



## ***DISTRICT 7190 STRATEGIC PLAN***

### ***2019 - 2022***

#### **Introduction:**

District 7190 serves clubs within our area by fostering the ideals of Rotary, advancing the growth of club membership, encouraging the development of leaders, facilitating interactions with Rotary International and promoting Rotary to the public.

The District 7190 Strategic Plan is intended as a three year document, subject to annual review and a significant update every three years. It is modeled upon the Rotary International Strategic Plan which will commence in July, 2019. The District Plan focuses on RI's four key priorities: to increase our impact, to expand our reach, to enhance participant engagement, and to increase our ability to adapt.

This Strategic Plan is a guiding document for utilization by the senior leadership of the District. The Strategic Planning Committee has identified the top two objectives in each of the four key priorities (identified in bold) and includes tactical recommendations for consideration. It is the responsibility of the District Governor and Board of Directors for District 7190 to annually set goals, define metrics and negotiate tactical implementation with the sitting committee chairpersons and others as appropriate.



## ***Rotary International Vision Statement and Key Priorities***

Adopted June 2017

***"Together, we see a world where people unite and take action  
to create lasting change — across the globe, in our  
communities, and in ourselves."***

### **Rotary International's Four Key Strategic Priorities**

**Increase our impact:** Rotary strives to change the lives of others for the better. Our members invest volunteer and financial resources in a broad range of service activities, but we will do a better job of measuring the results and outcomes of our work. So that Rotary can continue to attract members, partners, and donors, we'll focus our programs and produce evidence of lasting impact.

**Expand our reach:** People are seeking ways to make a difference in the world and connect with others. How do we help them find what they're looking for in Rotary? By creating unique opportunities for more people and organizations to get involved. Clubs will always be important. But to extend our global reach, we'll expand our current structure with innovative models that welcome more participants into Rotary and give them meaningful ways to unite and take action.

**Enhance participant engagement:** Because we recognize the challenges our clubs face in today's changing world, Rotary will support our clubs' efforts to deliver an experience that engages and retains members. When we help clubs focus on the experience and value they give their members, we give Rotarians and other participants the opportunity to serve together, connect with one another, and have a more satisfying experience with Rotary.

**Increase our ability to adapt:** To achieve our vision and keep pace with changing global trends, our structure and culture must evolve. We'll ensure that our operating and governance structures are efficient, flexible, and effective in delivering services to all of our participants.



# District 7190 Strategic Plan

July, 2019 - June, 2022

**Vision:** The vision of Rotary District 7190 is that together with our Clubs we aspire to be vibrant, responsive, fulfilling, inclusive and relevant.

**Mission:** The mission of District 7190 is to lead by example to raise the impact of Rotary's work by inspiring and supporting Clubs and Rotarians with resources, guidance, leadership and leadership development.

**Core Values:** These values reflect our purpose and beliefs as Rotarians, leaders in the District and members in our own clubs. As we hold these values closely they also serve to define how we wish to be perceived by the world outside of Rotary.

- Fellowship
- Global Understanding
- Integrity
- Ethical Standards
- Diversity
- Service
- Leadership
- Inclusion
- Mentorship
- Transparency
- Recognition
- Continuity
- Vibrancy
- Flexibility
- Innovation

## District 7190 Four Key Priorities

### Increase our Impact

- **Membership - Improve member recruitment and retention and diversity**
- **Engage the communities we serve**
- Encourage clubs to participate in a variety of activities - engage
- Develop leaders
- Strengthen support of TRF programs
- Collaboration

### Expand our Reach

- **Develop and engage a proactive Public Image and Public Relations plan**
- **Develop community partnership and awareness**
- Encourage clubs to participate in a variety of activities - local and global
- Start new and dynamic clubs
- Develop the RI Community Corps model
- Support Club extension programs

### Enhance Participant Engagement

- **Training - both traditional and non-traditional**
- **Expand service opportunities - both traditional and non-traditional**
- Increase collaboration between clubs and also with community organizations
- Emphasize professional and leadership growth opportunities
- Improve internal communication within clubs
- Integrate professional networking development models
- Increase awareness of Rotary's global impact

### Increase our ability to adapt

- **Encourage flexibility in process and governance**
- **Create new paths to Rotary**
- Promote membership diversity - be open and inclusive
- Leverage technology

