***The District will enhance support for clubs and members and strengthen Rotary by achieving the following Goals:***

**TRAINING & TECHNOLOGY**

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| **District Goal** | **Measure** | **Target** |
| 1. District Training and Technology committee will serve as a resource to the District level Trainer Team. | District resources are available to Clubs from District Training Committee. | Resources available 2016-17. |
| 1. Provide and support educational training sessions for club trainers, Rotary Clubs and Assistant Governors via a variety of delivery methods (Assorted subjects and delivery methods using face to face, YouTube, video, etc.). | Provide training sessions for Club Trainers. | Three training sessions provided annually. |
| 1. Each Club will identify an individual to plan for and provide Rotary educational training in the Club (e.g., Club Trainer). | Clubs have a Trainer. | 50% of clubs have Trainer by 2016-17  75% of clubs have Trainer by 2017-18  90% of clubs have trainer by 2918-19 |
| 1. District Governor will post a yearly “Welcome to Rotary and D6270” video message on website and/or YouTube or other determined sites | District Governor posts an electronic message. | DG Message Posted |

**PUBLIC IMAGE**

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| **District Goal** | **Measure** | **Target** |
| 1. Promote Rotary regularly in print, on TV and Social Media – District encourages clubs to invest in Print, TV and Social media advertising. | Number of clubs assisted by District Public Image Committee to promoted Rotary advertising.  Number of ads released by District. | Five clubs assisted in 2016-17  Eight clubs assisted in 2017-18 |
| 1. Each club has an active Public Image committee. | Clubs with Public Image Committees | 50% of clubs implemented 2016-17  75% of clubs implemented 2017-18  90% of clubs implemented 2018-19 |
| 1. Clubs use Current Rotary brand (e.g., logo) - each club is encouraged to update the Rotary logos on their documents/website/Social Media to be in compliance with the Rotary International Visual Identity Guidelines. | Number of clubs using current Rotary brand. | 50% use current brand by 2016-17  75% use current brand by 2017-18  90% use current brand by 2018-19 |
| 1. Show diversity of District membership - ensure that all media (TV, Print and Social Media) created by the Public Image Committee showcase and support the diversity of the clubs in the district. | Diversity is present in Public Image output (TV, Print and Social Media) | 100% of Public Image products have evidence of diversity. |

**MEMBERSHIP**

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| **District Goal** | **Measure** | **Target** |
| 1. Enhance immediate engagement of new Rotarians by providing training and resources to clubs to assist with new member engagement. | Clubs receiving training increase membership retention the following year by +1 minimum. | 5 clubs assisted 2016-17.  8 clubs assisted 2017-18.  10 clubs assisted 2018-19 |
| 1. Increase membership in Rotary clubs through more effective invitations to become Rotarians by offering District training to clubs on inviting people to become Rotarians. | Clubs receiving training increase membership retention the following year by +1 minimum. | 5 clubs assisted 2016-17.  8 clubs assisted 2017-18.  10 clubs assisted 2018-19 |
| 1. Promote improved membership attraction and engagement by providing District assistance to clubs in need of assistance. | Clubs receiving training increase membership retention the following year by +1 minimum. | 5 clubs assisted 2016-17.  8 clubs assisted 2017-18.  10 clubs assisted 2018-19 |
| 1. Enhance Membership by making resources available in a Membership Tool Kit available to clubs, membership chairs and the district, including resources on attraction and engagement of members | Tool Kit available | Basic membership tool kit available by spring 2017.  Enhanced tool kit available by spring 2018. |
| 1. Provide increased support for membership, District Membership Committee and Clubs, District 6270 by hiring and engaging a District Membership Administrative Assistant | Membership Administrative Assistant hired and trained. | Membership Administrative Assistant hired by Fall 2016; fully trained by Spring 2017. |

