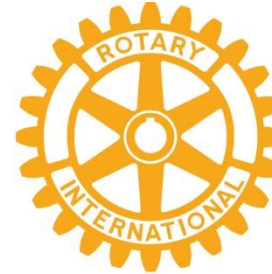


Rotary

District 5370



Strategic Plan 2018-2019

Rotarians in District 5370 unite with vibrancy and enthusiasm as dedicated leaders to connect, collaborate and create positive change in our local communities and across national borders, as a Peace Building District.

Priority #1	Support & Strengthen Clubs		
		Date to complete	District person / committee responsible
Strategy A	Promote diversity in membership		
Action	<p>Promote diversity within District by starting three new clubs (e.g. Maskwacis, Global Shapers, Saturday, Beaumont, Passport).</p> <p><u>Membership Chair Response:</u></p> <ul style="list-style-type: none"> There is currently 1 new passport club being developed for the Edmonton Area. Another is planned for MD Greenview, a third is being explored in The St. Paul Region, and a 4th is being explored for Beaumont, and a 5th in Chetwynd BC (reactivation) 	June 30, 2019	District Membership Committee (DMC)

Action	<p>Increase diversity in existing clubs as demonstrated by age, gender, and cultural diversity.</p> <p><u>Services Chair Response:</u></p> <ul style="list-style-type: none"> • Services Committee has had no activity in this area 	<p>June 30, 2019</p>	<p>District Services Committee Club Membership Committee (CMC)</p>
Action	<p>Assist struggling clubs identified by District Governor and Assistant Governors by connecting them with Rotary International resources, Zone co-ordinators, past and present District leaders.</p> <p><u>Membership Chair Response:</u></p> <ul style="list-style-type: none"> • Former AGs are assisting with membership initiatives in their areas of responsibility <p><u>Services Chair Response:</u></p> <ul style="list-style-type: none"> • Services Committee has had no activity in this area 	<p>October 2018</p>	<p>DG, AG, District Services Committee, Club Membership Committee</p>
Action	<p>Create a specific District program focused on diversity and inclusion so young leaders can better understand this important initiative.</p> <p><u>Youth Services Chair Response:</u></p> <ul style="list-style-type: none"> • Diversity and Inclusion presentation at RYLA (October 2018); working with Inclusion Alberta to develop partnerships with Rotaract clubs (4 potential members presently); presentations to be done at RYLE and RYPEN in May 2019. • Ongoing to be completed in May 2019 	<p>May 2019</p>	<p>District Youth Services Committee</p>

Strategy B	Support clubs to achieve goals through regional mentorships		
Action	Strengthen members' awareness of resources and club culture, through visits from Past Assistant Governors to 50 per cent of all District Clubs.	June 30, 2019	Past Assistant Governors
Action	All clubs will enter their club, community, International, Vocational, and Youth projects in Rotary Showcase to help fellow clubs locate partners, find resources, search for ideas, track volunteer time and develop a historical record.	November 2018	Club Membership Committee
Action	<p>Ensure that all District information and contacts required by the clubs are up-to-date and easy to find on the District website.</p> <p><u>Services Chair Response:</u></p> <ul style="list-style-type: none"> • Not complete. Website continues to be very outdated and in some cases information is 8 years old! Requests are being made for Committee Chairs to update information in their portfolio. • Committee has succeeded in having the "District Blog" attached to the Website. 	May 2019	District Services Committee
Action	Hold at least two mentorship events with Rotary sponsor clubs and young leaders, in order to create expanded learning opportunities and leadership training for young leaders.	May 2019	District Youth Services Committee

Action	<p>Encourage young leaders from every youth program to attend District events with support from their clubs.</p> <p><u>Youth Services Chair Response:</u></p> <ul style="list-style-type: none"> • 15 young leaders to Montreal Zone Conference, 30 young leaders at District Conference (youth exchange, Interact, Rotaract), Fall Learning, Spring Learning, She's All That 	Ongoing	District Youth Services Committee
Strategy C	Educate clubs on new membership models		
Action	<p>Provide information in a variety of formats to Rotarians on alternative membership and club models such as satellite, passport, associate and corporate.</p> <p><u>Membership Chair Response:</u></p> <ul style="list-style-type: none"> • A combination of emails, question responses, engagement survey presentations, and webinars have all been used to spread the importance of membership message 	June 30, 2019	District Membership Committee

