

Rotary 7090 Strategic Plan – 2018 to 2021

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
Mission

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

Strategies

1. Educate and guide clubs on innovative ways to recruit and retain new members

2. Train club members to provide strong leadership at the club level

3. Assist the clubs to enhance image and awareness

4. Provide Relevant and meaningful resources to support clubs

5. Educate and guide clubs on getting more involved with youth

3-year
Measures

1. Number of Rotarians in District will be 2500 by June 30, 2021 with 40% female and average age 55 years.
2. Increase by 25% the number of Rotarians accessing training provided through district (e.g., CLT, PETS, RLI and webinars)
3. 60% of clubs are reporting that they have taken a minimum of two actions to enhance image and awareness as recommended or shared through District 7090
4. 50% increase in amount of traffic going to website to access resources
5. Have 50% of clubs highly involved in youth programs
6. Have a 4/5 rating on how relevant district is (up from 3.6/5 in 2018)

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Strategy #1: Educate and guide clubs on innovative ways to recruit and retain new members with particular eye to helping clubs diversify their membership, bring the average age down and enhance the “curb appeal” of their clubs.

<p>Year One Execution Commitments</p>	<ol style="list-style-type: none"> 1. Have more regional presentations that bring more club members into the know about new and different ways to recruit as well as retain members 2. Implement a revised 7090 website so it is easier to find relevant recruitment and retention resources including videos, tips and techniques that have been designed to help clubs enhance their appeal to diverse membership, in keeping with the composition of the communities served (e.g., more women and younger Rotarians) 3. Keep providing the food truck that brings webinars and resources to the clubs – work to enhance the offerings and the uptake so more clubs are accessing the materials available that will help with recruitment and retention 4. Start promoting more of the new and different types of memberships that can be offered within the club – subject to the club understanding the benefits and inherent costs to the club of each. 		
<p>Year One Measures of Success</p>	<p>Number of Rotarians is 2250 by June 30, 2019</p>	<p>35% are female and average age is 57 Years</p>	<p>25% increase in traffic to District website page(s) where membership resources are made available to clubs</p>

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Strategy #2: Train club members to provide strong leadership at the club level

Year One Execution Commitments

1. Promote differently and more effectively the training offerings such as PETS, MDPETS, Club Leadership Training and Rotary Leadership Institute.
2. Also continue to find a variety of effective approaches for sharing the information generated at these training opportunities including face-to-face and online methods so that the content can be available throughout the year. Work to ensure that training offered is laser focused and easy to digest (e.g. short time commitment to enable one to learn).
3. Start providing some bite-sized learnings like a “rotary lesson of the month” where a current leader shares something they are doing that is making a difference in their club or community – make it a short video that can be easily accessed by all
4. Start to educate more club members about the changing face of Rotary – including options to explore regarding attendance, club structure. Ensure message is getting out to each club – using different and more varied means for communicating and sharing what clubs are doing in 7090
5. Actively recruit more Rotaractors to be part of more training in the district taking care to ensure the training offered is appealing and relevant to them

Year One Measures of Success

Identify 4 different times a year that leaders from 90% of our clubs accessed district leadership training (webinars, events)

Identify 10 club leadership stories from our own district that were profiled and shared with other current and future leaders in our district

A 25% increase in the number of Rotaractors accessing training provided by District

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Strategy #3: Assist the clubs to enhance their image and awareness

<p>Year One Execution Commitments</p>	<ol style="list-style-type: none"> 1. Find one person in each club that is willing to learn more about social media and public image. Engage and support each of these people to implement 2-3 actions within their club (e.g., on website, Face Book, Instagram) that enhances club image and awareness 2. Create a more District-wide strategy that helps ensure messages are better getting out to the target demographics we want to reach as clubs – e.g., AdWord campaigns 3. Create a number of best practices including templates that can be shared with clubs to help them see first-hand what clubs are doing and how they could implement these ideas <p>Attend to These when Resources are Available</p> <ol style="list-style-type: none"> 4. Model the best that we can be by having district website, district Facebook and other tools up-to-date and filled with good messages that enhance our image and build greater awareness of all that Rotary does in 7090 5. Do even more promoting of the Rotary International videos and resources that are available and can be used by clubs to enhance their image as well as the awareness of Rotary 		
<p>Year One Measures of Success</p>	<p>30% of clubs are using 1 or more of the videos or brochures circulated by RI since 2017 on their club websites</p>	<p>30% of clubs have had a person engaged in accessing help from District team that helps them to learn more about social media</p>	<p>There is a file of best practices on Rotary 7090 website and there is a 30% increase in hits to this section from June 2018 to June 2019</p>