**FOUNDATION**

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| **District Goal** | **Measure** | **Target** |
| 1. All Clubs will donate to The Rotary Foundation. | Percent of clubs contributing. | 80% of clubs contribute by June 2017  90% of clubs contribute by June 2018  100% of clubs contribute by June 2019 |
| 1. District will achieve 100% EREY at average of $100 | District Average EREY. | District at 70% of EREY by June 2017  District at 85% of EREY by June 2018  District at 95% of EREY by June 2019 |
| 1. Every club will add 20% of its members to be a Paul Harris, Paul Harris Society member, Benefactor, Bequest Society member | Percent of Paul Harris participants in each Clubs. | 60% of clubs have minimum of 20% Paul Harris participation in 2016-17  80% of clubs have minimum of 20% Paul Harris participation in 2017-18  100% of clubs have minimum of 20% Paul Harris participation in 2018-19 |
| 1. Global Grants will be funded by pooled money from clubs with a 50% increase in multi-club grants | Number of multi-club global grants funded. | 50% increase in number of multi-club grants in 2016-17 vs. 2015-16.  30% increase in number of multi-club grants in 2017-18 vs. 2016-17 |
| 1. District wide holds celebrations of ending polio. | Celebration Held for Ending Polio | Year when celebration is held. |

**LEADERSHIP**

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| **District Goal** | **Measure** | **Target** |
| 1. District will encourage each club to establish a liaison with the district to assist the Club President with communication and Training of information from the District. | Number of clubs with Liaison. | 40% of clubs have liaison by 2016-17  60% of clubs have liaison by 2017-18 |
| 1. Leadership will increase and expand communication about District level decision making to increase transparency and information flow by involving AGs and Committee Chairs in quarterly Executive Committee meetings. | AGs participate remotely in Executive Committee meetings.  Executive Committee reports available to AGs and Committee Chairs. | 100% of AGs and Committee Chairs have access to Executive Committee meetings, agendas, and current meeting notes by Dec. 2016 |
| 1. Assistant Governors will be integrated more fully into district leadership, assisting clubs to achieve goals and communicating quarterly with Leadership Team | AGs meet with District Executives. | AGs meet quarterly with District Executives. |

**COMMUNICATION**

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| **District Goal** | **Measure** | **Target** |
| 1. Develop a Communication Plan to increase the effectiveness of communication with Clubs. | Communication Plan developed. | Plan in place by 2017. |
| 1. District will encourage each club to establish a liaison with the district to assist the Club President with communication and Training of information from the District. | Number of clubs with Liaison. | 40% of clubs have liaison by 2016-17  60% of clubs have liaison by 2017-18 |
| 1. Develop a mechanism to share best practices with clubs across the District. | Plan developed and implemented. | Plan implemented by December 2017 |
| 1. Enhance sharing of information about club projects throughout the District. | Plan developed and implemented. | Plan implemented by June 2018 |
| 1. Enhance web presence by separating information for members from public image / recruiting information on websites | Plan developed and implemented. | Plan implemented by December 2018 |

**OTHER**

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| **District Goal** | **Measure** | **Target** |
| 1. Engage Rotary Alumni through a District Alumni Committee | Alumni Chair identified.  Alumni Committee formed | Alumni Chair by July 2016  Alumni Committee by Dec. 2016 |
| 1. 75% of clubs sponsor at least 1 World Affairs Student. | Number of clubs sponsoring WAS students. | 75% of Clubs sponsor by June 2018 |
| 1. Increase District level support for Rotaract. | Number of Rotaract clubs in the district. | District has 10 Rotaract clubs by 2017 |
| 1. Expand the Youth Services Committee to increase support for youth outreach |  |  |

**BACKGROUND**

**Rotary International and Zone 28 Goals**

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| **RI Goal** | **Zone 28 Membership Goal** | **Zone 28 Key Performance Indicators** |
| **Support & 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 | **Strengthen Clubs**   * Build Dedicated District and Club Membership Teams * Utilize and Understand Rotary Club Central and other Rotary Resources * Club Assessment and Strategic Planning * Improve Awareness of Rotary Clubs in Communities * Club Growth * Age/Gender/Ethnic Diversity * Member Satisfaction * Retention | **Strengthen Clubs**   * 100% of districts have a designated District Membership Committee Chair * Ensure 30% of clubs set and track at least 15 goals in Rotary Club Central. * Each district will charter at least one new Rotary club. * Improve the gender diversity rate of our members by at least 2 percentage points. * Improve the age diversity rate of our members by increasing the number of Rotarians under the age of 40 by at least 2 percentage points. * Increase new member sponsors by at least 1 percentage point. * Improve the member retention rate by at least 1 percentage point * Increase the number of members registered in My Rotary by encouraging clubs to have 50% of their club members registered. |
| **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 programs and activities that support youth and young leaders and Rotary's six areas of focus * Increase collaboration with other organizations * Create significant projects both locally and internationally |  |  |