Priority #2	Focus on, and increase humanitarian service		
		Date to complete	District person / committee responsible
Strategy A	Educate and encourage clubs to take action, using effective communication		
Action	<p>Ensure the Foundation Committee visits 50 per cent of District clubs, on a rotational basis throughout 2018-2019, to educate and encourage support for Foundation.</p> <p><u>Foundation Chair Response:</u></p> <ul style="list-style-type: none"> • STATUS_ A NUMBER OF PRESENTATIONS HAVE BEEN MADE OR PLANNED as of Feb 11/19 • Completed in 2018-19 <ul style="list-style-type: none"> RC of Jasper (Carol Devereux) RC of Edmonton RC of Sherwood Park (Hal Quilliam) RC of Edm Glenora RC of Edmonton Riverview (Vicky Grabb) RC of Edm Mayfield RC of Yellowknife RC of Yellowknife True North RC of Spruce Grove RC of Edm Sunrise RC of Edm Strathcona (Vicky And Wayne M) RC of Edm Whyte Ave RC of Vermillion RC of Barrhead RC of St Albert 	June 30 2019	District Foundation Committee

	<p>RC of Edm Southeast RC of Battlefords Fort St John Dawson Creek Dawson Creek Sunrise Fort St John Sunrise Grande Prairie Sunrise Grande Prairie After Five</p> <ul style="list-style-type: none"> • Planned and confirmed Lac la Biche Fort Nelson Slave lake Peace River • As well, presentations made at District Learning on Nov 3 and 17 in Edmonton and Grande Prairie • And planning underway for Spring Learning March 8 and 9/19. • Planning commenced on Grant webinars for April/19 		
Action	<p>Share success stories and opportunities for humanitarian service within our District and beyond, using emails, webinars, assemblies and conferences.</p> <p><u>Services Chair Response:</u></p> <ul style="list-style-type: none"> • Ongoing – planned for Assembly and Conference Committee representative attended Zone International Services Training 	Ongoing	District Services Committee
Action	<p>Continue leadership learning assemblies and develop online learning opportunities.</p>	Fall 2018/ Spring 2019	District Leadership Learning and Development Committee
Action	<p>Communicate with clubs the availability of non-Rotary grants and partnerships for humanitarian service.</p> <p><u>Services Chair Response:</u></p> <ul style="list-style-type: none"> • Included in Spring Leadership Assembly Breakout program 	December 2018	District Services Committee

Action	<p>Continue to work with clubs to create awareness of youth events and opportunities, through club visits and electronic communication.</p> <p><u>Youth Chair Response:</u></p> <ul style="list-style-type: none"> • Success stories shared on Facebook, email communication with District leaders and club Presidents, Nelson is working on sharing success stories in District newsletter; club visits include the two Lloydminster clubs, Saint City, St. Albert, Westlock, RC Edmonton. Others will be done throughout the remainder of the year. Create Facebook pages for District youth events: Mix and Match (October 2018), Young Rotarian Leadership Summit (November 2018), sharing of Rotaract and Interact club events on Facebook and Twitter 	Ongoing	District Youth Services Committee
Strategy B	Share success stories about people		
Action	Share one District grant success story every two months throughout 2018-2019, to all Rotarians.	June 30, 2019	District Foundation Committee
Action	<p>Share one international grant success story every two months throughout 2018-2019, to all Rotarians.</p> <p><u>Foundation Chair Response:</u></p> <ul style="list-style-type: none"> • <i>Please Note the response below is in answer to the above two actions</i> • Summary of District grants for the last two Rotary years together with cover story have been delivered to District Communications and awaiting publication. • Above has now been published 	June 30, 2019	District Foundation Committee

