



District 7080 5 Year Strategic Plan 2018/19 to 2023/24

Statement of Purpose

District 7080 exists to support all clubs and to help them operate at their maximum potential.

We will achieve this by inspiring Rotarians and by serving as a resource that enables a network of vibrant clubs to share their members' passions for positive change in communities locally and around the world.

District Strategic Priorities

1. **Continuous Learning:** Continue to provide a comprehensive, formal training curriculum for all Rotarians at all levels within the district.
2. **Expand Resources and programs:** Continue to provide and expand excellent resources provided by various directorships.
3. **Public Relations:** Be a champion of the promotion of Rotary, through:
 - Improved Public Relations
 - Correct Branding
 - Web-site development and effective use of social media
 - Effective external communications.
4. **Membership:** Assist all clubs in being accessible, vibrant & healthy clubs to be able to attract and retain a diverse membership.
5. **Vocational Service:** Assist all clubs in the development of an effective Vocational Service Program.
6. **Efficiency, Transparency and Sustainability:**
Continue to ensure effective district operations in an open and transparent manner regarding:
 - Development of district succession plan and leadership selection
 - How we conduct financial matters, e.g. Budgeting, Grant giving
 - Internal communications such as website, use of social media, policy and procedures development.

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District Strategic Priority

1. Continuous Learning: Continue to provide a comprehensive, formal training curriculum for all Rotarians at all levels within the district.

Directorship Objectives	Goals/Actions for Year 1 2018/19	Goals/Actions for Year 2 2019/20	Goals/Actions for Years 3, 4 & 5 2020/21 to 23/24
1.1. INTERNATIONAL SERVICE			
<p>1.1.1. Members are knowledgeable regarding:</p> <ul style="list-style-type: none"> Support provided by the International Service Committee The use of Government of Canada (GoC) Partnerships for Community Development grants, Global and District grants for International projects D7080 Resource Network that is available. 	<ul style="list-style-type: none"> Visit clubs to inform members of a) b) and c). Provide standard tools/materials to International Service Team that provide consistent messaging. Identify International Service training opportunities with the D7080 Training Director. Conduct training sessions on International Service at District training initiatives as required. 	<ul style="list-style-type: none"> Visit clubs to inform members of a) b) and c). Monitor the use of GoC grants and District Grants and Corporate funding for GG Projects. Monitor and encourage attendance at IS training sessions. 	<ul style="list-style-type: none"> Visit clubs to inform members of a) b) and c).
<p>1.1.2. International Service Committee members have opportunities to build their knowledge and skill levels.</p> <p>1.1.3. Committee members with Global Grants knowledge, have worked in different parts of the World and have a passion for International Service work.</p>	<ul style="list-style-type: none"> Assign tasks that develop specific skills in International Service Committee members. Develop presentation skills in International Service Team. Provide regular updates and information from RI/TRF to International Service Team members. Have a minimum of 4 committee meetings to review achievements. 	<ul style="list-style-type: none"> Assign tasks that develop specific skills in International Service Committee members. Develop presentation skills in International Service Team. Provide regular updates and information from RI/TRF to International Service Team members. 	<ul style="list-style-type: none"> Assign tasks that develop specific skills in International Service Committee members. Develop presentation skills in International Service Team. Provide regular updates and information from RI/TRF to International Service Team members.

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1.2. YOUTH SERVICE

<p>1.2.1. All Youth Committee members are trained RI Requirements, Rules, & Best Practices related to Youth Exchange.</p> <p>1.2.2. Tools and resources for clubs to utilize are available.</p> <p>1.2.3. Position descriptions for all Youth Committee positions are in place to facilitate recruitment of new committee members.</p>	<ul style="list-style-type: none"> Identify & Implement training standards for Youth Exchange Area Reps and club counselors. Attend NAYEN (North American Youth exchange Network) and International Preconvention meetings. Develop a new RYLA (Rotary Youth Leadership Award) brochure for clubs and candidates. Visit Rotaract clubs on a regular basis to provide support with running efficient clubs and seeking new members. Develop and present a program at CLT for club Youth Services directors. 	<ul style="list-style-type: none"> Perform training as per standards. Modify training standards as necessary. Increase number of participants in RYLA to 50+. Establish an Interact committee of 3-4 Rotarians to maintain consistency across the District and ensure sustainability of the program. Develop training materials for Rotaract club roles. Committee chairs and members attend CLT and 3-4 Youth Services meetings per year. 	<ul style="list-style-type: none"> Perform training as per standards. Modify training standards as necessary. Increase number of participants in RYLA to 55+. Identify opportunities for Rotaract to join our existing training programs. Have at least 50+ youth present at the District Convention and CLT.
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1.3. COMMUNITY SERVICE

<p>1.3.1. Clubs are knowledgeable about:</p> <ul style="list-style-type: none"> social innovation and high impact collaboration possible new sources of funding the Lifecycle of a Project. <p>1.3.2. A district Rotary Showcase is available to find project partners and ideas.</p> <p>1.3.3. Facilitators to develop strategies, concepts, ideas for pooling resources to strengthen the quality and sustainability of local Rotary projects are in place to assist clubs.</p>	<ul style="list-style-type: none"> Develop a comprehensive and dynamic communication strategy for Community Service to support and collaborate with all clubs. Create a dynamic Community Service district presence and team to include Foundation Chairs from clubs. Encourage a high-level participation by, and cooperation among, all Community Service club chairs especially encourage them to attend district events, most especially training opportunities. Promote the lifecycle of a project, including planning, implementation and evaluation to district clubs. 	<ul style="list-style-type: none"> Evaluate and plan forward. 	<ul style="list-style-type: none"> Review & revise as necessary.
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1.4. TRAINING

