

District 5810 Interact Strategic Plan

<p>Mission</p>	<p>District 5810 Interact seeks to inspire young students within the community to develop leadership skills and a passion for service through District-wide events. Interact seeks to be a stepping stone so as to expose young leaders to the opportunities and possibilities to change the world through Rotary and its programs.</p>
<p>Team Dynamics</p>	<p>Bill Dendy:</p> <ul style="list-style-type: none"> • Interface with Rotarians behind the scenes to provide exposure to Rotarians about Interact. • Communicate with the District Youth Services Chair for information from the Rotary District. • Read up and stay up to date on Interact information (including RI and District 5810 documents). • Read up and stay up to date on planning documents and communication (including all Dropbox documents and Slack), engaging team leads with questions and making sure all aspects of event planning are implemented. • Ensure basic needs stay on track (Leadership Summit, Spring Fling, Team Recruitment, Interact Club Database). • Put pressure on Rotarians to accomplish Interact goals (bring Interact Presidents into Slack, provide Interact President information). • Execute leadership the day of events, helping team leads overcome any last-minute challenges. Ensure volunteers are working and the event is smooth, <p>Zain Kalson/Julia Lin:</p> <ul style="list-style-type: none"> • Interface with Rotarians as much as possible (attend Rotary Club meetings, Round Table meetings, and District Events and regularly contact Rotary Club Presidents). • Keep RYLArrians engaged on the RYLA Slack channel, regularly providing opportunities and recruiting for District help. • Keep Interact Presidents engaged through direct communication in DMs and announcements on the Slack channel. Make sure Interact Presidents have plans for their clubs and aid as needed. • Work with team leads to guide them in planning their portions of the event. • Regularly go over Dropbox documents, engaging team leads with questions and making sure all aspects of event planning are implemented. • Execute leadership the day of events, helping team leads overcome any last-minute challenges. Ensure volunteers are being put to work and all aspects of the event run in a timely manner. • Zain: Serve as the Master of Ceremonies the day of events by conducting the opening ceremony and making transitions as needed. • Julia: Serve as the Sergeant-of-Arms the day of the event, making sure everything runs in a timely manner. <p>Team Leads:</p> <ul style="list-style-type: none"> • Regularly go over Slack announcements and messages and respond in a

timely manner. Stay in consistent communication if help is needed.

- Edit and plan their portion of the event through Dropbox, regularly updating the document with information.
- Recruit volunteers to aid in planning the event (either beforehand, such as calling Rotary Club Presidents for donations, or the day of, such as helping man the food tables or service projects)
- Execute their portion of the event the day of, using volunteers to help as planned.

Volunteers:

- Follow the direction of team leads and stay updated with Slack and Dropbox.

2018-2019 Recap

District Interact had an amazing 2018-2019 year, reaching unprecedented attendance at District-wide events such as the Leadership Summit and truly placing leadership and responsibility on the students. For the first time, students planned and executed events by themselves, and this trend will only be expanded on for this Rotary year. District Interact will also increase engagement within Interact Clubs and connect District leadership to Interact Club Presidents and RYLarians in ways never before seen. District Interact also aims to connect more with Rotary by partnering with a host of Rotary committees and opportunities throughout District 5810.





Goal 1:

Increase engagement with Interact Presidents and RYLarians to achieve event attendance goals, service project success, and Rotary Citation fulfillment.

- Make it mandatory that all Interact Presidents and RYLarians are added to the Slack application and use DMs and announcements to communicate with them. Put it on the Rotary Clubs to ensure that Interact Club Presidents are on Slack. If Interact Presidents are not on the Slack, ensure accountability by putting restrictions or restraints (such as deeming ineligibility for Club of Excellence Awards or the scholarship database) on the club, forcing compliance.
- Ensure all Interact Presidents and RYLarians understand all opportunities, including service projects, at District Interact Events and follow up with these leaders to ensure they have a plan for collecting items and recruiting attendees. Using Slack, make channel-wide announcement and use polls and questions to engage students. For those who are not active, use DMs (and text messages if those do not work) to reach out and engage people on a one-by-one basis.
- Plan events such as the District Leadership Summit and Spring Fling such that they are aligned with the Rotary Citation goals for Interact Clubs. Communicate individually with Club Presidents to make sure they apply (by pressuring their Rotary Club to fill out the application) for a Citation. Provide special recognition for clubs that achieve a Presidential Distinction Award. Create opportunities for clubs to fulfill the Presidential Distinction (such as the video contest at the Leadership Summit).
- Through regular communication, identify rising leaders and offer that they serve at the District level planning events and opportunities for students. To find these students, communication should occur with Faculty advisors, Rotarian advisors, RYLarians, and Club Presidents. Once identified, immediately bring these students into the Slack and provide them with tools to navigate the application as well as Dropbox.
- Receive early commitments from RYLA students to participate in District Interact opportunities for both the fall and spring such that RYLarian engagement does not weaken as the Rotary year goes on.

Goal 2:

Implement marketing strategies at the grassroots level to increase participation at District Events.

