Status: 2019-22 Strategic Plan for RID6270

Year # 3; Rev-3; July 8, 2021, Jeffrey Reed

District Leaders/Committees please provide status as activities are completed and objectives as new plans are developed.

D6270 District Goal	Challenges and Rationale	D6270 Action	District Committee / Leader	Objective/Activity (21-22)	Status (21-22)
RI/TRF Strategic Planning Priority: <u>INCREASE OUR IMPACT</u>					
1.1 Leverage the legacy of polio eradication to enhance the public image of Rotary.	Polio eradication efforts have led to the development of a monitoring and prevention infrastructure applicable to other health care challenges and diseases. These infrastructures may also be available to assist with projects in other Rotary focus areas. Rotary's public image could be enhanced through wider knowledge of polio eradication. Completing the task of polio eradication is essential to prevent its resurgence. Since 1985, Rotary has contributed more than $1.7 billion and countless volunteer hours, to immunize over 2.5 billion children in over 122 countries.	1.1.1 Develop and deliver information to clubs about The Rotary Foundation, its programs and impacts, providing ways for clubs to participate.	Foundation (Griffing) + AGs	Deliver Foundation information to PEs at PETS Orientation. Develop brief program on Foundation like program at Conf. – offer "things" club can do. Publicize 2021 Dist-Conf Foundation video on YouTube	
			Foundation (Griffing)	Inform clubs about Foundation.	
		1.1.2 Encourage clubs to promote Polio eradication and its benefits on their websites and social media as well as in projects and activities.	Polio Plus (Philip)	Encourage clubs to participate in district-wide "World Polio Day" activities on Oct. 24. Celebrate success of polio eradication & keep people informed. Focus on difficulty of Afghanistan	
		1.1.3 Help clubs Develop and conduct multi-club, area, sub-district, and district service projects in any Rotary focus area that have a community- or area-wide impact using available tools based on experience from polio eradication.	Community Service + Public Image	Support people who have been affected by the pandemic.	
		1.1.4 Educate people about what Rotary has done for Polio in building infrastructure and how it applies in other areas.	Polio Plus (Philip) + Public Image (t.b.d.)	Summarize DRFCC (Seiser) report, distribute and use as PI in local media across district. (Elmbrook model) Deliver Polio information to clubs in small bits (electronic) for social media use	

		1.1.5 Support the effort to vaccinate against pandemic as Rotary has demonstrated an ability to put boots on the ground in polio vaccination.		Link Covid to Polio & Rotary-developed Infrastructure – relevancy of legacy. Little bites of information to inspire people	
1.2 Provide clubs with increased awareness of Rotary tools and resources enabling them to undertake activities that align with desired areas of Rotary impact.	Many Rotarians are unaware of the variety of Rotary's activities beyond the local club. Efforts are needed to engage Rotarians in learning and experiencing the broader scope of Rotary locally, regionally and internationally. Our scope can expand with increased collaboration and partnership.	1.2.1 Develop and deliver information to clubs that shares Rotary activities, programs, and projects, and that encourages Rotarian involvement beyond the boundaries of the local community.	Public Image (t.b.d.)	Increase Awareness of Rotary in D6270 coverage region.	
			Foundation (Griffing) + AG + Friendship Exchange (Craig) + Public Image + RYE (Mundell) + AGs	Encourage each Foundation Sub-Committee to develop information (e.g., PPT, brochure) promoting their Program that can be used by AGs when visiting clubs. Show things – e.g., RAG – that provide value in Rotary. Package information in bits. (monthly? Quarterly? Idea: Virtual Information night on RYE, etc. Fellowships, environment	
1.3 Improve our ability to achieve and measure impact.	Increased sharing of Rotary success stories can aid in improving our Public Image both within our clubs as well as in the community. Expanding and leveraging grants and projects is essential to increasing our achievements. The infrastructure for measuring and reporting our work needs to be strengthened to enhance our work with the Rotary Foundation and to enhance our impact locally and globally. As Rotary has become more cognizant of the impact (or lack thereof) of its programs, we need increasingly to turn our assessment of what we have done to measure the outcomes of our efforts. Results of the 2019 Strategic Planning Survey suggested that more clubs would like	1.3.1 Expand sharing of information about Rotary projects and their benefits through electronic and social media.	Water & Sanitation (Debe)	Support 2 water projects. Repurpose existing content. https://blog.rotary.org/ Incentivize at Club level, the reading of the Rotary magazineEngage added clubs in Water & Sanitation participation.	
			Public Image (t.b.d.)	Prioritize messages from District. Discussing District Monthly Newsletter.	
		1.3.2 Provide messages of Rotary success that Clubs can use in their PR activities to create greater awareness of Rotary.	Public Image (t.b.d.)	Idea: brochure about "Rotary outside the club", or an info graphic for sharing on social media >> Return to idea of Club Educator. (Club Trainer) Provide guidance on important content	
		1.3.3 Review opportunities for club participation in Foundation and grant	Foundation (Griffing) + Foundation	Brainstorm ways for clubs to partner and collaborate in Foundation activities such as global and district grants.	