	<ul style="list-style-type: none"> • 2 newly approved Global Grants passed along to Communications for publication (Ghana and Ecuador) from Wainwright and Spruce Grove clubs respectively • Separate success story arising from District Grant for RC of Jasper sent for publication • Global grant from Edmonton Strathcona -New Hope School in South Africa published • On going, Stories are passed along to Communications director for publication consideration 		
Action	<p>Provide clubs with opportunities to share their best experiences in Club Service, Vocational Service, International Service and Youth Service.</p> <p><u>Services Chair Response:</u></p> <ul style="list-style-type: none"> • Will be highlighted at Services Breakout at Spring Leadership Assembly. • Website used to highlight District Award Winning Projects 	June 30, 2019	District Services Committee / Club Services Committee
Action	<p>Create youth leadership recognition awards for hard work and creativity.</p> <p><u>Youth Services Chair Response:</u></p> <ul style="list-style-type: none"> • Formal release of applications in March 2019 for deadline of May 15, 2019 to include RYLE and RYPEN. Awards to be distributed to clubs prior to June 30, 2019. • Awards are also available for youth exchange students. Inbounds to be presented by sponsor clubs prior to June 30 and Outbounds to presented by sponsor clubs upon students' return of successful exchange year. 	May 2019	District Youth Services Committee

Action	<p>Share success stories about youth projects and initiatives throughout the year.</p> <p><u>Youth Services Chair Response:</u></p> <ul style="list-style-type: none"> Ongoing with use of social media, email, media, District newsletter: Dawson Creek National Pilot Project, Loran Scholars and ongoing 	Ongoing	District Youth Services Committee
Action	<p><i>(This action item added February 22, 2019 by Administration Chair Donna Nicoll)</i></p> <p><u>Administration Chair Response:</u></p> <ul style="list-style-type: none"> District Awards are presented each year to deserving clubs in several categories. These awards share successes of clubs and individuals. 	Ongoing	District Governor, District Administration Chair
Strategy C	Hold fundraisers at club and District level for Foundation		
Action	<p>Prepare and deliver two webinars on the role of the chair of the Club Foundation in organizing fundraisers for The Rotary Foundation (TRF).</p> <p><u>Foundation Chair Response:</u></p> <ul style="list-style-type: none"> In progress 	May 31, 2019	District Foundation Committee
Action	<p>Support organization of a TRF dinner during the October 2018 District Conference, with a focus on becoming a Peace Building District.</p> <p><u>Foundation Chair Response:</u></p> <ul style="list-style-type: none"> Peace District Dinner was successfully held on October 18, 2018 	October 2018	District Foundation Committee / Club Foundation Committee

Priority #3	Enhance public image and awareness		
		Date to complete	District person / committee responsible
Strategy A	Use key messages to establish a strong media presence		
Action	<p>Identify key Rotary messages for each of the following topics: peace building, Foundation, membership, polio eradication, community, and international service, to inform Rotarians and public through blog, news releases and media interviews.</p> <p>Communications Chair Response:</p> <ul style="list-style-type: none"> • Developed a draft communications plan • Established a monthly District newsletter (INSPIRE), which includes messages from the District Governor, links to recent blog articles and announcements of upcoming District and club events/activities (which clubs are beginning to utilize for promote events). Target for distribution during the first week of the month. • Continued to post to the District blog (initiated in 2017-18) • Blog stats: <ul style="list-style-type: none"> • 19 posts so far in 2018-19 <ul style="list-style-type: none"> • Areas of focus for articles: <ul style="list-style-type: none"> • District leadership/administration – 7 articles • TRF – 4 articles • Club projects - 3 articles 	June 30, 2019	District Communication Committee