<p>1.4.1. Members and club executives have a clear understanding of Rotary, its opportunities and how to develop passionate Rotary leaders by way of the highest level of training.</p> <p>1.4.2. Planning and visioning assistance through process and training support is provided to clubs as needed.</p>	<ul style="list-style-type: none"> • Plan and run all mandatory training events with relevant topics/content and high-quality speakers & presenters . • Identify and research potential improvements identified when reviewing feedback forms from training events. • Refine and expand Rotary Leadership Institute (RLI) session. • Update the training information on the District website to reflect yr 1 training schedule and program availability. • Deliver an overview of the committee events and services to all clubs. • Provide planning assistance and facilitation of the Visioning/Strategic Planning process to individual clubs on request. 	<ul style="list-style-type: none"> • Prepare a schedule for all required training events no later than the end of March 20XX and announce & publish the dates at the Club Leadership Training (CLT) event in April. • Prepare a schedule of RLI sessions to be offered & publish the dates no later than the end of June. • Plan and deliver at least 2 offerings of RLI Parts 1, 2 and 3. • Plan and conduct one facilitator training session • Review the format and content of CLT and PETS I ad propose changes to District Leadership. • Develop a 1/2 day workshop on “Translating Your Vision into A Strategic Plan” by the end of December 2018. • Offer the “Translating your Vision” session twice between Jan. to July in 2019. • Develop a partnership/buddy system for clubs that provides support /coaching to clubs having completed the visioning process by the end of December 2018. 	<ul style="list-style-type: none"> • Prepare a schedule for all required training events no later than the end of March 20XX and announce & publish the dates at the Club Leadership Training (CLT) event in April. • Prepare a schedule of RLI sessions to be offered & publish the dates no later than the end of June. • Plan and deliver at least 2 offerings of RLI Parts 1, 2 and 3. • Plan and conduct one facilitator training session. • Offer the “Translating your Vision” session at least twice per year.
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1.5. VOCATIONAL SERVICE

<p>1.5.1. Clubs are provided with support to:</p> <ul style="list-style-type: none"> • identify resources and develop activities that encourage Rotarians to serve others through their vocations • promote the ethical standards of the Object of Rotary, the Four Way Test, The Rotary Code of Conduct and the Declaration of Rotarians in Business and Professions 	<ul style="list-style-type: none"> • Establish and Train Vocational chairs and committees in each club within the district. • Develop a training manual for Club Vocational Service Committees and Chairs to be delivered During Pets, CLT and RLI. • Visit Clusters and Clubs to provide awareness of Vocational Service. 	<ul style="list-style-type: none"> • Review, evaluate and amend the goals of the last year and create new goals as necessary. • Analyse unachieved goals and revise as necessary. 	<ul style="list-style-type: none"> • Review, evaluate and amend the goals of the last year and create new goals as necessary. • Analyse unachieved goals and revise as necessary.
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1.6. PEACE			
1.6.1. The number of peacebuilding clubs grows from 1 in the first year, to all in year 5.	<ul style="list-style-type: none"> Identify training and awareness needs relating to PEACE, within the district. Conduct at least 1 pilot peace program to collect feedback. Visit every cluster to bring them up to date on the importance of peacebuilding as a core value of Rotary At least one club in each cluster becomes a peacebuilding club. 	<ul style="list-style-type: none"> Update PEACE training and awareness programs based on feedback. Add a session on PEACE to CLT . Conduct at least 4 more PEACE awareness sessions at clubs. At least 10 clubs in the District are peacebuilding clubs. At least 10 clubs contribute to a Rotary Peace Scholarship in the University of Waterloo Graduate Program in Global Peace. 	<ul style="list-style-type: none"> Every club is a peacebuilding club. Every club contributes to a Rotary Peace Scholarship in the University of Waterloo Graduate Program in Global Peace. District 7080 becomes a Peacebuilder District.
1.6.2. D7080 actively participates in Rotary Presidential Peace Conferences each year.	<ul style="list-style-type: none"> Provide information to all clubs on the Peace Sessions at the RI convention and Rotary Presidential Peace Conferences. Have at least 3 people from our district attend Peace Sessions at the RI convention and Rotary Presidential Peace Conferences. 	<ul style="list-style-type: none"> Make a presentation at a District Presidents' meeting to update them on Rotary and Peacebuilding. Encourage and assist clusters to undertake at least one peace initiative. At least one club in each cluster establishes a Rotary Peace Scholarship in the University of Waterloo Graduate Program in Global Peace. At least one club in each cluster teams up with a Rotaract club to sponsor a joint peace initiative. 	<ul style="list-style-type: none"> Review & revise as necessary.
1.6.3. All clubs are aware of PEACE as a focus for Rotary.	<ul style="list-style-type: none"> Publish the requirements for a club to become a "PEACE BUILDING CLUB" on the district website. Develop specific training on Rotary and Peace for Rotaract Clubs. 	<ul style="list-style-type: none"> All Rotaract Clubs in the District are engaged in a peace initiative 	<ul style="list-style-type: none"> Review & revise as necessary.
1.6.4. District 7080 supports Rotary Peace Centres.	<ul style="list-style-type: none"> District recommends at least one candidate for a Rotary Peace Centre. 	<ul style="list-style-type: none"> District recommends at least one candidate for a Rotary Peace Centre. 	<ul style="list-style-type: none"> District recommends at least one candidate for a Rotary Peace Centre.
1.7. PUBLIC RELATIONS			
1.7.1. Members and clubs are knowledgeable on rotary branding, resources and where to find them.	<ul style="list-style-type: none"> Conduct Club Presentations on PR and Marketing. Include PR information in existing D7080 Training Programs. i.e PETS, DA/CLT etc. 	<ul style="list-style-type: none"> Enhance and update the PR and Marketing information based on updated RI guidelines and new trends. 	<ul style="list-style-type: none"> Review & revise as necessary.

