



Rotary District 7090
Best of Friends
District

THEMES FROM STRATEGIC PLANNING FOCUS GROUPS

Regarding Rotary 7090 District Strategic Plan

Input being provided to assist with formation of 2013-2014 Strategic Plan

Analyzed by Anne Bermingham, 2WA Consulting

- Provide district leadership with a chance to hear the perspectives of club Presidents, President Elects, past Presidents and other voices in our district
- Data to be considered in advance of Strategic Planning deliberations taking place April 5, 2014

Presentation Objectives

- 16 district leaders in a focus group on February 22 (part of the District Leadership Training day)
- 3 Rotarians on March 5 via webinar
- 8 Rotarians on March 6 via webinar
- 13 Rotarians on March 11 via webinar
- 8 Rotarians on March 12 via webinar

- 48 Rotarians in Total

Who Provided Input?


- Norfolk Sunrise
- Delhi
- Hamilton
- Hamilton AM
- Dundas Sunrise
- Hamburg
- Grand Island
- Buffalo Sunrise
- West Seneca
- Albion
- Kenmore
- Westfield-Mayfield
- Amherst South
- Ellicottville
- Niagara County-Central

- Holley
- E-Club of SOWNY
- Buffalo Sunrise
- Lincoln
- Ancaster AM
- Brantford
- Olean
- Stoney Creek
- Niagara on the Lake
- Simcoe
- Lockport
- St. Catharines
- St. Catharines Lakeshore
- St. Catharines South

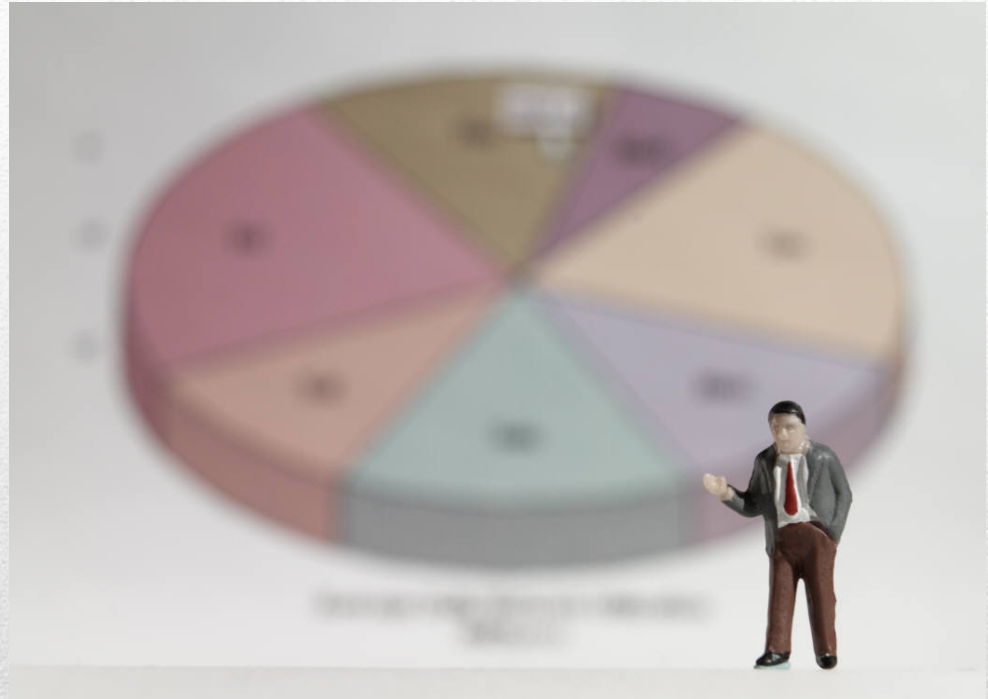
Almost 30 Clubs Provided Input

- How effective has district been in achieving goals associated with last year's strategic plan?
- What are some of the most important strategic areas of focus for district from your perspective?
- What are some innovative tactics that the district could use to help achieve success?

