

# Official District 5930 Strategic Plan\*: 2017-18 through 2021-22 (Revised and Approved by Strategy Committee on May 19, 2017)

\*Subject to possible revision by Executive Committee

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*First adopted May 16, 2010 for 2010-15*

## DISTRICT 5930 Mission Statement

The mission of District 5930 is to further the Object of Rotary by providing leadership development, continuing engagement, and direction to the District 5930 Rotary Clubs; to strengthen and support existing Clubs and organize new Clubs; to promote membership growth, retention, and a positive public image; to support the Rotary Foundation with respect to program participation and financial contributions; and to promote cordial relations among Clubs and between Clubs and Rotary International.

### I. Performance of External Audit

A. **External Audit:** An extensive in-depth examination of external forces, trends and events beyond the control of the District which reveals key opportunities and threats confronting the District so that the District can formulate strategies to take advantage of the opportunities or reduce the impact of the threats.

B. **External Forces/Key Factors**

		Opportunity	Threat
1.	Economic		
	a) (Affluent) Individuals	X	
	b) Fewer Firms Paying Dues		X
	c) General Employment Level	X	
	d) Migration (to District)	X	
	e) <u>Financial Independence of Retirees</u>	X	
2.	Social, Cultural, Demographic		
	a) Friendship Based Relationships	X	
	b) New Generation Dynamics	X	
	c) Professional Women	X	
	d) Ethnic Diversity	X	
	e) Geographic Dispersion (within District)		X
	f) Participation (at District Level)		X
	g) Retirees	X	
	h) Community Volunteers	X	

	i) Small club leadership challenges		X
	j) Foreign Nationals	X	
3.	Political, Governmental, Regulatory		
	a) District Guidelines	X	X
	b) Possible Changes in Tax Laws		X
	c) Rotary International District Policies	X	X
4.	Technological		
	a) Electronic and Social Media (Instagram, Twitter, Yik-Yak, LinkedIn, District App; etc.) Communications	X	
	b) Visual Communications	X	
	c) Advertising Revenue Potential	X	
5.	Competitive		
	a) Other Commitments		X
		Totals	16
			8

## II. Performance of Internal Audit

A. **Internal Audit:** An extensive in-depth examination of internal functions and activity areas which reveals key strengths and weaknesses within the District organization so that the District can formulate strategies that capitalize on strengths or overcome weaknesses.

### B. Key Internal Functions Activities

		Strength	Weaknesses
1.	Finance/Accounting Functions		
	a) Supporters and stakeholders for district events/projects	X	X
	b) Dues Administration & Accounting	X	
	c) Spending Effectiveness	X	
2.	Membership Function		
	a) Membership Development Effort	X	
	b) Extension Effort		X
3.	Club Administration Function		
	a) Club Visits	X	
	b) Club Assistance Efforts	X	
	c) Recognition Program	X	
	d) District Assembly Event	X	
	e) Training Efforts	X	
	f) Training Effectiveness	X	
	g) Communication Effectiveness	X	

4.	District Operations Area		
a)	District Conference Event		X
b)	RI Mission Support	X	
c)	Foundation Support	X	
d)	Promotion/Publicity of Rotary and the 4-Way Test		X
e)	District Leadership Development	X	
f)	General Selling Effectiveness	X	
g)	Broad General Accountability	X	
h)	Organization Structure	X	
	Totals	17	4

### III. Long Term Objectives

#### A. Membership Totals

yr 2017-18	5% net increase over prior year
yr 2018-19	“ “ “ “ “
yr 2019-20	“ “ “ “ “
yr 2020-21	“ “ “ “ “
yr 2021-22	“ “ “ “ “

#### B. Extension (including satellite clubs)

yr 2017-18	1 New Club
yr 2018-19	1 New Club
yr 2019-20	1 New Club
yr 2020-21	1 New Club
yr 2021-22	1 New Club