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District Strategic Priority

2. **Expand Resources:** Continue to provide and expand excellent resources for Foundation, Youth, and International programs.

Directorship Objectives	Goals/Actions for Year 1 2018/19	Goals/Actions for Year 2 2019/20	Goals/Actions for Years 3, 4 & 5 2020/21 to 23/24
2.1. INTERNATIONAL SERVICE			
2.1.1. There is a vibrant D7080 Resource Network to support member questions and project effectiveness (in alignment with RI requirements) that is available and accessible to all members.	<ul style="list-style-type: none"> Define the D7080 Resource Network roles and responsibilities (i.e. supporting review of GGs) in conjunction with the DRFC. Determine the continued commitment to the D7080 Resource network, of existing members by December 31, 2018. Conduct quarterly meetings with Resource Network members. Publish a Resource Network with member names and contact information on the D7080 website. Create cross-border working relationships with other District International Service Chairs (DISCs). 	<ul style="list-style-type: none"> Conduct quarterly meetings with Resource Network members. Update the Resource Network contact list on the D70780 website. 	<ul style="list-style-type: none"> Conduct quarterly meetings with Resource Network members. Update the Resource Network contact list on the D70780 website.
2.2. COMMUNITY SERVICE			
<p>2.2.1. A list of resources and key potential strategic community partners is in place.</p> <p>2.2.2. Community projects are in place that specifically address pressing community needs.</p> <p>2.2.3. Clubs are leveraging government and district grants with a focus on new forms of cooperation, especially those that work towards a sustainable society.</p>	<ul style="list-style-type: none"> Identify at least 2 opportunities to use District Community Grants. Establish partnerships with high level community social innovators in D7080. Identify at least 2 opportunities to use government and corporate funding opportunities. 	<ul style="list-style-type: none"> Review & revise as necessary. 	<ul style="list-style-type: none"> Review & revise as necessary.

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2.3. FOUNDATION

2.3.1. Adequate funds are in place to allow 7080 clubs to continue the work they do with Global and District Grants.	<ul style="list-style-type: none"> Implement temporary dollar caps on the amount of DDF that can be applied to a Global Grant. Appoint one combined fund-raising chair for Permanent and Annual funds. Decide on the feasibility of resurrecting the 'Million Dollar Dinner'. Promote Foundation Giving and Sustaining status to Club Presidents and Presidents-Elect at appropriate events. Measure Annual fund giving in comparison with previous years and identify the effectiveness of past strategies. 	<ul style="list-style-type: none"> Plan for ways to capture the donations now made to Polio Plus when that program no longer requires them. Implement a sunset clause for all caps and limitation motions. Review (and revise where appropriate) all caps and limitations for fairness and effectiveness. Provide all new Rotarians with information on the "Every Rotarian, Every year" program. Create and publish (on the D7080 website) a list of Rotarians who are qualified to speak to clubs on giving. 	<ul style="list-style-type: none"> Review & revise as necessary.
2.3.2. Clubs have the tools and support they need to promote Foundation giving by: <ul style="list-style-type: none"> Establishing a better relationship between the clubs and the District Foundation Committee Assisting with Community awareness of Rotary Projects. 	<ul style="list-style-type: none"> Review what was lost when we discontinued the role of Foundation Area Coordinator and what should be reintroduced. Prepare a plan for the recommendations of the Review of Foundation Area Coordinator. In cooperation with International Service and Community Service, provide website ready examples of Local and International Projects. Encourage and assist Clubs in providing stories on of Local and International Projects to local print media. 	<ul style="list-style-type: none"> Implement Plan from year 1. Establish & begin implementation of a plan to help Clubs find hands-on projects for their members. 	<ul style="list-style-type: none"> Continue to implement the plan from year 2 to help Clubs find hands-on projects for their members.
2.3.3. User friendly access to information about projects done by our clubs and by other Districts is available to clubs.	<ul style="list-style-type: none"> Develop an improved way to present information about TRF. 	<ul style="list-style-type: none"> Post Feature stories on the D7080 Website on selected projects by our clubs. 	<ul style="list-style-type: none"> Review & revise as necessary.
2.3.4. Members are aware of the timing involved in grant application approvals and execution.	<ul style="list-style-type: none"> Publish an annual timeline for all District & RI time sensitive items such as District Grant applications and approvals and Grant bank accounts on the D7080 Website. 	<ul style="list-style-type: none"> Update published timeline. 	<ul style="list-style-type: none"> Update published timeline.