	<ul style="list-style-type: none"> • General Interest (what individual Rotarians are doing) – 2 articles • Youth Services – 1 article • District Charitable Foundation – 1 article • Membership – 1 article • 2018 (includes all 12 months): 1,171 visits, 1,971 views (of specific article), 1.7 views per visit • 2019 (July 1 to date): 486 visits, 357 views, 1.36 views per visit • Most visits come from Canada and the United States, but there have been view from many other countries. • Most popular articles: <ul style="list-style-type: none"> • Edmonton Rotarian revives and donates ambulances to Belize, Mexico and Africa (253 views) • Three students who served in District 5370 Interact clubs review scholarships worth \$100K each (161 views) • Rotary Peace Fellowships prepare young leaders to assume peace-building roles (131 views) • South African, Canadian Rotary clubs partner to improve the future of students with disabilities (114 views) • The Rotary Foundation: Rotarians advancing world understanding, goodwill and peace (94 views) • Global Grant Scholarships are another way Rotary works to achieve peace and world understanding (79 views) 		
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Action	<p>Highlight the opportunities of Vocational Service to create awareness and build public image, with the help of club Vocational Chairs.</p> <p><u>Services Chair Response:</u></p> <ul style="list-style-type: none"> This has not been achieved. District Vocational Chair has been unable to communicate with Club Vocational Chairs. Plan to include Vocational Chair in Services Committee Presentation at Spring Leadership. 	June 30, 2019	District Services Committee
Action	<p>Create stronger web content for youth programs to support the many great initiatives being done in D5370.</p> <p><u>Youth Services Chair Response:</u></p> <ul style="list-style-type: none"> Working on changes and updates: RYLE and RYPEN are updated. 	May 2019	District Youth Services Committee
Action	<p><i>(This action item added February 22, 2019 by Administration Chair Donna Nicoll)</i></p> <ul style="list-style-type: none"> Last September, the District Office was moved to the Orange Hub. We now have beautiful office space in a public building that is accessible, has lots of natural light and is part of a community itself. There was a roll out in social media and a display at district conference that highlighted the move to the general public and Rotarians 		District Governor, District Administration Director, District Communication Director, and Office Manager

Strategy B	Make public aware of Rotary's involvement in End Polio Now Project		
Action	<p>Provide club leaders with suggestions on actions to support World Polio Day individually and together.</p> <p><u>Communications Chair Response:</u></p> <ul style="list-style-type: none"> • Promoted Polio Plus/Oil Kings hockey game through newsletter 	October 2018	District Communication Committee
Action	<p>Work with the District Chair for End Polio Now, to encourage clubs to develop community projects that create awareness of Rotary's role in polio eradication and the need for continued effort.</p> <p><u>Foundation Chair Response:</u></p> <ul style="list-style-type: none"> • RC of Edmonton held a walk in support of End Polio in conjunction with District Conference • Patrick Gibson with RC of Edm Strathcona successfully planned the annual Oil Kings event to fund raise 	June 30, 2019	District Foundation End Polio Chair/ Committee
Action	<p>Share success stories about youth projects and initiatives throughout the year.</p> <p><u>Youth Services Chair Response:</u></p> <ul style="list-style-type: none"> • Foundation awareness at Young Rotarian Leadership Summit, sharing of Interact and Rotaract club projects on social media (Facebook and Twitter) 	Ongoing	District Youth Services Committee
Action	<p>Encourage young leaders to be involved in End Polio Day</p> <p><u>Youth Services Chair Response:</u></p> <ul style="list-style-type: none"> • Information was shared with young leaders. Several clubs pursued Polio Day projects: U of A Rotaract, MacEwan Rotaract, Strathcona Rotaract, and several Interact Clubs. 	Ongoing	District Youth Services Committee

Strategy C	Use Rotary Brand Centre to create a District Resource Bank		
Action	<p>Inform club leaders by email and webinar to enhance public awareness of available Rotary Brand resources.</p> <p><u>Communications Chair Response:</u></p> <p>Assisted one Rotary club to develop a news release</p> <p>Presentation scheduled for Spring Leadership Assembly</p>	February 2019	District Communication Committee

BUDGET

DISTRICT 5370 Strategic Plan 2018-2019

		BUDGET
Priority #1	Support & Strengthen Clubs	
Strategy A	Promote diversity in membership	
Strategy B	Support clubs to achieve goals by regional mentorships	
Strategy C	Educate clubs on new membership model	
Priority #2	Focus on / increase humanitarian service	
Strategy A	Educate and encourage clubs to take action using effective communication	
Strategy B	Share success stories about people	
Strategy C	Hold fundraisers at club / District level for Foundation	
Priority #3	Enhance public image and awareness	
Strategy A	Use key messages to establish strong media presence	
Strategy B	Make public aware of Rotary's End Polio Now	
Strategy C	Use Rotary Brand Centre to create a District Resource Bank <u>Services chair response</u> <ul style="list-style-type: none"> On-going. Moving away from The District 5370 Projects Database. 	