#### C. Foundation Giving

##### 1. Annual Giving

yr 2017-18	\$280,000
yr 2018-19	\$295,000
yr 2019-20	\$310,000
yr 2020-21	\$325,000
yr 2021-22	\$340,000

##### 2. Polio Plus Giving

yr 2017-18	\$65,000
yr 2018-19	\$70,000

yr 2019-20 \$75,000  
yr 2020-21 \$80,000  
yr 2021-22 \$85,000

3. **Endowment Fund Giving**

a) **New Benefactors**

yr 2017-18 12  
yr 2018-19 12  
yr 2019-20 12  
yr 2020-21 12  
yr 2021-22 40 (\$1Million dinner scheduled)

b) **New Level Change & New Bequest Society Membe**

yr 2017-18 3  
yr 2018-19 3  
yr 2019-20 3  
yr 2020-21 3  
yr 2021-22 50 (\$1Million dinner scheduled)

c) **Other Cash Contributions**

yr 2017-18 \$25,000  
yr 2018-19 \$25,000  
yr 2019-20 \$25,000  
yr 2020-21 \$25,000  
yr 2021-22 \$25,000

4 **Paul Harris Society Members**

yr 2017-18 65  
yr 2018-19 70  
yr 2019-20 75  
yr 2020-21 80  
yr 2021-22 85

D. **Finance Function**

1. **Implementation of RI Code of Policies Regarding Finance Committee in 2010 and thereafter (see RI Code of Policies Section 17.030.3 and Section 17.060)**

- a) 3 year staggered terms (District Treasurers)
- b) Prepare budget w/governor
- c) Review and recommend per capita levy
- d) Treasurer & Governor signatures for bank account
- e) Yearly financial report presented no later than at the District Conference

(NOTE: All Finance Function goals have been met and maintained)

2, Form 990 Completion Percentage

yr 2017-18 100%  
yr 2018-19 100%  
yr 2019-20 100%  
yr 2020-21 100%  
yr 2021-22 100%

E. **Rotary Awareness**

1. Design and implement an effective District Rotary Awareness Campaign

F. **Club Excellence/Recognition**

1. Establish an annual consistent, continuous and timely club excellence/recognition program that recognizes outstanding club contributions to the achievement of District goals in membership, Foundation giving, youth services, club attendance and Rotary Foundation participation provided the clubs are in good standing with the Internal Revenue Service.

G. **Technology**

1. Establish a standing District Technology & Communications ( Web) Committee to investigate and recommend District level applications of technology.

H. **Youth Services**

1. Maintain and update annually a Rotaract, Interact, and Earlyact data base.

2. New Rotaract Clubs

yr 2017-18 1  
yr 2018-19 1  
yr 2019-20 1  
yr 2020-21 1  
yr 2021-22 1

3. New Interact Club

yr 2017-18 6  
yr 2018-19 6  
yr 2019-20 6  
yr 2020-21 6  
yr 2021-22 6

## I. PETS – President Elect Training Seminar

1. President elect must attend a multi-district PETS and District 5930 Training Assembly.
2. Use RI language to describe PETS attendance requirements.
3. District 5930 will not conduct local make-up of PETS.

## J. Club Attendance

Regular attendance of club meetings and engagement in club service projects, events, or activities demonstrates a member's commitment to the club and the organization. Attendance requirements are set forth in the Standard Rotary Club Constitution (SRCC 9, SRCC 12, 4). Club leaders encourage club members to attend meetings and participate in club service projects, other events, and activities (RCP 7.060). Clubs may relax or tighten attendance requirements and termination requirements for lack of attendance as determined by the 2016 Council on Legislation.