Status: 2019-22 Strategic Plan for RID6270
Year # 3; Rev-3; July 8, 2021, Jeffrey Reed

District Leaders/Committees please provide status as activities are completed and objectives as new plans are developed.

to be involved in humanitarian service activities.		activities and develop new options to participate.	Sub-Committees		
		1.3.4 Focus service on outcome and impact, rather than input or output. Educate members about delivering value and assessing the impact and outcomes of that service.	Global Grants (Hein)	Gather data on outcomes of global grants. .	
			District Grants (Reed)	Revise grant Training to emphasize outcomes.	
D6270 District Goal	**Challenges and Rationale**	**D6270 Action**	**District Committee / Leader**	**Objective/Activity (21-22)**	**Status (21-22)**

RI/TRF Strategic Planning Priority: EXPAND OUR REACH

2.1 Grow and diversify our membership.	Opportunities to better reflect our communities exist as only one third (34%) of District Rotarians identify as female, and other aspects of diversity, e.g., ethnicity and race, are less well represented than the general population. The most significant challenges facing the District is membership which has been declining at a rate of about 2 percent per year, cumulatively by 9 percent over the past 5 years. There are organizations across the district and state that represent diverse parts of our communities – both the District and Clubs could explore building more diverse relationships.	2.1.1 District engage in more visible and active participation in organizations representing women and minorities and encourage clubs to do likewise.	Public Image (t.b.d.) + District Leadership	Increase Social Media presence to attract young professionals. Make District Website a better resource for Clubs. Train club leaders to go to website first.	
		2.1.2 Encourage clubs to experiment with new models for membership and fees/dues structures.	Membership (Christensen) + AGs	Strengthen AG corps to better support & assist clubs. Need to bring a cohort into club, not just a rep of a particular group.	.
			Membership (Christensen)	Offer workshop for clubs on flexibility and best practices.	
			Membership (Christensen) + Technology (Griffing)	Help clubs to enhance and increase member engagement.	
			Technology (Griffing) + Membership (Christensen) + Training (O'Halloran)	Provide training opportunities to share and promote digital engagement.	

		2.1.3 Assist clubs in taking advantage of the emerging partnership with Toastmasters to strengthen leadership and communication.	Training (O'Halloran) + Membership (Christensen)		
		2.1.4 Encourage clubs to build a well-balanced, inclusive membership that reflects the diversity in their community, consistent with the January 2019 RI Board of Directors Statement on Diversity, Equity, and Inclusion, with a target of the distribution found in the most recent census as available	Membership (Christensen) + Diversity, Equity & Inclusion Task Force (Monroe) + Training (O'Halloran)	Identify organizations that represent population under-represented in D6270 Rotary. Propose to D6270 leadership and clubs consideration of affiliations with these organizations	
		2.1.5 With district support, start diverse, dynamic new clubs open to a diverse membership base that take advantage of new Rotary models and delivers value to participants.	Extension Committee – New Club Development (Sanderhoff)	Consider new target audiences for starting new theme-oriented clubs – e.g., Veterans, Seniors. (Explore demographics) Identify places with diverse participants & encourage clubs to interact with these groups. Provide tools & guidance to Clubs on DEI.	Expand and empower role of DEI task force.
		2.1.6. Diversity participation increase in district leadership with at least 40% of positions held by women by the year 2023.		Provide consistent messages about DEI from district	
		2.1.7. Diversify participation including Rotaract in district	Governance (Reed)		