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Strategy #4: Provide Relevant and Meaningful Resources to Support Clubs				
Year One Execution Commitments	<ol style="list-style-type: none"> 1. Keep encouraging Clubs to submit their goals via Rotary Club Central (RCC) by creating the position of RCC Coordinator who will be the point of contact for all Clubs requiring assistance with goal submission or anything related to using RCC 2. Provide a list of speakers and/or resources from every Director (Service Projects, Foundation, Youth, Public Image, Membership, Training) who can assist Clubs and/or Boards with needs related to their club goals and identified needs. The Directors / speakers would be proactive in scheduling club visits to clubs in their area. 3. Develop an on-line forum where Clubs can have an open exchange of ideas and dialogue amongst themselves in an effort to learn from each other and share experiences 4. Showcase more effectively what clubs are doing club to reflect "People of Action" in their ongoing commitment to raise awareness in support of local and international projects in keeping with The Rotary Foundation's six areas of focus as well as the eradication of Polio 			
Year One Measures of Success	80% of clubs will have listed their goals in Rotary Club Central	Online forum will see activity by at least 15 Clubs in our district. As a result, we will determine other online tools needed by the Clubs and develop them accordingly	Each Director will have had at least one Club visit per quarter by one of their speakers	Have Foundation giving up 5% per person as a result on greater understanding of all that we do as People of Action

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Strategy #5: Educate and guide clubs on getting more involved with youth.

<p>Year One Execution Commitments</p>	<ol style="list-style-type: none"> 1. Increase the profile of youth services among 7090 clubs through the sharing of stories, testimonials etc. aimed at creating enthusiasm in particular with clubs less involved with youth services. For example, use these opportunities to share how Interact club members become Rotaract members and how Rotaractors transition to Rotarians. 2. Implement Youth Services Marketing Automation plan as laid out in November 2017 proposal to maintain contact with alumni of youth services programs and those interested. 3. Complete the club youth involvement survey to include all clubs, currently there are still large gaps in the data and ensure this becomes an annual measuring point. As we engage with each club, we will work to identify “youth” ambassadors in each club. 4. Provide more training to clubs on how to develop youth programs. This includes how to get involved in youth exchange, SLAPSHOT, setting up EarlyAct, Interact and Rotaract clubs. Provide more resources to help build up the youth programs – includes developing how to handbooks and other guidelines so it is easier for clubs to learn and get involved with youth services 5. Increase the overall number of Rotaract clubs in the district and engaging these club members in all that we do at the District 6. Promote more short-term youth exchange as a way to introduce club members and families to the benefits of getting involved in (long term) youth exchange and Rotary 		
<p>Year One Measures of Success</p>	<p>Have 15 chartered Rotaract clubs by June 30, 2019 – up from 10 today in the District.</p>	<p>Increase by 5 the number of clubs involved in youth exchange by June 30, 2019 (short term or full program)</p>	<p>Increase by 7 the number of clubs who have an EarlyAct or Interact club by June 30, 2019.</p>

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The following are the commitments that have been made to ensure the Strategic Plan is successfully implemented.

1. The goals that the District Governors, for the next three years, will focus largely on this strategic plan. This plan reflects what we, as a district, want our leadership to do to help clubs be inspired and supported to be the best they can be.
2. The District Governor, Past District Governor, District Governor Elect and District Governor Nominee plus the 5 Council Directors will meet regularly to review the strategic plan. They will go strategy by strategy to determine what has been done to date and what is to be done in the next few months to drive the plan forward.
3. The Strategic Plan will be on every district council agenda – to discuss what has been done to date and to gather input on how to further advance the plan. This includes an update relative to the one-year measures by strategy that are captured in this plan.