Kind of INPUT Questions

- 
1. To find new and innovative ways to help clubs address membership issues.
 2. To take new and improved approach to educate Rotarians about the larger world of Rotary and how the district is here to help each club
 3. To improve the 2-way communication between the district and you – both in terms of messages and use of technology
 4. To use our work with youth to excite and engage current and potential Rotarians

2013-2014 Strategic Areas of Focus for District 7090



Results from Input Sessions

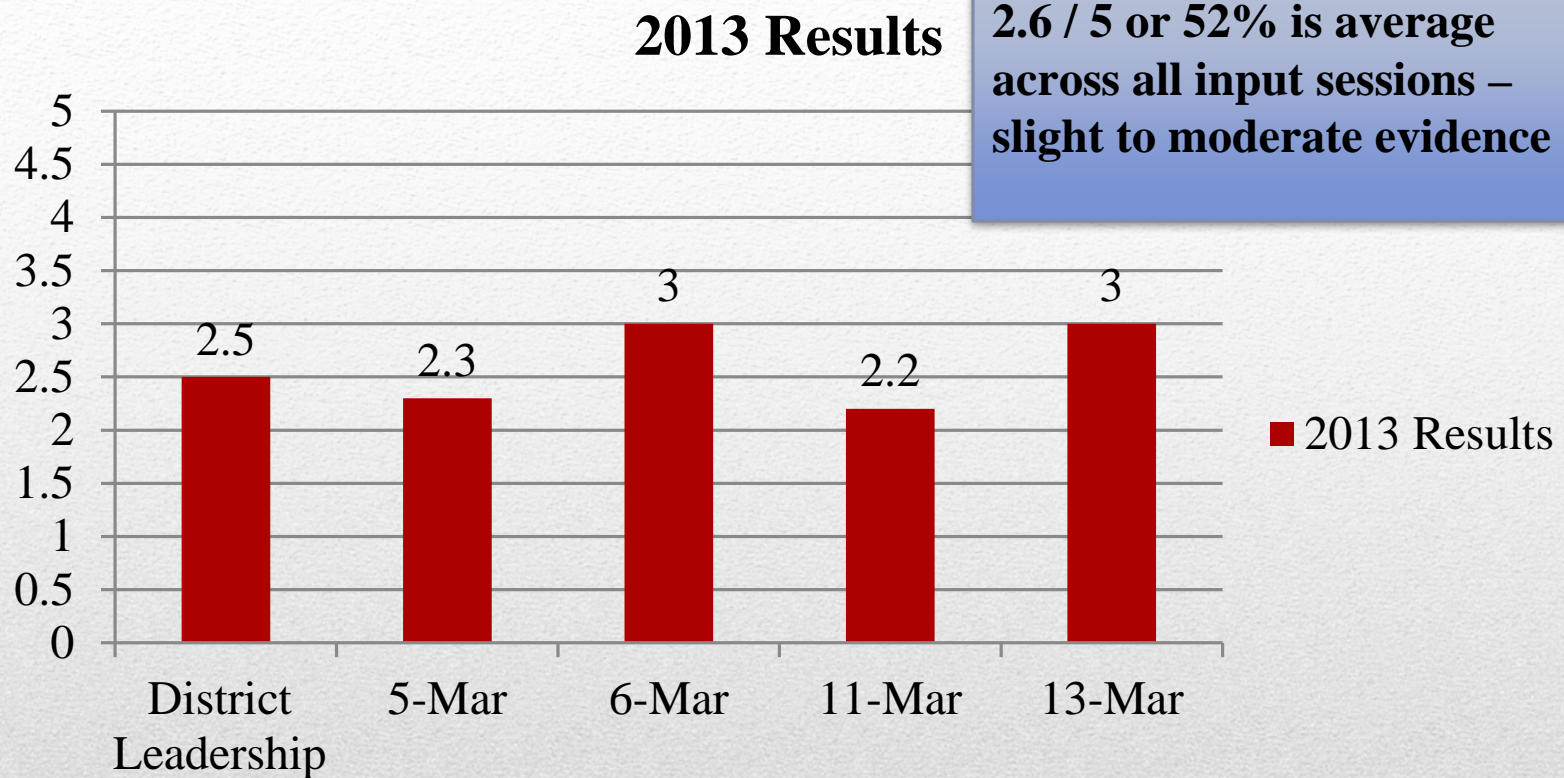
STRATEGIC AREA OF FOCUS

#1: To find new and innovative ways to help clubs address membership issues.

