

Implementation: 2022-23 District Action Plan

District Action Plan strategic priorities and objectives:

Increase Our Impact:

*Increase the number of Rotary Citations from 9 to 20 clubs in the District by building strategic goals that meet Citation goals. Recognize at District Conference. **(Implement: Club Presidents and District Recognition Chair)**

*Encourage every club to name a Project Chair. **(Implement: Club President)** and identify one impactful community project using the Rotary community needs assessment tool to identify gaps and opportunities, and develop new partnerships to implement the project, particularly in Rotary's seven areas of focus, and service projects that empower girls and women. **(Implement: Club Service Project Chair & District Visioning Team)**

Showcase projects at District Conference by launching a new Golden Wheel Impact Award and recognize a community honoree from each club **(Implement: Club Service Project Chair)** at the District Conference dinner (Golden Wheel Gala) along with the other current awards. **(Implement: District Recognition Chair)**

*Increase contributions to the Annual Fund to \$222K and PolioPlus to \$62K. **(Implement: Club Foundation Chair)**

Expand Our Reach

*Grow membership: 2000 membership, one new corporate membership in each club, expand to 42 clubs including 2 satellite clubs and 1 community corp. **(Implement: Club Membership Chair)**

*Elevate and expand Rotary's public image profile as people of influence, people of purpose and people of action. Showcase effective club, district and international programs with partners in a PI Imagine Impact Tour, modeled after Jennifer Jones' international tour. **(Implement: Club PI Chair)**

*Promote Inclusion and Diversity with DEI education opportunities, best practices and recruitment. Each club will name a DEI chair. **(Implement: Club President)** attendee/s participate in at least one DEI training. **(Implement: Club DEI Chair)**

*Increase club participation with youth, especially indigenous and youth of color: RYE, Alumni, RYLA, Rotaract, Interact, club meetings. **(Implement: RYE,**

RYLA, Rotaract and Interact Club Chairs. Club President names these chairs if not already in place.)

*Launch a task force to address the future vision for Rotaract and Interact in the District. **(Implement: Rotaract and Interact District Chairs and PDG facilitator)**

Enhance Participant Engagement

*Encourage clubs to use engagement tools like healthy club surveys to better understand the diversity gaps in membership & member needs and interests. **(Implement: Club Membership Chair)**

*Use club survey results to develop District trainings (including trainings by experts in the District like nonprofits, faith organizations) and to develop new clubs. **(Implement: District Trainer)**

*Connect young leaders from across the district for fellowship, service and leadership and skills training. **(Implement: District Trainer)**

*Encourage and facilitate Rotarians engaging in Rotary learning center to increase knowledge. Incorporate into club board meetings. **(Implement: Club Presidents)**

Increase Our Ability to Adapt

*Develop membership of District committees and stagger committee chair terms for continuity. **Implement: (District Committee Chairs)**

*Support and encourage the use of virtual connectivity to optimize in-person meetings, trainings, fundraising and service projects. **(Implement: District Tech Team)**