## K. Rotary Foundation Program Participation – Percentage of Clubs Participating as sponsors or co-sponsors in District and/or Global Grants

yr 2017-18 75 %  
yr 2018-19 80%  
yr 2019-20 80%  
yr 2020-21 80%  
yr 2021-22 80%

## Recommended Strategies

### L. Membership Development

- **Strategy 1:** Implement the Membership Development Plan described in the Membership Development section of the Rotary International M.O.P. including providing practical easy to understand sample plans for recruitment and retention.
- **Strategy 2:** Formulate a District Membership Committee consisting of representatives from throughout the District, including one representative from each of the five major population concentrations in the District (Laredo, McAllen, Brownsville, Corpus Christi, Victoria), with an additional Lieutenant Governor appointed to serve as a hands-on Chair of the Committee to meet the membership objective as stated in Section 3.
- **Strategy 3:** Establish and publicize Membership Goals as a high priority utilizing the District Website, the District Newsletter, personal email messages, and appropriate mass media.
- **Strategy 4:** Provide necessary budget support
- **Strategy 5:** Recommend to all Clubs a best practices membership program such as the IGNITE Program as the recommended program for Rotary Clubs to encourage and support membership recruitment and retention.

## **M. Extension**

- **Strategy 1:** Develop a District wide plan for new club development that identifies specific opportunistic locations and situations that hold promise for new club initiatives.
- **Strategy 2:** Appoint specific individual Rotarians (District Leadership Team members, Past District Governors, Assistant District Governors, Rotarians at Large, etc.) to individually initiate and pursue the development of new clubs in the locations and situations identified as appropriate for new club development.
- **Strategy 3:** Provide necessary budget support.

## **N. Foundation Giving**

- **Strategy 1:** Formulate a District RI Foundation Funding Support Committee to assist the District Foundation Committee Chair, consisting of one carefully selected and motivated Rotarian from each area who will actively and aggressively promote the Foundation and its program in his/her area.
- **Strategy 2:** Recruit and appoint special Foundation Ambassadors (prominent Rotarians in the District) who will aggressively promote the Foundation's programs (Annual Giving, Benefactors, Endowment Fund, Bequest Society, Polio Plus, and Paul Harris Society). The Foundation Ambassadors will work directly with the Foundation Committee Chair and the Funding Support Committee, and the Rotary Foundation Chair will have responsibility and authority to coordinate all Foundation efforts.
- **Strategy 3:** Aggressively publicize and promote the District's Foundation Goals as high priorities utilizing the District Website, the District Newsletter, personal email messages, appropriate mass media and personal contacts/appeals.
- **Strategy 4:** Develop a plan and time schedule for soliciting Foundation support that impacts all Clubs in the District and which utilizes the Foundation Funding Support Committee (Strategy 1), the special Foundation Ambassadors (Strategy 2), and the widespread publication and promotion of Foundation giving as a high priority (Strategy 3).
- **Strategy 5:** Provide necessary budget support.
- **Strategy 6:** Emphasize Rotarians making a commitment to be a member of the Paul Harris Society.

## **O. Finance Function**

- **Strategy 1:** Implement the RI Code of Policies prescribing the size, makeup and functions of the District Finance Committee (see Section 17.030.3 and Section 17.060).
- **Strategy 2:** Appoint three District Finance Committee members (Immediate Past Treasurer, Current Treasurer, and Next Year's Treasurer) who have expertise in or who are preferably professionals in accounting or finance to 3-year staggered terms.

- **Strategy 3:** Require the District Finance Committee to prepare the District Budget with the District Governor, review and recommend an appropriate per capita levy, and present them to the District no later than at the District Assembly.
- **Strategy 4:** Require co-signatures of the District Treasurer or other member of the Finance Committee and the District Governor on all checks drawn on the District bank account.
- **Strategy 5:** Require an annual independent review of the District financial report and records by one or more individuals with finance or account expertise or professional certification in this area..
- **Strategy 6:** Provide necessary budget support.
- **Strategy 7: Emphasize the importance of Form 990 completion to ensure compliance with IRS requirements.**

#### **P. Rotary Awareness and Public Image**

- **Strategy 1:** Appoint a Committee comprised of not less than 5 Rotarians with appropriate professional qualifications representing the key population centers to create an awareness campaign for the general public complete with established deadlines.
- **Strategy 2:** Utilize all available resources in the District to assist in the design of an awareness campaign proposal.
- **Strategy 3:** Integrate the Awareness Committee's ideas and the ideas from other resources into a District Awareness campaign and make it available for use in the District.
- **Strategy 4:** Provide necessary budget support for above.
- **Strategy 5:** Encourage all Clubs to maximize publicity for Club activities and projects.