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2.4. YOUTH SERVICE

2.4.1. Resources to run all Youth programs at the club level are available.	<ul style="list-style-type: none"> • Create design for a new Youth Exchange brochure and video clip for prospective participants. • Review and modify the Host Family Handbook as needed. • Promote more community involvement with being host families. • Develop a presentation about Rotaract for Youth Services directors to use at clubs. • Websites that are user friendly and easily accessible are in place. 	<ul style="list-style-type: none"> • Publish Youth Exchange brochures and video clips. • Increase club involvement in sponsoring and hosting students in long term programs for Youth Exchange. • Continue to develop additional District Rotaract materials for Rotary clubs. • 	<ul style="list-style-type: none"> • Monitor effectiveness of Youth Exchange resources and modify as needed. • Increase club participation in Youth Exchange to 20. • By year 3, 75% of D7080 clubs have held a Rotaract presentation at a club meeting.
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2.5. TRAINING

2.5.1. Best practice resources and databases are available to aid clubs in running highly effective meetings and activities.	<ul style="list-style-type: none"> • Research, develop and implement new ways to deliver Foundation Qualification Training). • 	<ul style="list-style-type: none"> • Include presentations about Foundation, Youth and International programs in the revised CLT curriculum. 	<ul style="list-style-type: none"> • Review & revise as necessary.
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2.6. PUBLIC RELATIONS

2.6.1. Resources for District committees, clubs and Members to enhance their Marketing and PR efforts are available.	<ul style="list-style-type: none"> • Include PR resources and information, with regular updates, on the District website. 	<ul style="list-style-type: none"> • Enhance the PR resources on the D7080 website. • Plan for a dedicated website for Rotary PR and Marketing information and resources. 	<ul style="list-style-type: none"> • Review & revise as necessary.
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2.7. VOCATIONAL SERVICE

<p>2.7.1. A database of local club vocational initiatives and projects is on the district website.</p> <p>2.7.2. A database of district Rotarians, their vocations and how they can contribute to local, district or international projects and initiatives is available.</p>	<ul style="list-style-type: none"> • Create and begin to populate the Vocational Initiatives and Projects Database. • Create and begin to populate the Rotarian Vocations' Database and include what they can contribute to club, district and international. • Provide Opportunities for Networking with non-Rotarian Professionals. • Establish a VTT to enable Career Guidance. 	<ul style="list-style-type: none"> • Review, evaluate and amend the goals of the last year and create new goals as necessary. • Analyse unachieved goals and revise as necessary. 	<ul style="list-style-type: none"> • Review, evaluate and amend the goals of the last year and create new goals as necessary. • Analyse unachieved goals and revise as necessary.
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District Strategic Priority

3. **Public Relations:** Be a champion of the promotion of Rotary, through:

- Improved Public Relations
- Correct Branding
- Web-site development and effective use of social media
- Effective external communications

Directorship Objectives	Goals/Actions for Year 1 2018/19	Goals/Actions for Year 2 2019/20	Goals/Actions for Years 3, 4 & 5 2020/21 to 23/24
3.1. PUBLIC RELATIONS			
3.1.1. There is a strong Rotary brand within the D7080 communities. 3.1.2. A strong PR committee exists.	<ul style="list-style-type: none"> • Establish a PR working committee. • Identifying committee roles and schedules. • Hold quarterly PR Committee meetings. 	<ul style="list-style-type: none"> • Further strengthen the PR committee role in the District. • Create Regional level committees with focused agenda of regional clubs. • Ensure each club has a working PR and Marketing committee. 	<ul style="list-style-type: none"> • Review & revise the PR Committee roles & responsibilities as needed.
3.1.3. There are current and user-friendly information/tools available to members on the District website.	<ul style="list-style-type: none"> • Establish a user-friendly platform to provide information on local and international community projects and other initiatives (IS/Peace/community service/youth) by the clubs to the public. 	<ul style="list-style-type: none"> • Review & revise content as needed. 	<ul style="list-style-type: none"> • Review & revise content as needed.
3.1.4. All clubs are following Rotary branding guidelines.	<ul style="list-style-type: none"> • Inform clubs where RI Branding guidelines can be found. 	<ul style="list-style-type: none"> • Conduct periodic reviews to ensure each club is following Rotary Branding guidelines. 	<ul style="list-style-type: none"> • Conduct periodic reviews to ensure each club is following Rotary branding guidelines.
3.1.5. All clubs are effectively using social and digital marketing platforms to promote Rotary community work.	<ul style="list-style-type: none"> • Provide PR guidelines to the clubs on how to market and promote projects and community activities. • Make sure the PR committee has access and control over the D7080 social media and digital profiles. 	<ul style="list-style-type: none"> • Conduct periodic review relating to club effectiveness using the social and digital marketing platforms. 	<ul style="list-style-type: none"> • Conduct periodic review relating to club effectiveness using the social and digital marketing platforms.