- **To what extent have you seen evidence of district making strides as it relates to membership goal?**

- Scale 1-5:
- 1 = no evidence
- 5 = significant evidence

Question 1: Strides regarding Membership



Evidence of making Strides on Membership Focus Area

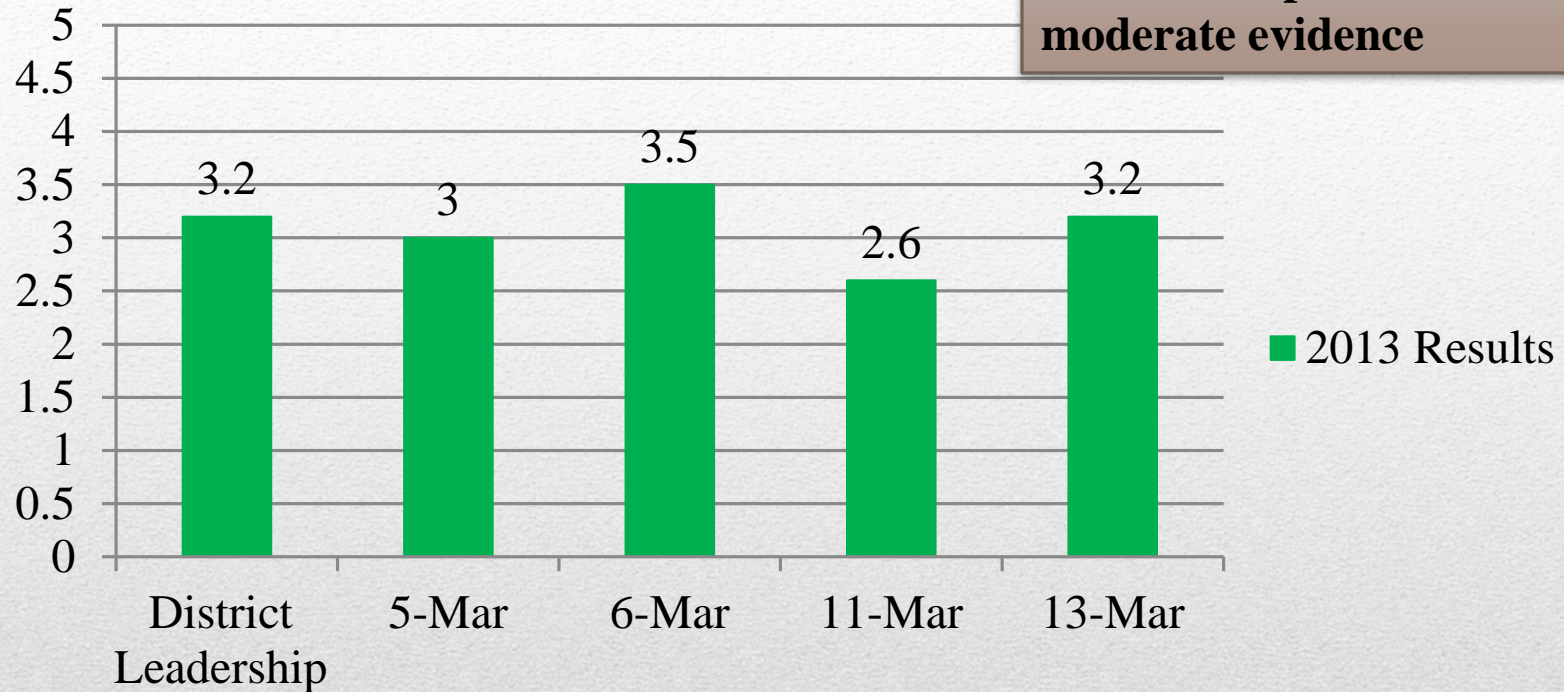
- **STRATEGIC AREA OF FOCUS #2: To take new and improved approach to educate Rotarians about the larger world of Rotary and how the district is here to help each club**
- To what extent have you seen evidence of district making strides as it relates to education goal?