#### **Q. Club Excellence and Recognition**

- **Strategy 1:** Formulate and implement an annual continuous and timely club excellence/recognition program that is supportive and consistent with R.I.'s annual awards/recognition program and also with the priorities established for the applicable year.
- **Strategy 2:** Utilize the District Website, the District Newsletter, club president emails and personal appeals to publicize and promote the program and which enhances the achievement of the broader District strategic objectives.
- **Strategy 3:** Heavily publicize the Clubs receiving excellence/recognition in appropriate media.
- **Strategy 4:** Provide necessary budget support for the above.

#### **R. Technology**

- **Strategy 1:** Approve and appoint a standing District Technology Committee to make recommendations to the DG and the District Executive Committee regarding efficient and appropriate use of technology to achieve District strategic objectives.



- **Strategy 2:** Staff the District Technology Committee with individual Rotarians possessing appropriate technological expertise.
- **Strategy 3:** Commission the District Technology Committee with a charge to survey and study opportunities to utilize technology to further enhance District operations and communications and make recommendation by deadlines determined by the District Governor.
- **Strategy 4:** Provide necessary budget support for above.
- **Strategy 5:** Encourage Clubs to fully implement utilization of Rotary International’s “ClubCentral” on the Rotary International website, for goal setting and performance reporting.
- **Strategy 6: Encourage clubs to fully implement utilization of District 5930’s website, District App, and Club Runner software.**

**S. Interact, Rotoract and Earlyact**

- **Strategy 1:** Maintain and update annually the District 5930 Rotaract, Interact, and Earlyact club data base listing all Rotaract, Interact, and Earlyact clubs, their Rotary Club sponsor, the Rotarian coordinator with the school, the school assigned sponsor and all applicable contact information, and request and obtain updates each year to maintain accurate and up to date information.
- **Strategy 2:** Establish a District Rotaract/Interact/Earlyact Committee comprised of not less than 5 Rotarians, including school district superintendents (or their designees) and collegiate faculty members to develop criteria for establishing new Interact, Rotaract, and Earlyact clubs; to develop a plan to establish a sufficient number of these clubs to achieve the District objectives in this area of activity; and implement the plan when approved by the District Governor.
- **Strategy 3:** Provide necessary budget support for the above.
- **Strategy 4:** Co-ordinate all District Youth activities to inform and encourage students participating in a District sponsored Youth activity to all participate in other District Youth activities.

**T. Attendance Issues**

- **Strategy 1: Encourage clubs to implement the club attendance requirements as described in Rotary International’s Manual of Procedure.**
- **Strategy 2:** Require Club presidents-elect to attend Lone Star PETS (or another multi-district PETS) and the District Assembly as per RI M.O.P. provisions.
- **Strategy 3:** Intensify the emphasis on the benefits that attendance at Lone Star PETS (or another multi-district PETS) provides through personal contact and messages to individual Club presidents-elect.
- **Strategy 4:** Publicize early and frequently the benefits of attending Lone Star PETS (or another multi-district PETS) and the consequences of non-attendance.

## **U. Rotary Foundation Programs**

- **Strategy 1:** Continue a robust Rotary Foundation Committee in full compliance with Rotary Foundation requirements.
- **Strategy 2:** Fully utilize available funds for an annual District Block Grant and fully advertise and promote the availability of District Grand funds and criteria for use and maximize publicity of all projects.
- **Strategy 3:** Offer Global Grant Scholarships and District Grant Scholarships and fully advertise and promote the availability of the Scholarships.
- **Strategy 4:** Promote Club to sponsor or co-sponsor a Global Grant project – and maximize publicity for all projects.