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3.2. INTERNATIONAL SERVICE

<p>3.2.1. International Service information is available on the District Website.</p>	<ul style="list-style-type: none"> • Implement an International Service page on the D7080 website that identifies: <ul style="list-style-type: none"> • Current D7080 project opportunities needing help with funding/ sponsorships • Current project support requests received from other districts • Current service opportunities including review page/blog capabilities • Resource Network support and contact information (as above) • GoC Grant information • Information on Old, New & Future projects. • Research the use of www.matchinggrants.org for listing D7080 projects. • Coordinate the International Service-PR needs with the D7080 PR Director to avoid duplication of work. 	<ul style="list-style-type: none"> • Update the International Service page with current information. • Create a listing of all cash-funded D7080 International Service projects on the D7080 Website. • Coordinate the International Service-PR needs with the D7080 PR Director to avoid duplication of work. 	<ul style="list-style-type: none"> • Update the International Service page with current information. • Coordinate the International Service-PR needs with the D7080 PR Director to avoid duplication of work.
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3.3. YOUTH SERVICE

<p>3.3.1. Development of video clips for use in promoting the Youth programs.</p>	<ul style="list-style-type: none"> • Enhance, develop and implement a district website to share news (successes, etc) with all District clubs and Rotarians (website/email). 	<ul style="list-style-type: none"> • Develop and implement a plan to use social media to promote Rotaract club activities & share with Rotary clubs. 	<ul style="list-style-type: none"> • Use available District PR Committee media for promotion of Youth Services. • Have a standard “newsletter” (or video or blog or) to highlight individuals, successes, etc.
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3.4. TRAINING

<p>3.4.1. Training sessions in all aspects of PR are available in appropriate training events.</p>	<ul style="list-style-type: none"> • Training sessions in all aspects of PR are available in appropriate training events. • 	<ul style="list-style-type: none"> • Training sessions in all aspects of PR are available in appropriate training events. 	<ul style="list-style-type: none"> • Training sessions in all aspects of PR are available in appropriate training events.
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3.5. PEACE			
3.5.1. A video covering peace initiatives in the District is available to the public.	<ul style="list-style-type: none"> Establish the guidelines and protocols for Peace initiatives/projects within the district. Begin implementation of at least 1 Peace initiative within the district. 	<ul style="list-style-type: none"> Develop a catalogue of club peacebuilding initiatives. 	<ul style="list-style-type: none"> Review & revise as necessary.
3.5.2. The public is aware of Rotary as a peacebuilding organization in the community.	<ul style="list-style-type: none"> Identify the communication needs of the broader community related to understanding PEACE related to Rotary. Develop a 3-year plan for communication to the public and clubs on PEACE related to Rotary. 	<ul style="list-style-type: none"> Begin implementation of the PEACE communication plan. 	<ul style="list-style-type: none"> Review & revise as necessary.
3.6. COMMUNITY SERVICE			
3.6.1. A dynamic Community Service website and communication strategy are in place. 3.6.2. A current database of club local service initiatives and projects is listed on the district website. 3.6.3. Project fairs are conducted regularly. 3.6.4. Support to the PR Committee is provided by way of creative copy on innovative Community Service projects and a dynamic communication strategy.	<ul style="list-style-type: none"> Create an interactive website and database for Community Service. Create a communication and PR strategy for Community Service with collaboration from the District PR Chair. 	<ul style="list-style-type: none"> Review & revise as necessary. 	<ul style="list-style-type: none"> Review & revise as necessary.
3.7. VOCATIONAL SERVICE			
3.7.1. A web and social media platform for District and Club Vocational Service initiatives and projects is in place. 3.7.2. Rotary Standards in Business and Professions as well as in all avenues of Service are available through the social media platform. 3.7.3. A media access program for Vocational Service is in place.	<ul style="list-style-type: none"> Create Web and Social Media Platform for Projects and Initiatives. Populate platform with news and information. Work with PR Director to develop Media Access in the Club local areas. 	<ul style="list-style-type: none"> Review, evaluate and amend the goals of the last year and create new goals as necessary. Analyse unachieved goals and revise as necessary. 	<ul style="list-style-type: none"> Review, evaluate and amend the goals of the last year and create new goals as necessary. Analyse unachieved goals and revise as necessary.