- Scale 1-5:
- 1 = no evidence
- 5 = significant evidence

Question 2: Strides regarding Education

2013 Results

**3.1 / 5 (62%) is average
across all input sessions -
moderate evidence**



**Evidence of making Strides on
Education Focus Area**

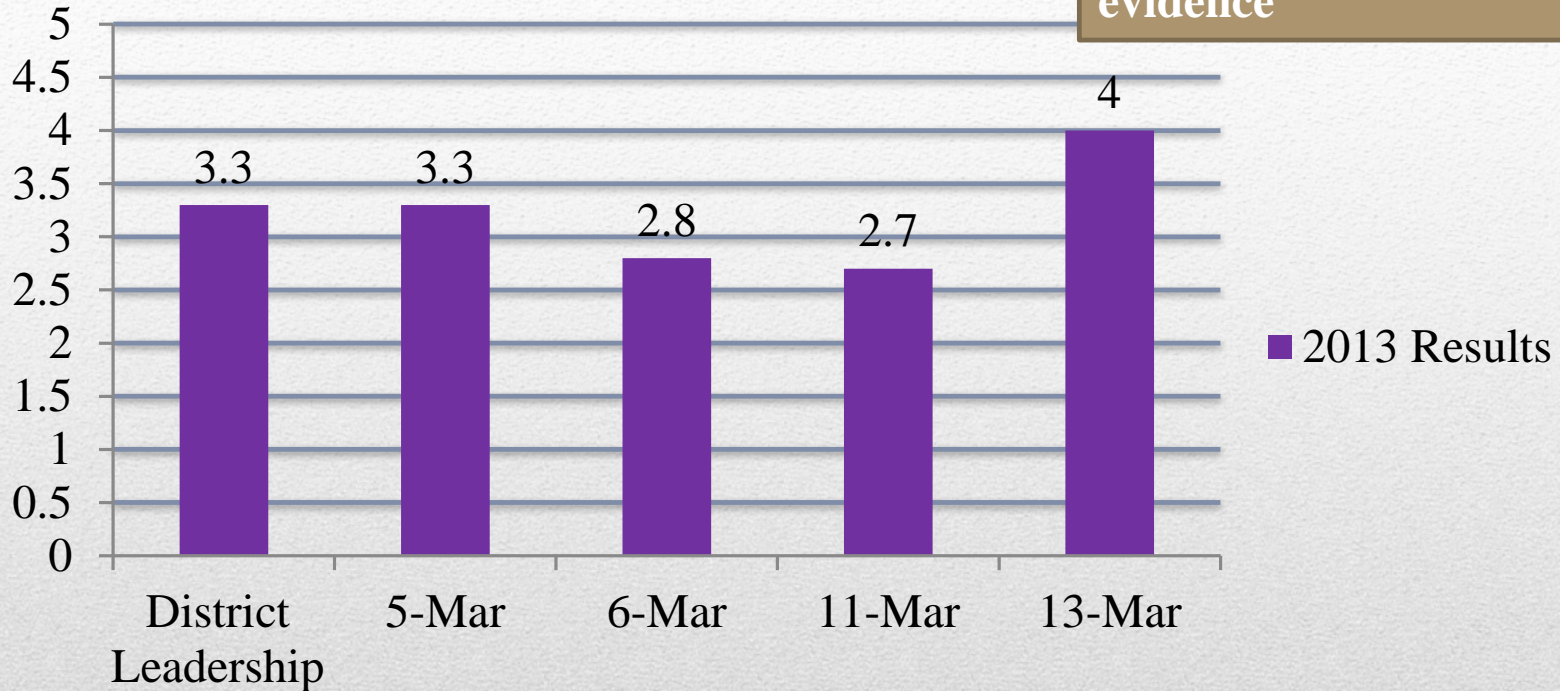
- **STRATEGIC AREA OF FOCUS**
#3: To improve the 2-way communication between the district and you – both in terms of messages and use of technology
- To what extent have you seen evidence of district making strides as it relates to 2-way communication goal?