- Ensure all events are planned at least 30 days in advance by selecting strong leaders that have time to make a commitment to Interact so that there is a month to advertise and market. Marketing will be done through a Marketing Team. This team will produce electronic, flyers, brochures, and more, and through communication with Interact Presidents (both through the Marketing Team Lead and Interact Governor), Interact Presidents will be distributed materials electronically. Each Team (such as the Service Project Team, Video Contest Team, and more) will work with the Marketing Team to produce relevant materials to advertise various aspects of the event.
- Utilize social media such as YouTube, Twitter, and more to raise awareness about events in addition to communicating directly with young leaders. Use the Marketing Teams to generate content such as videos to distribute to Interactors. Ensure accountability for these tasks by arranging for them to be



done well in advance. After events, make sure to collect video and photo footage of events and create an event recap video for Public Image.

- Provide Interact Presidents with resources (in addition to posters and electronic materials) that will guide them in starting local drives at their schools which they can then bring to District events. Each Team will create detailed documents explaining exactly the steps to creating and launching a successful drive. This information will be dispersed to Interact Presidents. Moreover, engage Interact Presidents to recruit more Interactors at their school from National Honor Society, Student Council, and other organizations that mandate service hours. Provide Interact Presidents with guidance as needed to market Interact to students at a grassroots level.
- Work with Faculty Advisers to build strong relationships between schools and Interact Clubs to ensure support for District Events, marketing materials, and local drives. Recognize Faculty Advisors at events such as the Leadership Summit and Spring Fling. If possible, host a separate Faculty Advisor/Rotarian Advisor Banquet after the Leadership Summit (November/December) to provide recognition.
- At events such as the Leadership Summit and Spring Fling, make sure to allow students to sign up to the monthly Interact newsletter. This way, students can be directly engaged with District information and opportunities without having to go through the Interact President, who may or may not be adequately providing information.

Goal 3:

Continue implementing various teams such as the Service Project and Scholarship Teams and improve on them.

- Scholarship Team: Leverage RYLA students to work on these teams and ensure that there is a fresh supply of students who are willing to work on a polished database to send out to Interact students by the beginning of 2020. Directly contact Rotary Club Presidents on their club scholarships (as well as any third-party scholarships they have). Make announcements at events such as the District Round Table to directly engage Rotary Presidents to provide information for all of their scholarship opportunities.
- Service Team: Leverage RYLA students to have a continually updating database of service project opportunities open to all Interactors. When RYLA students become busy towards the end of the year, work with Interact Presidents to get contacts for emerging leaders (maybe even Interact Presidents themselves). Market the database to Interact students through the District website, monthly emails, and Interact Presidents. At events such as the District Leadership Summit and Spring Fling, make it easy for students to be able to access the database for future reference.
- Internship Team (possibility): Considering that Rotarians have so many connections, it may be a possibility to implement an internship opportunity for Interact students. The Internship Team is going to interface with Rotary Club Presidents, who will then ask their clubs if anyone would like to provide a professional internship opportunity. Then, the Internship Team will compile a database of contacts to be distributed to Interact students through the newsletter and Interact Presidents.

Goal 4:

Partner with other District Rotary opportunities to connect Rotarians to Interactors from the District level.



- Work with Daniel Long (Blood Drive Chair) to bring Interactors to sponsor and run blood drives. Allow him to help guide District Interact drives, such as the one that will be at the Leadership Summit. Regularly ask to see if Interact can help volunteer for him. Throughout the year, Mr. Long would be willing to continue running Blood Drives, and having students volunteer would provide wonderful PR for both Rotary in general and Interact specifically.
- Work with Lynne McNamee (Public Image Chair) to help market Interact and its events. Using her Rotary brand skills and Rotary outreach, District Interact can better reach out to Rotarians, who can donate supplies, recruit Interactors, or find sponsors. Moreover, Interact students can work with Ms. McNamee on providing new ideas to revitalize District 5810's public image through new forms of social media and the like.
- Work with Katherine Stover (District Trainer) in any way possible. Currently, she has a set of Virtual Reality headsets to bring show people the grassroots work that Rotary does out in the field to eradicate Polio. Ms. Stover could bring in those headsets to District Interact events such as the Leadership Summit and Spring Fling. Moreover, she is seeking out students who could work with her to help promote EndPolioNow.
- At the District Leadership Summit and Spring Fling as well as other events, promote Rotary opportunities such as Rotary Youth Exchange, RYLA, Rotaract, and the 4-way Test Contest. At all events, have participants and district representatives manning tables in the hallway to talk to students on a one-by-one basis to advertise these opportunities. At the Leadership Summit, set up breakout sessions around these opportunities and have speakers (preferably participants) to create curriculum and talking points ahead of time to educate and engage students through interactive activities. Recognize those who have participated in these Rotary opportunities by bringing participants up to the stage at events and taking a picture.
- Promote the Rotary International Interact Video Awards competition by hosting a District-wide competition at the Leadership Summit that can then be submitted to the International competition. Interact Clubs who submit to the District competition (and even more so for the International one) will receive special recognition as submitting to the Interact Video Awards fulfills a Presidential Distinction requirement.
- Challenge Interact Clubs to align with District goals such as Ms. Grogan's "every club does something for veterans" goal. Encourage clubs to actively pursue such goals by recognizing and promoting Interact Clubs at events such as the Leadership Summit and Spring Fling.
- Provide Rotary Club Presidents, Faculty Advisors, and Rotarian Advisors with information regarding the Interact Strategic Plan and inform them of the goals for 2019-2020 District Interact. Publish this Strategic Plan as well as other information online for the District to access.