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District Strategic Priority			
4. Membership: Assist all clubs in being vibrant healthy clubs to be able to attract and retain members.			
Directorship Objectives	Goals/Actions for Year 1 2018/19	Goals/Actions for Year 2 2019/20	Goals/Actions for Years 3, 4 & 5 2020/21 to 23/24
4.1. INTERNATIONAL SERVICE			
4.1.1. Clubs and members are motivated to: <ul style="list-style-type: none"> Showcase their club's international projects on their club's website Participate in Service Opportunities Participate in project fairs (i.e. FQT, District Conference) Work together to achieve international projects of greater value and scope Increase the # of retention. 	<ul style="list-style-type: none"> Liaise with the D7080 Membership Director to identify needs and alignment with his/her strategic plan. Include a) b) c) and d) in club visits/presentations, project fairs and update emails. Update the Service Opportunity page on the D7080 website quarterly with current information. Implement an online review mechanism for service opportunity participants. Provide assistance to smaller clubs to enable them to be included in International Service projects. 	<ul style="list-style-type: none"> Include a) b) c) and d) in club visits/presentations, project fairs and update emails. Update the Service Opportunity page on the D7080 website quarterly with current information. 	<ul style="list-style-type: none"> Include a) b) c) and d) in club visits/presentations, project fairs and update emails. Update the Service Opportunity page on the D7080 website quarterly with current information.
4.2. YOUTH SERVICE			
4.2.1. All club Youth Services directors are knowledgeable of Youth Services programs.	<ul style="list-style-type: none"> Rotaract: ensure Rotaract clubs are connecting with sponsor Rotary clubs. Create a database of District Rotaract clubs. 	<ul style="list-style-type: none"> Develop a database of D7080 club Youth Services Directors (for mailings, information sharing, etc). 	<ul style="list-style-type: none"> By 2024, have 10+ ex-Rotaract members be active members of Rotary clubs.
4.3. COMMUNITY SERVICE			
4.3.1. Community Service projects are used to support membership drives.	<ul style="list-style-type: none"> Establish a Passport Club(s) in D7080 with a specific goal of increasing membership by 4% in 2018/9. 	<ul style="list-style-type: none"> Review & revise as necessary. 	<ul style="list-style-type: none"> Review & revise as necessary.
4.4. TRAINING			
4.4.1. An annual Membership Summit provides best practice resources and databases to aid clubs in all aspects of membership recruitment and retention.	<ul style="list-style-type: none"> Update Membership Growth and Retention sessions PETS 1 & 2 and Club Leadership Training events with up-to-date content. Continue to plan and deliver an annual Membership summit. Invite other parties including PEs and Rotaract to the Membership summit. 	<ul style="list-style-type: none"> Update Membership Growth and Retention sessions at all training events and membership summits. Evaluate program delivery of membership topics at all training events 	<ul style="list-style-type: none"> Update Membership Growth and Retention sessions at all training events and membership summits. Evaluate program delivery of membership topics at all training events.

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4.5. MEMBERSHIP			
4.5.1. Resources to help clubs attract new members of all ages and diverse background are in place.	<ul style="list-style-type: none"> Identify and share best practises for attraction of new members. Create a tab on district website for Membership to include information on recruiting new and retaining existing members. 	<ul style="list-style-type: none"> Establish a new member interview protocol to ensure expectations and interests on both sides are being identified. Identify training and information needs relating to membership diversity. Promote a welcoming format to ensure prospective members feel comfortable when visiting the club. Assist members in preparing Elevator Speeches when meeting with prospective members. 	<ul style="list-style-type: none"> Establish a protocol for follow up with prospective members.
4.5.2. Resources to help clubs retain newer and long-standing members are in place. 4.5.3. Resources to help clubs measure current and future retention metrics are in place.	<ul style="list-style-type: none"> Identify and share best practises for retention of existing members. Establish guidelines and develop a mentoring program with consultation from the Training Committee. 	<ul style="list-style-type: none"> Promote member engagement through participation in projects and social events. Establish a framework for a Club Membership Satisfaction. Continue to develop programs and presentations that support Vibrant Clubs and higher levels of engagement of members. Survey that clubs can use to gauge membership health. 	<ul style="list-style-type: none"> Review & revise as necessary.
4.5.4. A strategy of establishing alternative types of clubs and membership in the district is in place.	<ul style="list-style-type: none"> List the various alternative clubs on the district website. Share examples of success stories in alternative club types and memberships throughout the district. 	<ul style="list-style-type: none"> Add resources on alternative clubs to Membership tab on the district website. 	<ul style="list-style-type: none"> Review & revise as necessary.

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4.5.5. A comprehensive strategy of awareness of the District Five Areas of Membership Committee Focus is in place.	<ul style="list-style-type: none"> List the five areas of Membership Committee focus on the district website. Appoint a committee member for each of the five areas of focus. 	<ul style="list-style-type: none"> Membership coordinators to promote the 5 areas of focus to area Assistant District Governors (ADG). 	<ul style="list-style-type: none"> Create a video highlighting the 5 areas of focus to assist ADG's in their role. Present the Areas of Focus video to club officers at CLT and Summit.
4.5.6. Assistant Governors are involved as key members of the Membership Committee.	<ul style="list-style-type: none"> Assign a RI Membership lead to each ADG. Conduct visits by clubs with new members by the ADG. 	<ul style="list-style-type: none"> Conduct cluster Mini Membership Summits. Conduct quarterly meetings with ADG and all membership club chairs. 	<ul style="list-style-type: none"> Review & revise as necessary.
4.6. PUBLIC RELATIONS			
4.6.1. The District has an increase in membership of business and young professionals.	<ul style="list-style-type: none"> Work with the Membership Committee to promote tools to attract business and young professionals to Rotary. 	<ul style="list-style-type: none"> Implement club resources to market and attract Businesses and Professionals to Rotary. 	<ul style="list-style-type: none"> Review & revise as necessary.
4.7. VOCATIONAL SERVICE			
4.7.1. Vocational Service is used as an avenue towards invigorating the club and enticing new members to join and current members to remain motivated.	<ul style="list-style-type: none"> Meet Regularly with Clusters and Clubs to ensure and review effectiveness of Vocational Service's contribution to membership development. 	<ul style="list-style-type: none"> Review, evaluate and amend the goals of the last year and create new goals as necessary. Analyse unachieved goals and revise as necessary. 	<ul style="list-style-type: none"> Review, evaluate and amend the goals of the last year and create new goals as necessary. Analyse unachieved goals and revise as necessary.