- Scale 1-5:
- 1 = no evidence
- 5 = significant evidence

Question 3: Strides regarding 2-way communication

2013 Results

3.2 / 5 (64%) is average across all input sessions - moderate evidence



Evidence of making Strides on 2-way Communication Focus Area

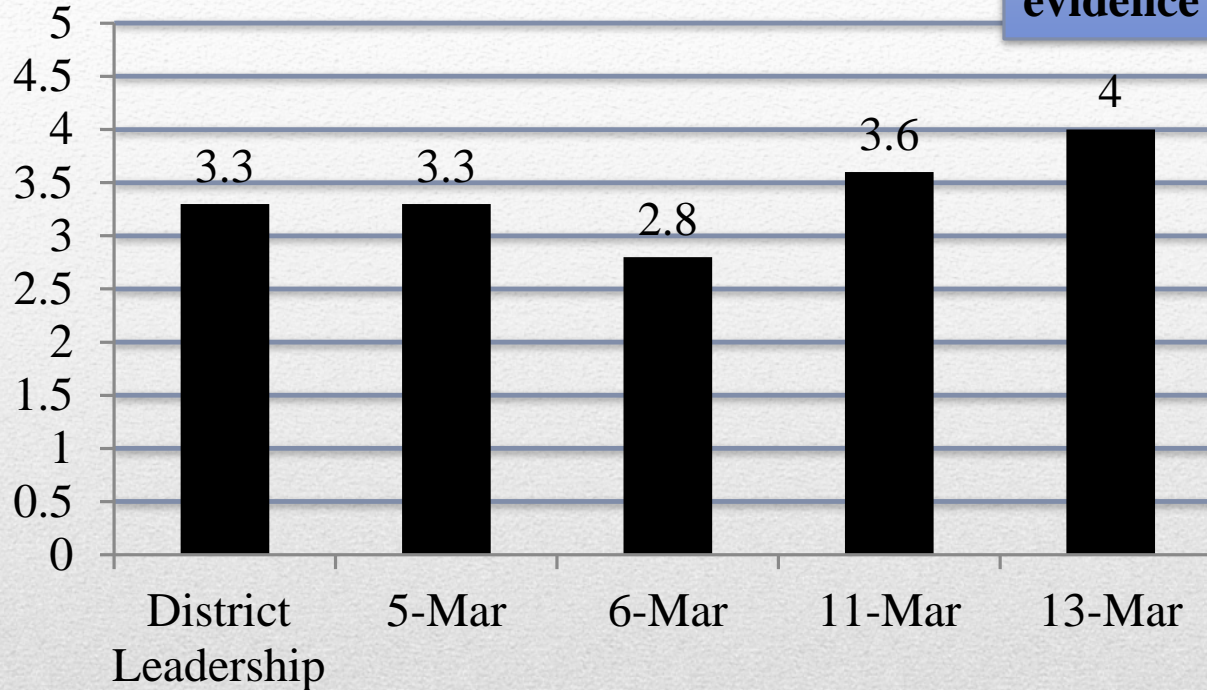
- **STRATEGIC AREA OF FOCUS #4: To use our work with youth to excite and engage current and potential Rotarians**
- To what extent have you seen evidence of district making strides as it relates to youth goal?

- Scale 1-5:
- 1 = no evidence
- 5 = significant evidence

Question 4:
Strides regarding Youth

2013 Results

3.4 / 5 (68%) is average across all input sessions - moderate evidence



Evidence of making Strides on Youth Focus Area



What evidence have you
seen of district
advancing on these
priorities?

On Membership

- Brian Carmichael (Director of Membership) came out to visit Assistant Governors
- District Assembly presentation on membership
- Focus of Presidential citation
- District work being done on club expansion
- Membership Moments

On Education

- Karen Oakes (Director of Foundation) coming out to clubs to explain about the Foundation
- District Conference topics
- District Assembly emphasis
- Rotary Leadership Institute Push
- New member orientation (Inner Rotarian) is very good
- Using digital / webinars more
- Club visioning is a great support to clubs
- Taking PETS out to regions

Evidence



On 2-way Communication

- Pets 1 – used survey monkey in advance for input
- Use of webinars and Go-To-Meetings
- AG role has changed and is working much better and helping to advance this focus area
- An imitative like these webinars to gain input into strategic plan
- Direct communication from DG or DGE to Presidents

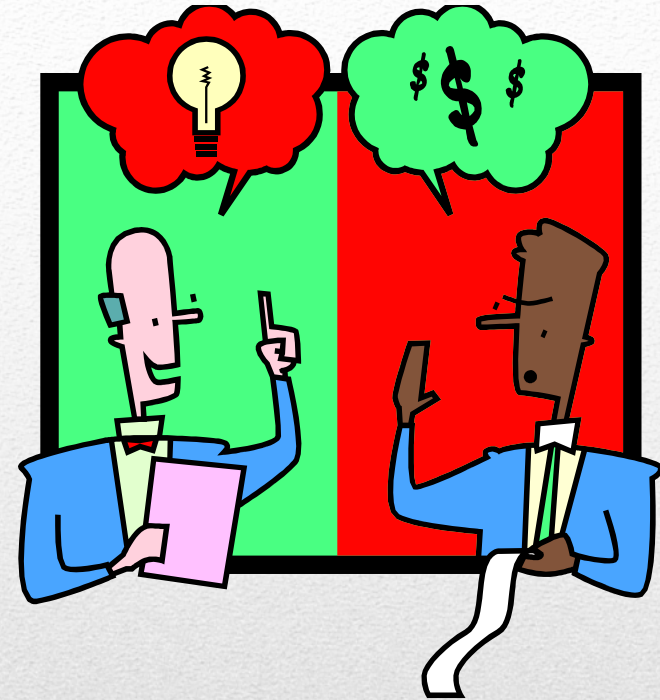
On Youth

- Have more volunteers for Slap Shot than we need
- RYLA grads are becoming Rotarians
- Fact that we are ensuring we stay in touch with alumni
- Youth Exchange students at District Conference (should us the potential of such individuals being future Rotarians)
- Facebook pages for alumni of youth exchange, RYLA etc – post on Polio Plus and other such topics
- Our Youth programs are strong

