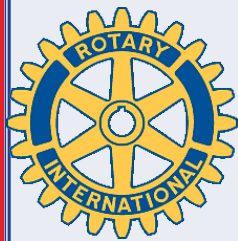




SERVICE ABOVE SELF

[www.rotary7090.org](http://www.rotary7090.org)



# Rotary 7090 District Strategic Plan

July 1, 2012 to June 30, 2013



## Mission Statement

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

### ***Strategic Priority Area #1: Responsibility of Membership Director To find new and innovative ways to help clubs address membership issues***

- Encouraging clubs to use Facebook to communicate about Rotary to existing and prospective Club members; share news of upcoming speakers; connect with former members of each club
- Effectively reach out to the Specific Membership chair in each club (rather than the club president). As a district, support each club to have a retention and recruitment plan in place – that is actively being implemented. Encourage each plan to include an item on how to track and stay connected to departing Rotarians
- To encourage each club to develop a mechanism to measure membership satisfaction (surveys of members; exit interviews; fire side chats; focus groups)
- To create some ways to connect Membership chairs from each club together – through LinkedIn, Facebook, area meetings, etc.
- Regularly measure number of Rotarians in our district and see if number is increasing quarter over quarter.

### ***Strategic Priority Area #2: Responsibility of Training Director To improve how we educate Rotarians about the larger world of Rotary and how the district is here to help***

- Continue all the District education events – clearly valuable and appreciated
- To roll-out District Assembly further – taking same topics and offering them via GO TO MEETINGS as well as in regional area formats
- Using AGs and others to have more 2-way conversations with clubs and help identify topics of interest for education events. Also help clubs find Rotary speakers for their clubs (e.g., one speaker a month)
- To create social network groups on like interests across clubs (e.g., a fundraising group; a PR group)
- Creating a speakers bureau for the District that everyone can access
- Number of Rotary speakers per club – where Rotary members are learning about Rotary (measured in AG reports)

### ***Strategic Priority Area #3: Responsibility of Public Relations Director To improve the 2-way communication between the district and each club / Rotarian – in terms of messages and use of technology***

- Promoting the use of district directory and using the district website. Also keep promoting LinkedIn and Facebook groups.
- To offer more training on CLUB RUNNER and on what is available on Rotary International and District website – providing hands on assistance to learn
- To create more ways to solicit feedback on district website – using survey and other feedback tools to determine usefulness and ease of use
- Number of hits to district website; number of log-ins; satisfaction measures from website survey

### ***Strategic Priority Area #4: Responsibility of New Generations Director To use our work with youth to excite and engage current and potential Rotarians***

- Keep the Focus of having a new generations champion in each club in our district
- To have a New Generations conference to include participants, Rotarians and advisors from the sponsor schools
- Getting even more Rotaractors and other New Generation club members involved in our district conference
- Specific training model for teachers and advisors in New Generations
- 10% increase in total participants involved from new Generations in district events; one new member per club coming from New Generations

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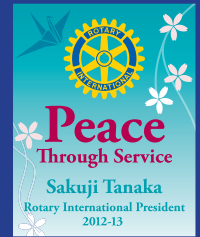
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- When the Rotary International Board of Directors endorsed the organization’s revised strategic plan, it marked a milestone in an ongoing, and critically important, process.
- Members of the RI Board’s Strategic Planning Committee oversaw a comprehensive effort to assess Rotary’s image in different countries and cultures and analyze the organization’s strengths, weaknesses, opportunities, and challenges
- The results of that effort led to the development of three strategic priorities, each of equal importance to Rotary’s future – and the sixteen goals that form the heart of the RI Strategic Plan.
- As evident in the diagram below, District 7090 Strategic Priorities align closely with the Rotary International priorities and will serve to assist in the continued development of our District.

## Rotary International Strategic Plan

## District 7090 Strategic Plan

*The Rotary International Plan identifies three strategic priorities supported by 16 goals:*

### Support and Strengthen Clubs

- 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

### Enhance Public Image and Awareness

- 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

### Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on:
  - New Generations Programs
  - The Rotary Foundation’s six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

**Strategic Priority Area #1**  
*Responsibility of Membership Director*  
*To find new and innovative ways to help clubs address membership issues*

**Strategic Priority Area #2**  
*Responsibility of Training Director*  
*To improve how we educate Rotarians about the larger world of Rotary and how the district is here to help*

**Strategic Priority Area #3**  
*Responsibility of Public Relations Director*  
*To improve the 2-way communication between the district and each club / Rotarian – in terms of messages and use of technology*

**Strategic Priority Area #4**  
*Responsibility of New Generations Director*  
*To use our work with youth to excite and engage current and potential Rotarians*