

# Rotary District 7090 Strategic Plan 2023-2026

## Rotary International Vision

Together we see a world where people ***unite*** and ***take action*** to ***create lasting change*** across the globe, in our communities and in ourselves

### DISTRICT 7090 JUNE 2023

June 2023 Snapshot of  
D7090

63 Rotary Clubs  
4 Rotaract Clubs  
5 Satellite Clubs

24 Rotary Clubs  
received Club Citation  
for 2022 – 2023 from  
Rotary International

District relevance rating  
of 74% with 50% of  
respondents indicating  
District had taken  
“extensive or many  
meaningful actions in  
the past year to  
support clubs” (May,  
2023 District Survey)

### FOUR STRATEGIC DIRECTIONS

**Increase Our  
Impact**

**Expand Our Reach**

**Enhance  
Participant  
Engagement**

**Increase Our  
Ability to Adapt**

### DESIRED OUTCOMES JUNE 2026

Our Clubs report even  
more vibrancy as  
measured in the Annual  
District Survey

The same number or  
more clubs

Over 50% of clubs have  
healthy recruitment and  
retention results (25% in  
2023)

Over 75% of clubs report  
progress made in at least  
one of the characteristics  
of vibrant clubs  
(engagement; service;  
governance; public image  
and Diversity, Equity,  
Inclusion)

A District relevancy rating  
above 80% and over 70%  
noting “extensive or many  
meaningful actions being  
taken to support clubs”.

## Context and Methodology Followed to Create this Strategic Plan

### Rotary 7090 Mission:

Inspiring and supporting the clubs in Rotary District 7090 to be the best they can be

The District (led by our Governor and our District Council) is made up of a number of volunteers who give their time in order to enable the District to achieve its mission:

Some of the activities of the District are critical but would be described as “modus operandi” such as preparing President Elect training; ensuring clubs have the insurance they need, recruiting and supporting Rotary Exchange Students.

The Strategic Plan is designed to capture the “do different” or “do more of” activities that the District is going to focus on doing in order to achieve the 2026 outcomes outlined on page 1 of this document. These are the priorities that District Council and those supporting District Council are working together to implement.

#### How were these priorities decided?

The process started in January 2023 with an initial evaluation by committee chairs and other leaders of the successes achieved in implementing the 2020-2023 Strategic Plan. One point of inquiry was if there were any actions that were not yet implemented - that should potentially come forward into the new plan.

It was determined early on that the District gained much last year by following the Rotary International Action Plan as its overall framework for planning. Therefore, the District adopted the four strategies from this plan. This strategic plan is built around these strategies.



Extensive consultations were conducted with Committee Chairs, District Governor Chain, Past District Governors - with the highlight perhaps being the April Council Meeting with Conference Participants also participating. The ideas generated were then tested using a survey that was sent to all Rotarians in our District. 316 individuals responded to the survey and the collective responses were used on May 16, 2023 - when District leaders came together and finalized this strategic plan.

## Strategy #1: Increase Our Impact

**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.**

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.
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.
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)

## Strategy #2: Expand our Reach

**We can expand Rotary’s capacity for doing good by welcoming and engaging people of action with a variety of experiences, cultures, and perspectives.**

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.
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.
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.

## Strategy #3: Increase Participant Engagement

**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.**

3A. Assist interested clubs to measure member satisfaction and develop action plans to reflect their findings.

**June 2024 Goal:** At least 10 clubs who have not regularly measured satisfaction do so and develop an action plan based on the results.

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.

**June 2024 Goal:** 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

3C. Encourage succession planning at both the club and district level by providing mentoring and identifying the supports in place to ease the transition.

**June 2024 Goal:** 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).

## Strategy #4: Increase Our Ability to Adapt

**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.**

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.

**June 2024 Goal:** 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.

4B. Encourage clubs to meet other clubs for social events, collaboration on recruitment or sharing success stories.

**June 2024 Goal:** Publishing 12 examples of collaboration in the District newsletter

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.

**June 2024 Goal:** 10% improvement in the communication scores in the District annual survey showing a marked improvement in how we are connecting with clubs.

## Guiding Principles Behind the District Strategic Plan

The basis for this Strategic Plan is to promote vibrancy in our clubs by emphasizing:

- Active, intentional membership engagement
- Dynamic, meaningful service
- Effective Governance
- A Strong Public Image
- Diversity, Equity and Inclusion

These five characteristics have emerged in 2023 Research identifying what the most vibrant clubs in North America are doing and therefore what can be learned and emulated by other willing clubs.

The Strategic Plan reflects the Rotary International Action Plan; this promotes consistency while maintaining tactics that reinforce the role of the district to assist members in clubs.

Implementation of the Strategic Plan will be reflected by action-related items at every District Council meeting. Prior to the Council meeting, leads on actions will be asked to report progress and share areas where input or assistance is needed. It is important that the 8 committees of the District, the Assistant Governors and all district volunteers work in an interdependent fashion to assist with the implementation process.

The goals for 2023 - 2024 are established; annual goals may be created in advance of the June Council meeting for the subsequent year; in 2025 – 2026, the document will be reviewed and updated following a consultation process with District Council as well as Rotarians using our Annual District Survey.

The format of this plan was developed to provide the potential to be a template for clubs to use in the development of their own club strategic plans.