

This document identifies the “area of responsibility” for each of the tactics and goals associated with the Strategic Plan for 2023 – 2026 and also includes **suggested items to be addressed** before the first District Council meeting (September 16, 2023)

<b>Strategy #1: Increase Our Impact</b>			
<b>Evidence-based programs define and measure our impact. Through data-driven decisions, we can improve our projects and outcomes, creating even more effective change that can be scaled up and applied to other communities.</b>		<b>Suggested Area of Responsibility for Reporting</b>	<b>Suggestions of things to be done by September District Council meeting</b>
1A. Assist clubs to build effective membership plans that speak to the research findings related to the five characteristics of a vibrant club.	<b>June 2024 Goal</b> - Assist 12 interested clubs in developing their membership plan around these findings and then sharing with other clubs in their area.	<b>Membership</b>	Identify the 12 clubs
1B. Promote collaboration among all types of clubs to develop meaningful service projects for their communities.	<b>June 2024 Goal</b> - Research and launch another “service project” that can easily be put into place in all corners of our District -based on success of Great Lakes Watershed Clean-Up.	<b>Services</b>	Day of Service – Identify topic, put team together ... and consult with clubs for potential partners and doing a pilot in the fall.
1C. Encourage the family of Rotary to work together to acquire grants for funding of projects.	<b>June 2024 Goal</b> - 3-5 new examples of collaborations taking place that were not seen in 2022-2023 Rotary year (e.g., a new cluster grant group formed; a Rotaract and Rotary club applying for foundation grant together for 1st time)	<b>Foundation</b>	

## Strategy #2: Expand our Reach

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<b>We can expand Rotary’s capacity for doing good by welcoming and engaging people of action with a variety of experiences, cultures, and perspectives.</b>		<b>Suggested Area of Responsibility for Reporting</b>	<b>Suggestions of things to be done by September District Council meeting</b>
2A. Assist with the development and support of new clubs with non-traditional formats such as e-clubs, satellite, passport and cause-based clubs.	<b>June 2024 Goal:</b> Two new clubs have been established in the District.	<b>Club Format Chair (Melisa Schrock)</b>	
2B. Encourage clubs to promote youth activities and ways to engage youth in our Rotary programs.	<b>June 2024 Goal:</b> 75% of our clubs are involved in District Youth programs such as RYLA, Jr RYLA, Youth Exchange, New Generations Service Exchange or a youth activity of their own creation.	<b>Youth</b>	
2C. Curate effective brand awareness materials and then encourage clubs to share these material on their club websites and social media feeds of individual members.	<b>June 2024 Goal:</b> 60% of clubs have implemented materials provided onto their club website and 50% report in the 2024 District survey that this brand awareness action assisted their club in improving its public image.	<b>District Governor Chain and Public Image</b>	Brand Awareness – identify champion in clubs.  Learning Session on Google Analytics

<b>Strategy #3: Increase Participant Engagement</b>		
<b>We can meet our members' diverse needs and keep them engaged while helping them with their personal and professional goals. Active and intentional member engagement will make our clubs stronger and assist us in creating meaningful relationships across decades and continents.</b>		<b>Suggested Area of Responsibility for Reporting</b>
		<b>Suggestions of things to be done by September District Council meeting</b>
3A. Assist interested clubs to measure member satisfaction and develop action plans to reflect their findings.	<b>June 2024 Goal:</b> At least 10 clubs who have not regularly measured satisfaction do so and develop an action plan based on the results.	<b>Membership and Assistant Governor Coordinator</b>  Identify some clubs to participate  Develop a video to highlight measurement satisfaction – the need, the value, the process
3B. Encourage the sharing of beneficial projects and programs by having more clubs invite more district or other club leaders to be part of their club meetings / programming.	<b>June 2024 Goal:</b> Beyond a visit from the Governor, identify 60% of the clubs who have had a District committee member or leader from another club come and present at a club meeting	<b>Assistant Governor Coordinator</b>
3C. Encourage succession planning at both the club and district level by providing mentoring and identifying the supports in place to ease the transition.	<b>June 2024 Goal:</b> 75% of the Clubs have their President-Elect identified by Dec 2023 and 20 new individuals volunteer at the District on committees, task forces or events that did not volunteer in previous year (this is beyond district appointments to roles such as AGs).	<b>District Governor Chain and Learning Chair</b>

## Strategy #4: Increase Our Ability to Adapt

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Rotary is an organization of adaptation – new projects, new clubs and new perspectives that maintain our connections and ability to make a difference, finding opportunity in adversity.		Suggested Area of Responsibility for Reporting	Suggestions of things to be done by September District Council meeting
4A. Share best practices among clubs using a variety of district tools - including a page dedicated to this on 7090 website and monthly newsletter having best practice section each month.	<b>June 2024 Goal:</b> A 10% increase in the number of individuals who go to Rotary District 7090 website and a 15% improvement in the open rate for our District newsletter from June 2022.	<b>Assistant Governor Coordinator and Public Image</b>	Organize webtalks to assist club members with the use of the District website
4B. Encourage clubs to meet other clubs for social events, collaboration on recruitment or sharing success stories.	<b>June 2024 Goal:</b> Publishing 12 examples of collaboration in the District newsletter	<b>Assistant Governor Coordinator and Public Image</b>	Area clubs meet together in a social setting – talk about what they do well, look at opportunities to work together.  Note: need to identify a number here.
4C. Review district communication modes and find at least 5 new ways of working that reflect the wants of clubs and taps new technologies that are emerging.	<b>June 2024 Goal:</b> 10% improvement in the communication scores in the District annual survey showing a marked improvement in how we are connecting with clubs.	<b>Public Image and District Governor Chain</b>	Send out bullet points to club presidents about the areas of focus for the District