Evidence



- 1. Membership
- 2. Education
- 3. Two-way Communication
- 4. Youth

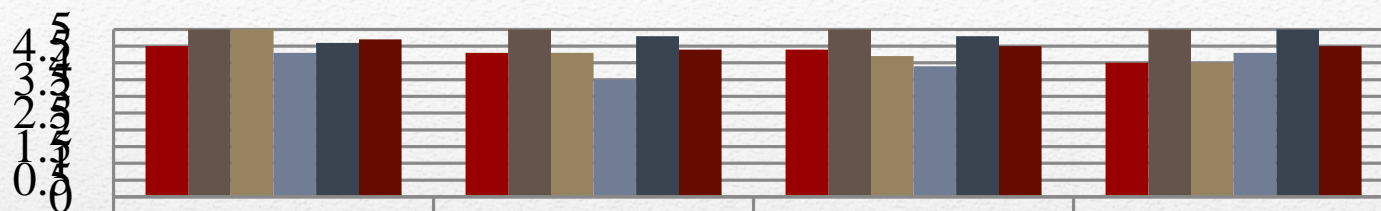


Questions 5-8

Value of Focusing on
these Strategic Priorities
in the coming year?

Value of focusing on this area in the 2014-2015 Strategic Plan for District 7090?

Mean (0-5 is range)



	Membership	Education	2-way Communication	Youth
■ Feb 22 DTT	4.5	4.3	4.4	4
■ 5-Mar	5	5	5	5
■ 6-Mar	5	4.3	4.2	4
■ 11-Mar	4.3	3.5	3.9	4.3
■ 13-Mar	4.6	4.8	4.8	5
■ Average	4.7	4.4	4.5	4.5

Importance of These Focus Areas

- Three Main Strategic Areas:
 - Support and Strengthen Clubs
 - Focus and Increase Humanitarian Service
 - Enhance Public Image and Awareness

Rotary International Strategic Plan

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

Support and Strengthen Clubs

- Eradicate polio
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus
- Increase collaboration with other organizations
- Create significant projects both locally and internationally

FOCUS AND INCREASE HUMANITARIAN SERVICE

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

ENHANCE PUBLIC IMAGE AND AWARENESS



Is there another area of focus that our district should consider making a priority?

- Promote leadership
- Get clubs to take on more service activities – hands on
- Develop a “how to mentor” program for clubs
- Emphasize the importance of the foundation
- Push networking
- Encourage clubs to engage in fellowship and fun
- Promote more diverse membership base
- Continue to help / help more with retention

District Leadership Team suggestions...

On Strategic Plan Itself

- Communicating the Strategic plan
- Setting specific actions for each focus area
- Being clear about part clubs can play in helping to advance strategic plan
- Monitoring progress in clubs seeing strides being made relative to strategic plan

On Social Media / Tools

- District could do more to help clubs learn more about social media
- Provide support and ideas to improve club websites
- Share more best practices of what specific clubs are doing and how others could copy such best practices when it comes to use of technology

Suggestions from Webinars

On Promoting Rotary to Potential members

- Like to see district fund advertising in local papers and through social media
- Help us help others learn what Rotary is about with materials and ad copy
- Promote, endorse, encourage different membership categories
- Help review and enhance PR as well as membership strategies clubs are pursuing (review and make suggestions to our plans)

Be More Proactive and Customized in Support

- Come out and help clubs learn what is on district web site and how club runner can help you
- There is a lot of website but not everyone uses internet
- Also not everyone good at searching for data – help connect clubs to what they specifically need

Suggestions from Webinars

-
- Help clubs learn how to pick projects that are long term and more sustainable than emergency responses to crises
 - Foster club runner as a way to communicate between clubs and district

-
- Help more clubs to collaborate on fundraising and other activities
 - There is a lot already here with the four areas... we need to just do these four really well rather than take on more priority areas

Final Webinar Suggestions

What are some new and innovative ideas that you would like the district to consider implementing to support you and your club?



