounts, clubrunner usage.	Grant MacEachern (Chair)	Communication Committee Steve Levitt	Time, expertise	Will everyone abide by the rules?	Email strategy to reduce and	June 2022

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Eg. Assess current state, assets, owners of all sites and inventory					simplify within the District. Inventory and owners complete and logged	