



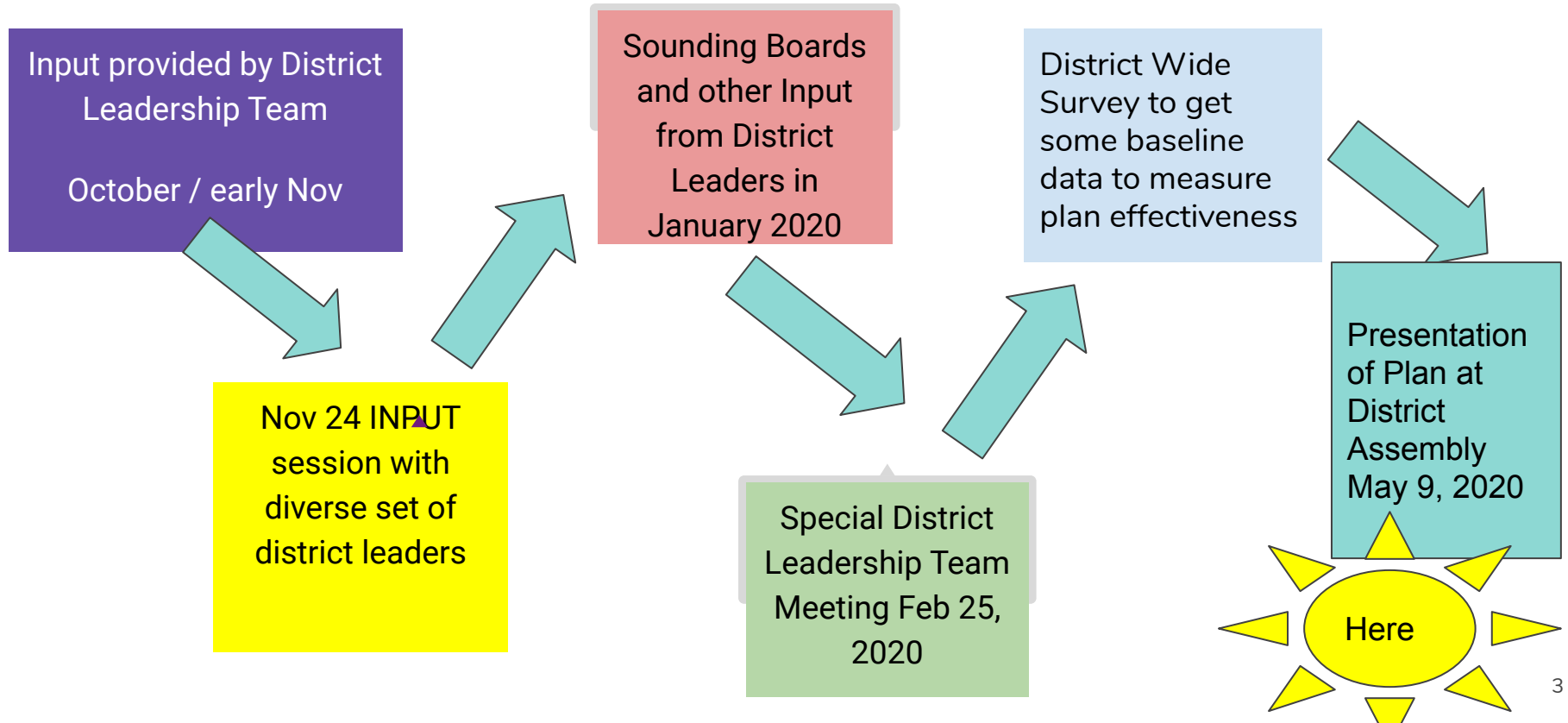
District 7070
Ontario, Canada



Presentation Objectives

- To share with you the steps taken to build this strategic plan
- To provide you with some of the key messages that were heard over the past seven months that influenced the content of the strategic plan
- To reveal the 7070 Strategic Plan in terms of the overall strategies and year one actions
- To get your input on some key questions that will help shape the year one action plan

7070 Strategic Planning Process





POLL QUESTION:

Have you helped input into this District strategic plan by participating in November 24 session / Sounding boards / District Leadership Team meetings about plan / District survey?



The 7070 Strategic Plan was led...