- Have a list of practical suggestions from District Membership to help clubs recruit and retain
- Get this tool in hand of each club direct to membership chair or through AGs
- Get much more support to area membership reps for them to be more effective at club level
- Keep telling us about the flexible types of memberships that RI supports
- Keep alumni for youth programs current and ensure clubs are accessing it to find potential speakers and Rotarians
- Need a DG or District Facebook page
- Bring district to the clubs with presentations and materials
- Actively encourage area social events

Suggestion on How To...

- Actively educate everyone on funding process used in district
- On website, develop ideas for speakers (keep it current; promote district directors and committee chairs as speakers)
- Use Rotary showcase through club locator
- Make items more user friendly that come out from district – website / grants
- Make it easier for small clubs to access grants and use district services
- Schedule regional district assembly
- There is so much on websites – summary the resources or highlight a few in an email out to all or in district newsletter
- Have AGs use their computer at their meetings and help connect each president to materials that they could use by showing them where to find things of specific interest to them on website

More Suggestions

- Offer incentives to get more people to come out and experience district via “BUFFALO BASH (aka conference)?
- District should engage many more members of the clubs using webinars and other such techniques
- Do more webinars to teach clubs about grants and other district topics
- Credential the Rotary Leadership courses and other ones so people add them to their resumes
- Use more technology with the clubs to connect in 2-way fashion
- Encourage club leaders to come out to district council
- Find a way to develop a short “highlights” from district council that is sent to Club Presidents or others
- Put more district events on Canadian side of border

Final How To Suggestions

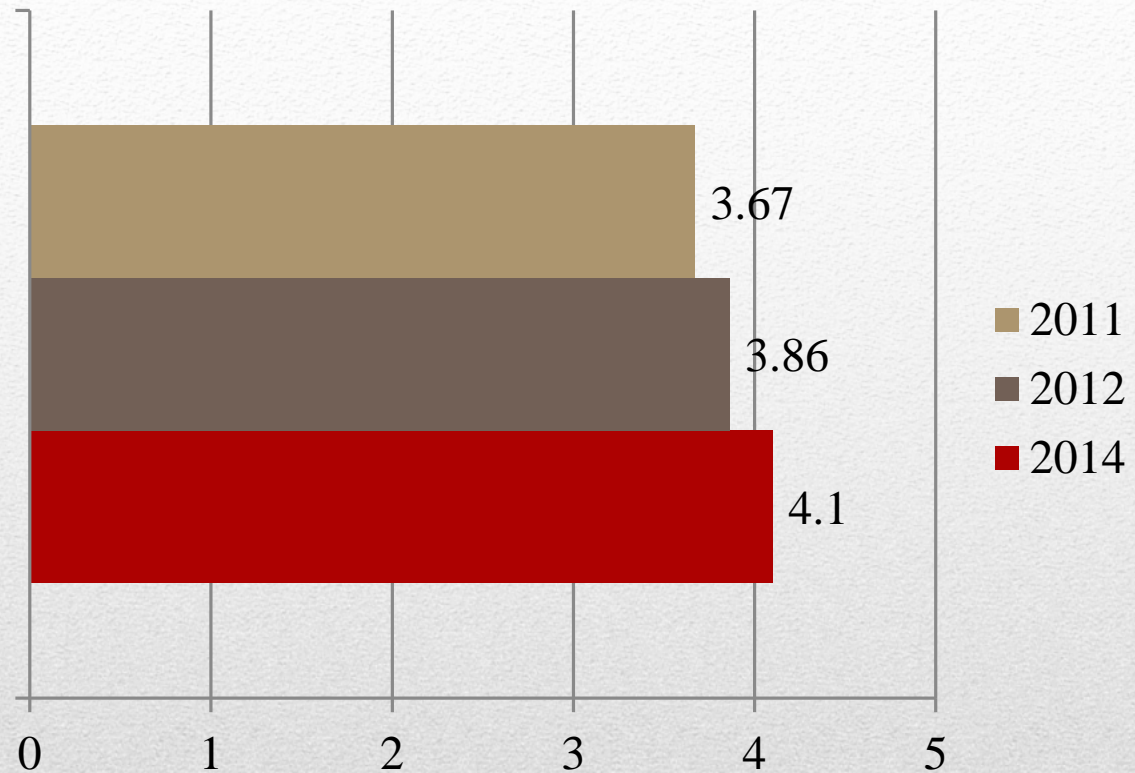
- *Please rate how true is the following statement:*

*My district liaison, namely Assistant Governor (AG) is visible and available to our club as needed**

- Rating Scale is 1-5 with 1 = not at all true and 5 = very true

Question 9:

Assistant Governors

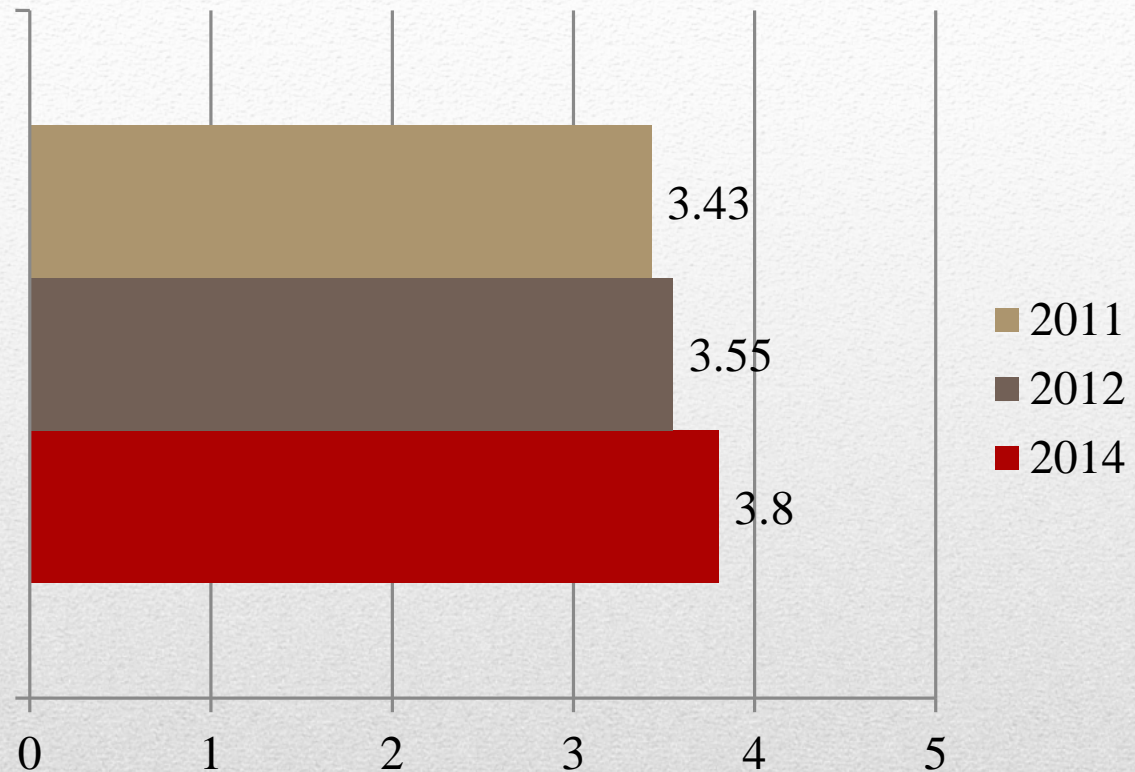


AG visible and available
to our club

- *In your opinion, how relevant is the district today to your club and its activities?*
- *Scale is 1-5 with 1 is not at all relevant and 5 is very relevant*

Final Rating Question #10:

Assistant Governors



Relevance of District today to Your Club and its Activities



Final Advice and
Suggestions as District
prepares to create its
2014-2015 Strategic Plan?



- District should focus on one of these strategic areas for 3-months – do a whole lot of activities for that period on the PRIMARY area of focus be it membership, education, etc...
- Need to ensure next version of strategic plan has measurable goals that are monitored
- Put our strategic plan goals on club central – helps to communicate district plan and our progress to all Rotarians
- Need dashboard for strategic plan that is regularly reviewed at District Council meetings

Final Advice



- Get feedback from clubs and district leadership throughout the year relative to strategic plan (e.g., autumn)
- Ask the clubs more often how we are doing as a district – even beyond points of strategic plan
- Ensure plan is simple and lots of clear actions of what we need to do to advance strategic areas of focus
- Make sure we have clear road map for plan and that we really communicate the plan very well to clubs, district leaders – focusing on how people can help advance strategic plan
- Celebrate successes with the plan

CONTINUED... Final Advice

A large, 3D graphic of the words "THANK YOU" in a bold, blue, sans-serif font. The letters are rendered with a 3D effect, showing depth and shadows. They are set against a black, slightly tilted rectangular background. The entire graphic is positioned in the upper right quadrant of the slide.

THANK
YOU

Thank you!