		leadership by the year 2022.			
		2.1.8 Maximize the opportunities presented by the Pandemic	Technology (Griffing)	Help clubs to increase flexibility using technology. <u>Survey online platforms to help the Clubs with normal operations.</u> Help clubs to use technology and continue to expand technologies used. The next normal is different – we are not in 2019.	
		2.1.9 Grow diversity and inclusiveness - Take action reaching out to people who are not represented in Rotary where they are	Diversity, Equity & Inclusion Task Force (Monroe)	Educate ourselves to better understand inclusiveness.	
2.2 Create new ways to participate in Rotary.	Changes in technology, work, business, society, and expectations influence how, when and where people engage and relate. We must identify new opportunities to enable people to engage in the service, networking, fellowship and other activities of Rotary that intersect a changing world.	2.2.1 Develop and publicize ways for clubs and Rotarians to collaborate and partner in providing service and engaging in activities.	Rotary Community Corps (Shankar)	Develop program to support formerly incarcerated individuals. Focus effort on satellite clubs, e.g., afterhours opportunities – meet the time/schedule needs of the participants	
		2.2.2 Encourage clubs to partner and collaborate with non-Rotary organizations to provide service and demonstrate Rotary fellowship.	Membership (Christensen) + Diversity, Equity & Inclusion Task Force (Monroe) + AGs	Change club the culture to be more flexible and open. Review rules to be more attractive	
2.3 Increase Rotary's openness and appeal.	To appeal to new generations, the organization and clubs need to become more open. A perceived lack of transparency, inadequate communication, the "old boys" network and hierarchical culture create a perception of a lack of access.	2.3.1 Update our D6270 website and social media to reflect our openness. List other inclusive business organizations with which we participate and collaborate and encourage clubs to do likewise.	Public Image (t.b.d.)	Use Masterbrand – update graphics to proper use. Update marketing of Rotary to avoid putting people off Revisit retention project done in 2005	

Status: 2019-22 Strategic Plan for RID6270

Year # 3; Rev-3; July 8, 2021, Jeffrey Reed

District Leaders/Committees please provide status as activities are completed and objectives as new plans are developed.

		2.3.2 Provide tools to help clubs assess club culture and assist clubs to ensure openness and inclusivity - consider use of "secret shoppers".	Membership (Christensen) + AGs		
2.4 Build awareness of our impact and brand.	Many people are not familiar with Rotary's achievements. Communication of success in projects and activities is essential to strengthening the Rotary Brand and Public Image. Examples of Rotarians as People of Action will enable them to spread the word.	2.4.1 As a District, work to build awareness of Rotary's impact and brand, telling the story of Rotary, our clubs and our successes in social media as well as in traditional media and at community events and support clubs with tools to tell the Rotary story.	Public Image (t.b.d.) + AGs	Increase Awareness of Rotary in D 6270 coverage region.	
D6270 District Goal	**Challenges and Rationale**	**D6270 Action**	**District Committee / Leader**	**Objective/Activity (21-22)**	**Status (21-22)**
RI/TRF Strategic Planning Priority: ENHANCE PARTICIPANT ENGAGEMENT					
3.1 Support and assist clubs in increasing member engagement.	Expanding opportunities for service and networking are essential for engagement. Increased sharing of best practices and Rotary success stories could provide new vehicles to energize clubs and enhance member involvement.	3.1.1 Share best practices and success stories of member engagement in presentations and workshops.	Training (O'Halloran)	Share best practices and success stories of clubs.	
			Training (O'Halloran)	Develop & continue "Keeping Rotarians Connected" Series	
			Training (O'Halloran) + Membership (Christensen) + Technology (Griffing)	Maintain & publicize private Facebook group for sharing ideas/asking questions.	
			District Grants. (Reed)	Develop slide show showcasing past district grants.	
			Membership Committee (Christensen)	Share information with Club Membership Chairs in District Membership Newsletter.	

		3.1.2 Encourage clubs to create more hands-on service opportunities for members.	Vocational Service + Community Service	Ask members what they want to do. Develop new small projects. Offer clubs a range of activities – not just one. Remember that there are 5 avenues of service – including Vocational Service. Link V.S. with Rotaract. Promote Rotary Showcase (resource of projects)	
3.2 Develop a participant-centered approach to help clubs meet the needs of members.	Understanding what members need and want from their club is essential to satisfaction and engagement. Providing the tools and aiding clubs in knowing their members will help increase involvement and retention.	3.2.1 Provide training on club assessment and encourage clubs to adopt a program of regular club assessment that identifies problems and assets in club practice.	Membership (Christensen) + Training (O'Halloran) + DG-line	Develop hands-on workshop for club leaders on assessing club health. Provide training on Club Member Satisfaction Survey	
		3.2.2 Develop and deliver to clubs, model onboarding programs that involve and better orient and engage Rotarians in club and district activities.	Membership Committee (Christensen)	Develop / distribute model for enhanced new member orientation. Offer District-wide New Member Orientation on the big-Rotary.	
		3.2.3 Publicize, disseminate to clubs, and provide training on tools to enhance involvement of Rotarians in club and district activities	Membership Committee (Christensen)	Develop materials enabling clubs to consider greater flexibility of membership. (See also 2.1.2)	
		3.2.4 Encourage clubs to increase flexibility of connecting with members	Technology (Griffing)	Leverage technology to intelligently engage members using the devices they carry	
3.3 Offer new opportunities for personal and professional connection.	Opportunities for professional networking and fellowship along with the ability to provide service abound. As new avenues present themselves, Rotarians and Clubs need to take advantage. They exist in the community and across the globe,	3.3.1 Provide opportunities for multi-club, area and district-wide networking, fellowship, and service.	Fellowship (Rester)		

