

Context:

For the past several years, Rotary District 7090 has completed a strategic planning exercise to determine the vision, strategic outcomes and priorities for the Rotary year ahead. It is a process that is led by the District Strategic Planning Committee. While there are many steps associated with this process, the most significant is the actually planning day itself – which took place this year on Saturday February 10, 2010.

Prior to this planning session, we asked 83 of the District leaders to complete an on-line survey. These leaders included the District Governor, the members of District Council as well as some president elects of area clubs. A presentation was created and circulated in advance of the February 20th planning session that summarized the feedback received by those who completed the survey. A copy of this presentation should also be attached to this report.

What is captured in the report here that follows are three items:

1. The areas of foci that deserve extra or special attention for the coming Rotary Year (July 1 2010 to June 30, 2011)
2. The ideas offered at the strategic planning session on how best to implement those areas of emphasis in the coming year
3. An overview of how these areas of foci relate to the previously approved vision and strategic outcomes that form the overall District Strategic Plan

Section 1: The Areas of Foci for Coming Rotary Year

After much discussion, the participants at the February 20 session reached 100% agreement that the focus for the year ahead should centre on the following:

1. New approach to educating and increasing awareness of Rotarians

- ◆ Requires us to re-examine and re-work Assistant Governor structure; need to ensure they really are being the 2-way mechanism that shares information effectively, makes meaningful connections and provides support and troubleshooting when necessary
- ◆ Need the "education" to be much more focused and much more tailored to needs of average Rotarian
- ◆ Includes developing much more awareness, pride and commitment in what we do as Rotarians – especially RI and Foundation
- ◆ Might require us to take a more systematic or different approach to how we orient and excite new members to District and RI

2. Communication and Technology

- ◆ More 2 way, bite-sized and effective communication between clubs and district
- ◆ Increase use of "go to meetings" and "intranet"
- ◆ Use more conference calls to make it easier for more to get involved in district
- ◆ Improve district website

3. Using Youth Activities to Excite New and Future Rotarians

- ◆ Using Youth Activities to extend reach out to new generation of Rotarians – includes alumni of youth programs
- ◆ Helps make impact of Rotary come alive for others
- ◆ Source of great pride that could be better utilized to recruit others to Rotary and increase pride and involvement of current members

4. Find new and innovative ways to address membership issues

- ◆ Requires us to do more listening to new, potential and resigning members (use surveys)
- ◆ Involves exploring demographics and taking actions to align with changing demographics
- ◆ Focus beyond numbers
- ◆ More understanding of younger people – how to change to suit them and how to connect to them in meaningful ways – includes using social media (use Rotaracts to help us)

Section 2: Goals and "How To" Suggestions for Each Area of Focus

Small groups formed and were tasked with creating "SMART" goals (Specific, Measurable, Attainable, Realistic and with a Timeline). They were also asked to offer "how to suggestions" that should be considered as these ideas are turned into implementation plans in the coming months. Finally, they were asked to answer how this goal would be of benefit to the clubs (rather than just the district).

Please note that this report was presented at the April district council meeting. The information added in blue font represents additional ideas and comments offered by the council.

1. New approach to educating and increasing awareness of Rotarians

Goals:

- ◆ Assistant Governor (AG)– have quarterly meetings to develop role and responsibilities and focus on ways to make role more effective
- ◆ Assess needs/satisfaction of member of all clubs by January 2011
- ◆ Improve utilization of education programs at club level – as measured by achieving a 30% utilization rate of these offerings
- ◆ Form Education Committee by July 1, 2010 to focus on orientation of new members

How?

- ◆ Implement a localized “PETS” like training for AGs – where we make it more localized and focused
- ◆ Use Surveys to find out more from average Rotarian about what works and does not work when it comes to current education
- ◆ Consider having some focus groups or conference calls where we test new approaches to education or explore new ideas with Rotarians
- ◆ Form Education committee before start of Rotary year
- ◆ **Introduce more learning modules**
- ◆ **Use multi- media – such as DVDs to educate**
- ◆ **Work harder to educate / emphasis role of AG so clubs understand the important link the role offers**

How will this priority be of benefit to the clubs?

- ◆ More effective AG system would create more excitement and interest in clubs
- ◆ Survey – improves engagement of club members
- ◆ Education – greater effectiveness

2. Communication and Technology¹

Goals:

- ◆ Identify lines of communication between district and the clubs for all members.
- ◆ Identify what information is useful so we don't overload club leaders and members.
- ◆ Send info to Club Chairs – not always to the presidents – to make communications more focused
- ◆ Establish an internet club in this district

How:

- ◆ Get task force or group together who can determine what is possible – explore what is and what could be when it comes to improving communications – starting from the club member and leader perspective
- ◆ Identify club committee chairs to District so that communications could be more focused and not everything has to go through president
- ◆ Ask district to approve and to seek RI approval for having an internet club
- ◆ Review and explore district policy on how much to communicate within district
- ◆ **Create a book like the 100 year history of Rotary book given out at Chicago convention**
- ◆ **Give clubs tips on how to better communicate within club once info arrives from district**
- ◆ **Develop more structure into annual hand-offs so new directors / officials are well oriented**
- ◆ **Personalize communications – decrease the number of blanket emails**
- ◆ **Create list serves for like-minded people**

How will this priority be of benefit to the clubs?