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District Strategic Priority

5. **Vocational Services** Assist all clubs in the development of an effective Vocational Service Program.

Directorship Objectives	Goals/Actions for Year 1 2018/19	Goals/Actions for Year 2 2019/20	Goals/Actions for Years 3, 4 & 5 2020/21 to 23/24
5.1. INTERNATIONAL SERVICE			
5.1.1. Members understand how they can use their specific vocational skill, for International Service projects.	<ul style="list-style-type: none"> Liaise with the D7080 Vocational Director to identify International Service needs in alignment with their strategic plan. 	<ul style="list-style-type: none"> Develop a presentation or create an International Service page on the D7080 website to identify how members have actively and successfully used their vocational skills to do good in the world. 	<ul style="list-style-type: none"> Keep the presentation and International Service page on the D7080 website current and relevant.
5.2. VOCATIONAL SERVICE			
5.2.1. Roles & responsibilities of the Vocational directorate are communicated to district membership.	<ul style="list-style-type: none"> Create a Vocational Service directorate. Document roles & responsibilities for member of the District Vocations Service directorate. Communicate the objective of the new directorate to all clubs. 	<ul style="list-style-type: none"> Review & revise the Vocational Service directorate committee structure, roles & responsibilities where necessary. Continue to communicate the objective of the new directorate to all clubs. 	<ul style="list-style-type: none"> Obtain feedback from clubs on the effectiveness of the Vocational Service Directorate. Review & revise the Vocational Service directorate committee structure, roles & responsibilities where necessary.
5.2.2. A database of club local vocational initiatives and projects is on the District website.	<ul style="list-style-type: none"> Publicize and maintain a database of club local vocational initiatives and projects on the District website. 	<ul style="list-style-type: none"> Review and update the vocational service database as necessary. 	<ul style="list-style-type: none"> Review and update the vocational service database as necessary.
5.3. COMMUNITY SERVICE			
5.3.1. Roles & responsibilities of the Community Service directorate are communicated to district membership.	<ul style="list-style-type: none"> Create a Community Service directorate. Document roles & responsibilities for member of the District Vocations Service directorate. Communicate the objective of the new directorate to all clubs. 	<ul style="list-style-type: none"> Review & revise the Community Service directorate committee structure, roles & responsibilities where necessary. Continue to communicate the objective of the new directorate to all clubs. 	<ul style="list-style-type: none"> Obtain feedback from clubs on the effectiveness of the Community Service Directorate. Review & revise the Community Service directorate committee structure, roles & responsibilities where necessary.
5.3.2. A database of club local community service initiatives and projects is on the District website.	<ul style="list-style-type: none"> Publicize and maintain a database of club community service initiatives and projects on the District website. 	<ul style="list-style-type: none"> Review and update the Community Service database as necessary. 	<ul style="list-style-type: none"> Review and update the Community Service database as necessary.

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District Strategic Priority			
6. Efficiency, Transparency and Sustainability: Continue to ensure effective district operations in an open and transparent manner regarding: <ul style="list-style-type: none"> • Development of district succession plan and leadership selection • How we conduct financial matters, e.g. Budgeting, Grant giving • Internal communications such as website, use of social media, policy and procedures development 			
Directorship Objectives	Goals/Actions for Year 1 2018/19	Goals/Actions for Year 2 2019/20	Goals/Actions for Years 3, 4 & 5 2020/21 to 23/24
6.1. COMMUNITY SERVICE			
6.1.1. Assist clubs to develop a community assessment prior to embarking on a project 6.1.2. Encourage clubs to follow the lifecycle of a project and use Rotary's online tools for planning, implementing, and evaluating.	<ul style="list-style-type: none"> • Create a district committee for Community Service. • Develop a database of all club Community Service projects. 	<ul style="list-style-type: none"> • Update Community Service database. 	<ul style="list-style-type: none"> • Update Community Service database.
6.2. INTERNATIONAL			
6.2.1. Principles of good governance, transparency and due diligence are understood and practiced by members on all projects.	<ul style="list-style-type: none"> • Continue to encourage clubs and members to follow and implement the Best Practice Guidelines for individual and Multi Club-funded projects. • Ensure it remains on the International Service page and is easily accessible to members on the D7080 website. 	<ul style="list-style-type: none"> • Review the Best Practice Guidelines for individual and multi club-funded projects and update as necessary. • Review that the role description in the D7080 MoP is current and amend as required (need Council's approval for amendments). 	<ul style="list-style-type: none"> • Review the Best Practice Guidelines for individual and multi club-funded projects and update as necessary.
6.3. VOCATIONAL SERVICE			
6.3.1. A budget for Vocational Service training, public relations, and other resources is in place.	<ul style="list-style-type: none"> • Establish a Vocational Service directorate budget. 	<ul style="list-style-type: none"> • Review, evaluate and amend the goals of the last year and create new goals as necessary. • Analyse unachieved goals and revise as necessary. 	<ul style="list-style-type: none"> • Review, evaluate and amend the goals of the last year and create new goals as necessary. • Analyse unachieved goals and revise as necessary.
6.4. PUBLIC RELATIONS			
6.4.1. Effective use of the PR budget.	<ul style="list-style-type: none"> • Work with the District Treasurer to identify PR needs and effectively use the available PR funds. • Identify PR budget needs for the future. 	<ul style="list-style-type: none"> • Continue to work with the G-Team to identify and implement PR improvements. 	<ul style="list-style-type: none"> • Review & revise as necessary.