## **Tactical Initiatives (from the 2016-2019 plan)**

**District leadership will consider these and develop success metrics.**

### **Support and Strengthen Clubs**

- Foster club innovation and flexibility
  - Encourage innovative projects and initiatives
  - Endorse flexibility and innovation in Club administration
  - Encourage AG's to engage clubs in collaboration
- Encourage clubs to participate in a variety of service activities
  - Throughout the calendar year
  - Improve cross club promotion
  - Be sensitive to timing of District events
  - Provide feel good fellowship and recognition for District service (recognition)
    - Wrap ups
  - Public Image campaign around District service and Club participation
  - Foster Community Assessments
  - Encourage larger, deeper, fewer projects, but not as substitution for ongoing projects
- Promote membership diversity
  - Promote attraction by diversity
  - Endorse alternative membership models
  - Encourage Club membership to reflect their community
  - Assist Clubs to define their target profile
  - Lead by example
- Improve member recruitment and retention
  - Strengthen Membership Committee
  - Utilize and refine Club surveys
  - Encourage retention initiatives, including exit surveys
  - Organize and promote member engagement and mentorship
  - Develop New Retirees Rotary membership initiative
- Develop leaders
  - Strengthen leadership training; emphasize volunteer leadership training
  - Vary training - keep it fresh
  - Emphasize benefits oriented training – easy to access, how does it help me
  - Succession planning for Club and District Committee leadership
  - Communicate and educate re leadership opportunities
  - Make greater use of webinars, video, etc.
- Start new, dynamic clubs (Vibrant Club materials)
  - Satellite clubs
  - Alternative club models
  - Form District Extension Committee
  - Alternative membership types

- Encourage strategic planning at club and district levels
  - Make it fun and meaningful
  - SWOT analyses at Club level (Strengths, Weaknesses, Opportunities, Threats)
- Create and implement active and pro-active district membership plan

### **Focus and increase humanitarian service through increased participation in The Rotary Foundation**

- Strengthen support of TRF programs
  - Reflect TRF priorities – currently Polio
  - Develop alternatives for funding
  - Change focus of Foundation dinner to raise more dollars
- Increase sustainable service focused on programs and activities that support youth and young leaders
  - Develop Interact, Rotaract, RYLA sustainable service projects
    - District grant opportunities
- Increase sustainable service focused on programs and activities that support Rotary's six areas of focus
  - Improve education re District grant opportunities via six areas
  - Improve education re Global grant opportunities via six areas
- Increase collaboration between clubs/districts/community organizations *and* with other service organizations
  - Encourage collaborative community needs assessments
  - Discourage silo-ism
  - Enhance the role of AG's
- Create significant local projects and develop more international projects
  - Bigger, bolder, better projects
  - Community partnerships and improved community awareness
  - Develop deeper collaboration on global grant opportunities

### **Enhance public image and awareness**

- Create and implement active and pro-active district publicity plan
  - Use RI tools like Rotary Showcase
  - Train in advance of Club events
  - Solicit needs from clubs
  - Assist Club requests
- Publicize action-oriented service
  - Encourage meaningful images and messages
  - Increase use of multi-media platforms

- Promote core values
  - District specific collateral
  - Walk the talk
- Emphasize vocational and “interest group” service
  - Create and promote action groups
  - Highlight externally focused integrity in business dealings through presentations, mentoring, etc.
- Encourage clubs to promote their networking opportunities, signature activities and inter-club collaboration
  - Multi-media training and tools
    - Communications tools like GoTo Meetings, video chat, etc.
- Strengthen internal communication with clubs
  - Build on ToolBox
  - Expand club visitation
  - Humanize email communications – tell stories, etc

### **Grow the District**

- Develop Rotary Community Corps and other community partnerships
- Start Early Act, Interact, Rotaract and new Rotary Clubs and concepts
  - Summits: Youth, Extension
- Promote next generation Rotarians
  - Start and develop Rotex
  - Young Professionals Initiative
  - Strengthen existing youth programs (Early Act, Interact, Rotaract, Youth Exchange, etc.)
- Improve the District's value proposition
  - Benefit orientated messaging
  - District Resource Directory and marketing of services
  - District Business Directory
- Training
  - District leadership development
  - Co-chair/Vice Chair succession