

District Chair meeting: December Update

1. 2015-16 Public Image Committee Objectives:
 - a. Improve the District's and clubs public image and communications.
 - i. Outward facing (both public and District Rotary Clubs) communication: Using social media, district's website and other resources for the promotion of news and events **sponsored by the district**. We will also have two focus areas this year: Membership and the Foundation Centennial.
 - ii. Inward facing communication: Help clubs "advertise" their news and events through district marketing channels.
 - iii. Club PI facilitation: The Public Image committee will take an active role in supporting the PR needs of the clubs in the district. We will also help educate them to the PR tools available (or create) for their club activities.
2. During the 2nd half of the year we will roll out PI tools to the clubs.
3. During the 2nd half of the year we will have a small grant contest to encourage PI activities
4. During the 2nd half of the year we will clarify and document exiting PI assets and procedures
5. During the 2nd half of the year we will analyze how to improve district communications. (see attached stats)