Status: 2019-22 Strategic Plan for RID6270
Year # 3; Rev-3; July 8, 2021, Jeffrey Reed

District Leaders/Committees please provide status as activities are completed and objectives as new plans are developed.

D6270 District Goal	Challenges and Rationale	D6270 Action	District Committee / Leader	Objective/Activity (21-22)	Status (21-22)
	in Rotarian Fellowships and Action Groups. Responses to the 2019 Strategic Planning Survey showed strong support for increased partnership and collaboration throughout the district.				
3.4 Provide leadership development and skills training.	Club leaders such as membership, foundation, public image chairs, club trainers, and others seek improved and more frequent training. While club presidents are provided with strong training through PETS, leadership training and skills development for other positions is less robust.	3.4.1 Offer multi-club gatherings to provide training on leadership, communication, and best practices and cross-pollination of ideas among clubs. (Leverage the emerging partnership with Toastmasters International.)	Training (O'Halloran) + Fellowship (Rester)	Develop & offer multi-club training events to share best practices and idea sharing.	

RI/TRF Strategic Planning Priority: INCREASE OUR ABILIITY TO ADAPT

4.1 Continue to innovate and take reasonable risks.	Clubs need to be encouraged to seize opportunities. New technologies enable flexibility of presentation, meeting and interaction formats. Encourage consideration of alternative venues, formats, times of engagement, delivering service and networking. Clubs need to take advantage of flexible fee structures and membership options made available from with CoL recommendations.	4.1.1 Provide information to make clubs more aware of opportunities for flexibility in membership and encourage consideration of alternatives.	Membership (Christensen)	Offer workshop for clubs on flexibility and best practices for membership chairs. (also see: 2.2.2; 3.2.3; 3.2.4	
		4.1.2 Encourage clubs to examine all aspects of club practice in membership, fees and club culture – e.g., where, when, how often, social practices – to determine what is working and eliminate negative practices.	Membership (Christensen) + AGs	Find ways to inform clubs about CoL/CoR and leverage club flexibility approaches. (PI)	
			Membership (Christensen)	Conduct workshop on flexibility and best practices for membership chairs. (also see: 2.2.2; 3.2.3; 3.2.4; 4.1.1)	
			Membership (Christensen) + Training (O'Halloran) + Technology (Griffing)	Ask every club to assess (reality check) every year – whether they are meeting the needs of members and the community	

Status: 2019-22 Strategic Plan for RID6270

Year # 3; Rev-3; July 8, 2021, Jeffrey Reed

District Leaders/Committees please provide status as activities are completed and objectives as new plans are developed.

		4.1.3 Provide more information on Satellite Clubs and the concept of a Passport Club to existing clubs.	Membership (Christensen) + Extension (Sanderhoff)		
4.2 Streamline structure and processes to respond more quickly to needs.	Over the past few years, District 6270 has become more transparent and organized with updated by-laws, policies, procedures and communication. The work of the district needs to be more apparent. At the same time, practices should be evaluated, and efficiencies should be sought.	4.2.1 Examine district practices and policies to identify further opportunities for efficiency and transparency.	Governance Committee (Reed)	Reviewing District Org Chart for efficiency & effectiveness.	
			Technology Committee (Griffing)	Support and help coordinate district technology efforts in areas of document storage and retrieval and document retention. Better engage PDGs to carry the messages to clubs. Employ PDGs like CORE. Club audit and refresh. Fargo-Morehead Rotary video.	
		4.2.2 Expand methods used in skills training for Rotarians to make it more available and more robust, taking advantage of technology where applicable.	Training (O'Halloran)	Recommend creation of new position of District Technology Chair to enhance district use of technology	
4.3 Foster diverse perspectives in decision-making.	Broad and varied perspectives need to be included in leadership and decision-making fostering open communication which examines all sides of an issue. Best practices for leadership should be disseminated and discussed to enhance quality decisions at both the club and district level.	4.3.1 Enhance and expand leadership development and training beyond the president to build a culture of leadership within the club.	Training (O'Halloran)	Recommend formation of Rotary Leadership Institute in D6270	