- ◆ Stop overwhelming the district leaders with number of emails
- ◆ Improve the quality of interactions within district while potential decreasing quantity of communications
- ◆ Increase appeal to busy younger Rotarian by having internet club in district

¹ This working group was made up of two president elects, one assistant governor and the chair (Paul McAfee) of the PR committee. As Paul McAfee noted, it is important for the district to hear these voices. They came at the issue from a different angle than others might have when they examined communications. While there are policies and procedures already in the district, we need to hear this perspective – which is that the current state of communications in our district is producing frustration for these individuals.

3. Using Youth Activities to Excite New and Future Rotarians

Goals:

- ◆ Every club identifies a youth services champion to encourage active involvement in as many district programs as possible (e.g., youth exchange; RYLA; Slapshot; ACTS)
- ◆ District appoint a youth alumni chair under the youth services director to develop this program

How re First Goal:

- ◆ Establish a direct press connection to celebrate youth accomplishments on a regular basis.
- ◆ Speak at least 6 times/year on their experiences
- ◆ District Governor acts as a champion of all youth programs
- ◆ Champion educates club on how to put programs in place
- ◆ **Invite high school seniors to your club meetings**

How re Second Goal:

- ◆ Identify methods for building alumni data base.
- ◆ Implement programs connection alumni i.e. face book, website
- ◆ Implement program alumni awards - publications

How will this priority be of benefit to the clubs?

- ◆ More connections with youth offer more energy for each club
- ◆ Rich source of new potential members

4. Find New and Innovative Ways to Address Membership Issues:

Goals:

- ◆ 10% net increase in membership per club (such a goal would be too ambitious for the large clubs)
- ◆ 1 member per club from a “diverse” group
- ◆ Charter 4 new clubs

Other How Ideas:

- ◆ Club surveys
- ◆ “Hire” each new member
- ◆ Celebrate success
- ◆ “Harvest” alumni from exchange student, GSE, etc...
- ◆ Implement exit interview
- ◆ Really mobilize and utilize membership area rep concept
- ◆ Invite more community members to get involved on a committee or a work project.
- ◆ Strategic alliances with other NGOs

How will this priority be of benefit to the clubs?

- ◆ Club strengthening
- ◆ More bodies to do the work
- ◆ More pride in being a Rotarian
- ◆ Increases the “value” of being a member
- ◆ Quality of membership

Section 3: How areas of focus relate to Vision and Strategic Outcomes outlined in District Strategic Plan

District Vision Statement and Desired Outcomes

Previously Agreed Upon Vision

District 7090 models Rotary in Action through co-operation and co-ordination of people in two nations within a single district working toward world peace and service.

Previously Agreed Upon Desired Outcomes

1. We have created two-way communication and constructive relationships between clubs and district.
2. The administrative processes and protocols are effective for clubs and the district.
3. We have participation at the club and district level that reflects the diversity and changing demographics in our communities
4. We have district continuity through effective planning practices with long term horizons on all levels.
5. We have a membership plan that focuses on recruitment, education, engagement and retention of Rotarians.
6. We have better understanding of The Rotary Foundation programs, resulting in increased giving and involvement.
7. We are using advanced technologies to make it possible for members to participate in district committees without extensive travel.
8. We have highly effective leadership at all levels as a result of knowledge and skills training.
9. We have all clubs participating in all four avenues of service
10. We have increased awareness and understanding of Rotary in our clubs and communities through effective district and club public relations.
11. We have demonstrated the value of Rotary service through commitment and active club involvement

How does 2010-2011 Selected Priorities related to Desired Outcomes?

1. **Priority #1 is to have a new approach to educating and increasing awareness of Rotarians.** This priority seeks to change how we connect and educate the average Rotarians. By finding new ways to educate, it is hoped the ultimately the following desired outcomes will be advanced:
 - ◆ We have better understanding of The Rotary Foundation programs, resulting in increased giving and involvement.
 - ◆ We have all clubs participating in all four avenues of service
 - ◆ We have demonstrated the value of Rotary service through commitment and active club involvement
 - ◆ We have district continuity through effective planning practices with long term horizons on all levels.
 - ◆ We have highly effective leadership at all levels as a result of knowledge and skills training.

2. **Priority #2 is to improve communications and technologies** by addressing some of the frustrations noted and continuing to find easier ways for more to connect to the work of the district. When this is achieved, it will ultimately advance the following desired outcomes:
 - ◆ We have created two-way communication and constructive relationships between clubs and district.
 - ◆ The administrative processes and protocols are effective for clubs and the district.
 - ◆ We are using advanced technologies to make it possible for members to participate in district committees without extensive travel.
 - ◆ We have increased awareness and understanding of Rotary in our clubs and communities through effective district and club public relations.

3. **Priority #3 is to use youth activities to excite new and potential Rotarians.** This emphasis will help advance the following desired outcomes:
 - ◆ We have participation at the club and district level that reflects the diversity and changing demographics in our communities
 - ◆ We have demonstrated the value of Rotary service through commitment and active club involvement

4. **Priority #4 is to find new and innovative ways to address membership issues.** By putting the emphasis on novel and creative approaches, it should help us achieve desired outcomes:
 - ◆ We have a membership plan that focuses on recruitment, education, engagement and retention of Rotarians.
 - ◆ We have participation at the club and district level that reflects the diversity and changing demographics in our communities.

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