

2019-22 District 6270 Strategic Plan Communication Plan

Proposal, June 29, 2019, Revised July 29, 2019
 Jeff Reed, Chair, Strategic Planning

Objectives

- Build awareness of the District Strategic Plan, at all levels of the organization
- Generate engagement and commitment of key Responsible Parties
- Encourage Clubs to participation in the process and respond to the plan
- Ensure that results are shared

Stakeholders

- District Governors (19-20, 20-21, 21-22)
- Strategic Planning Committee – SP Chair & Members
- District Board Members
- Responsible Parties (e.g., Committee Chairs, AGs, tasked with Action Items in the Plan)
- Club Leaders & Clubs/Rotarians

Communication Plan Matrix

Stakeholder	Purpose	Timing	Message Content	Action	Delivery Method	Sender	Status 7/29/19
Governors (G-line)	Plan review & support	June 2019	Strat. Plan	Review, comment, suggest changes. Discuss.	E-mail	SP Chair	Done
DG	Support Plan implementation	July 2019 ongoing	Strat. Plan road map for improvement Encourage club support	Include in DG messages. Mention in Club Visits.	E-mail, Meetings Presentations	DG	Done, continuing
Dist. Board Members	Support Plan & Implementation	Ongoing	Plan Review & Support		E-mail / Discussion / Aid as needed	SP Chair + SP Comm.	Invited to Review & Comment. Ongoing support
Responsible Parties, District Board Members	Awareness & Understanding of Plan. Support for Plan.	July 2019	Plan Distribution. Welcome Feedback. Request Support Request Implementation Plan	Questions. Suggestions. Discussion.	E-mail	SP Chair.	Invited to Review & Comment on plan. Request supporting plans. Done.

Stakeholder	Purpose	Timing	Message Content	Action	Delivery Method	Sender	Status 7/29/19
Responsible Parties, Board Members	Discuss Plan. Agree to Plan.	July 2019	Comments, Feedback & suggestions on Plan.	Discussion	Conference Call	SP Chair	Done.
Responsible Parties	Support Planning	July 2019	Template for Functional Plan	Enable Responsible Parties to build plans supporting Strat. Plan.	E-mail / Template	SP Chair	Done. Distributed. Re-distribute by 7/31/19.
Responsible Parties	Develop Plans to implement strategies to achieve goals.	Ongoing starting July 2019.	Functional Plan to implement action(s).	Submit Plan to SP Chair	E-mail / Plan Document	Responsible Party	Begins 7/30/19. Due 9/15/19.
Responsible Parties	Report Status.	Ongoing starting Sept. 2019.	Status on Functional Plan	Provide status 2x / year (Jan & May) to SP Chair	E-mail / Status Document	Responsible Party	
Club Leaders & Clubs	Plan Awareness & support	August 2019	Strategic Plan Encourage club involvement.	Distribute Plan. Request plan support.	E-mail to Club President & Secretary	SP Chair	Begin 7/30/19.
Club Leaders & Clubs	Plan Awareness & support	August 2019	Strategic Plan	Distribute Plan.	District Website posting	SP Chair	Begin 7/30/19.
Club Leaders & Clubs	Plan Awareness & support	Fall 2019	Strategic Plan	Make presentations to clubs on the Strat. Plan at the club request.	Presentation by SP Committee	SP Chair	
District Board	Review Status	Quarterly Board Meetings	Implementation Status	Status Report Provided.	Report to DG/Board	SP Chair / Responsible Party	Start 11/19.
Club Leaders & Clubs & Responsible Parties	Support Implementation	Fall Leadership Training	Plan Overview	Discuss Key priorities and strategies. Engage interaction.	Discussion	SP Chair + SP Comm. + Responsible Parties	

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