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6.5. YOUTH SERVICE			
6.5.1. Principles of financial management are understood and practiced by the district.	<ul style="list-style-type: none"> Develop a template for detailed Youth Exchange budgets based on individual events through year. Develop a budget monitoring strategy for Youth Exchange. 	<ul style="list-style-type: none"> Present monitoring (plan vs actual) of the Youth Exchange budget as per the Monitoring Strategy from Yr 1. 	<ul style="list-style-type: none"> Review and update as necessary.
6.5.2. Prior youth participants of youth programs are tracked.	<ul style="list-style-type: none"> Update the database for Youth Exchange & Rotaract content and report on usage of the database. 	<ul style="list-style-type: none"> Develop the database content and report on usage of the database. 	<ul style="list-style-type: none"> Update the database content and report on usage of the database. Present monitoring (plan vs actual) of the Youth Exchange budget as per the Monitoring Strategy from Yr 1.
6.6. TRAINING			
<p>6.6.1. Co-operate with the District in all communications, policy and procedures matters.</p> <p>6.6.2. The Annual Training calendar is communicated to the District membership prior to the start of the new Rotary year.</p>	<ul style="list-style-type: none"> Monitor compliance with the financial and budgetary guidelines provided by the District. Create a practical outline for clubs to develop their own relevant Constitution and Bylaws consistent with Canadian Revenue Agency (CRA) and Ontario laws and structure. Communicate the dates for all required training at the annual Club Leadership Training (CLT) event in April, online and in print in a clear and concise manner that allows Rotarians to identify the courses best suited to their needs and development. 	<ul style="list-style-type: none"> Prepare and submit a committee budget annually no later than the end of November in the preceding year. Add a session at CLT dealing with club Constitution and Bylaws. Deliver workshops at the individual club level on Club Constitution and Bylaws on a request basis beginning. 	<ul style="list-style-type: none"> Review and update as necessary.

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6.7. D7080 GENERAL

6.7.1. Strategic Planning is embedded in all directorates for D7080.	<ul style="list-style-type: none"> Publish a timeline for review and updating of the D7080 Strategic plan over 5 yrs including how each directorate will participate. 	<ul style="list-style-type: none"> Review and update of Strategic Plan. 	<ul style="list-style-type: none"> Review and update the Strategic Plan. Yr 4 - Create a plan to begin the creation of the next 5-year strategic plan. Yr 5 - Begin the creation of the next strategic plan.
6.7.2. A district succession plan and a leadership selection process are in place.	<ul style="list-style-type: none"> Document succession needs for each directorate. Document the criteria for "qualified candidates" and training requirements for each directorate's leadership positions. Identify areas of immediate need for filling of leadership vacancies within the directorates. Add a list of open or upcoming available district positions to the District website. Fill all vacancies or identify candidates by end of Yr 1. Increase attendance at RLI to help ensure strong leadership at the club and district level. 	<ul style="list-style-type: none"> Establish co-directorships with identified succession plans. Increase attendance at RLI to help ensure strong leadership at the club and district level. Establish a 'How-To' Guide of routine actions " for sub-committee chairs within each directorate to pass on to successors. 	<ul style="list-style-type: none"> Conduct an annual review of the positions within the District Organization. Implement organizational change recommendations. Increase attendance at RLI to help ensure strong leadership at the club and district level.
6.7.3. Annual budgets are prepared on time.	<ul style="list-style-type: none"> Document the annual timeline for budget preparation, review and approval for each directorate. 	<ul style="list-style-type: none"> Document the annual timeline for budget preparation, review and approval for each directorate. 	<ul style="list-style-type: none"> Document the annual timeline for budget preparation, review and approval for each directorate.
6.7.4. A Manual of Policies, Procedures & Practices is in place and is applied in a consistent way across the district.	<ul style="list-style-type: none"> Review & Implement changes to the Manual of Policies ,Procedures & Practices with input from all directorates. Report on adherence of the district with policy & procedure requirements for financial reporting. 	<ul style="list-style-type: none"> Review & Implement changes to the District Manual of Policies, Procedures & Practices based on decisions and report from the 2019 RI C.O.L. 	<ul style="list-style-type: none"> Review & Implement changes to the District Manual of Policies, Procedures & Practices annually with input from all directorates.
	<ul style="list-style-type: none"> Create a list of responsibilities of the Admin Assistant specifically relating to supporting the G-Team, Council, Secretary, Treasurer, Webmaster, Club operations and individual members. 	<ul style="list-style-type: none"> Conduct an initial review of the performance of the Administrative Assistant. 	<ul style="list-style-type: none"> Conduct an annual review of the performance of the Administrative Assistant.