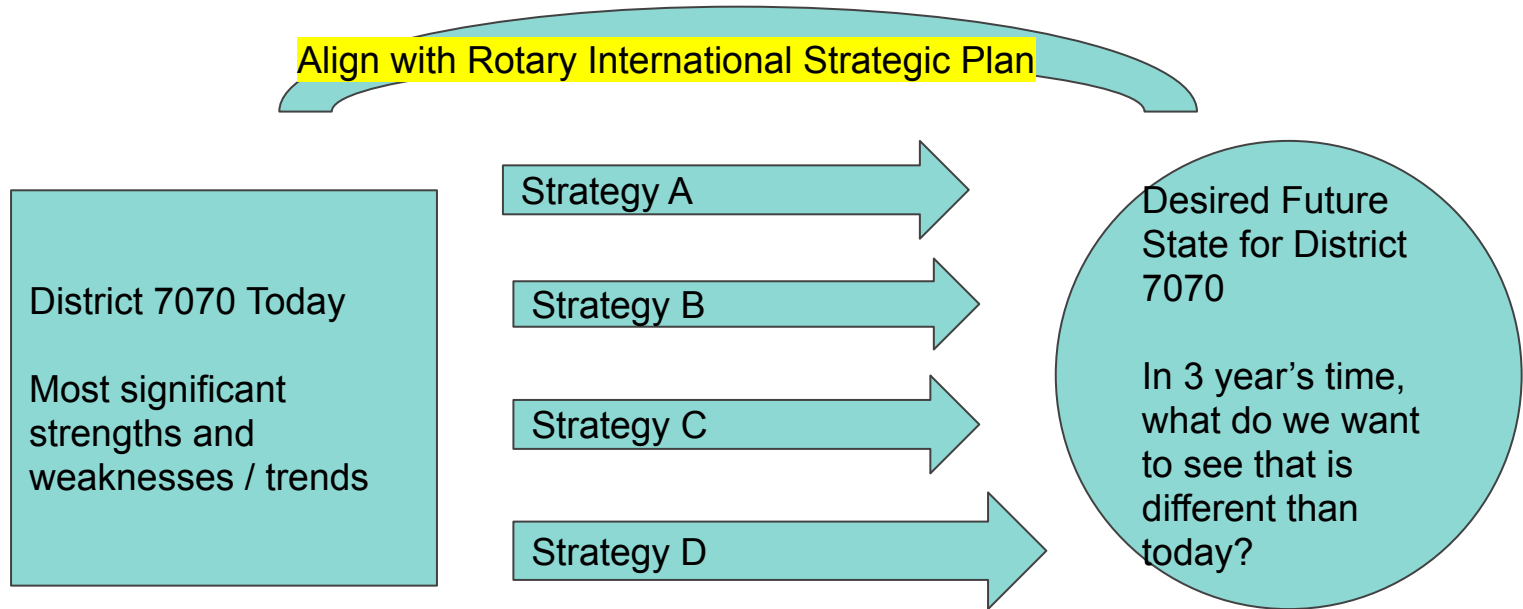
By a Steering Committee consisting of:

- Beth Selby (District Governor)
- Mark Chipman (District Governor Elect)
- Ron Dick (District Governor Nominee)
- Iosif Ciosa (District Governor Nominee Designate)
- Mary Lou Harrison (Immediate Past District Governor)

Steering Committee met 8+ times to:

- ❑ Define the methodology to be used to ensure strategic plan is solid
- ❑ Review the input received
- ❑ Finetune the strategies and actions
- ❑ Prepare document for approval by District Leadership Team (May 1, 2020)

What are we striving to do?



Understanding State of District 7070 Today



District Facts as of November 2019

- 54 Rotary Clubs - 1902 active members
- 11 Rotaract Clubs
- 13 Interact Clubs
- Approximately 5% decrease in membership in past year - with 23 / 54 clubs having net loss in members
- Largest age demographic are members over 70+ and the second largest demographic are Rotarians 60-69 years
- Less than 2% of Rotarians in district are under 30 and less than 20% of all Rotarians in District are under 50



District Strengths to Build On - as articulated

Nov 24 strategic plan session

1. Respected, inspirational, dedicated volunteers giving leadership at the District
2. Training offered is effective & varied
3. Provide and encourage others to support Rotary Foundation
4. District models good succession planning - both for DGs and AGs

5. Help clubs by getting them to work together on local and international projects & fundraising
6. Encouraging Rotaracters and other youth to engage with District and clubs
7. Encouraging clubs to have a better brand awareness and bigger social media presence
8. Willing to change as needed - encourage new club formats and even changed own governance structure at District level

Where Do We Want to Be in Three Years' Time

**First articulated at November session and further validated
through sounding boards that took place in January 2020**

Rotary District 7070 of the Future Three Years' Time

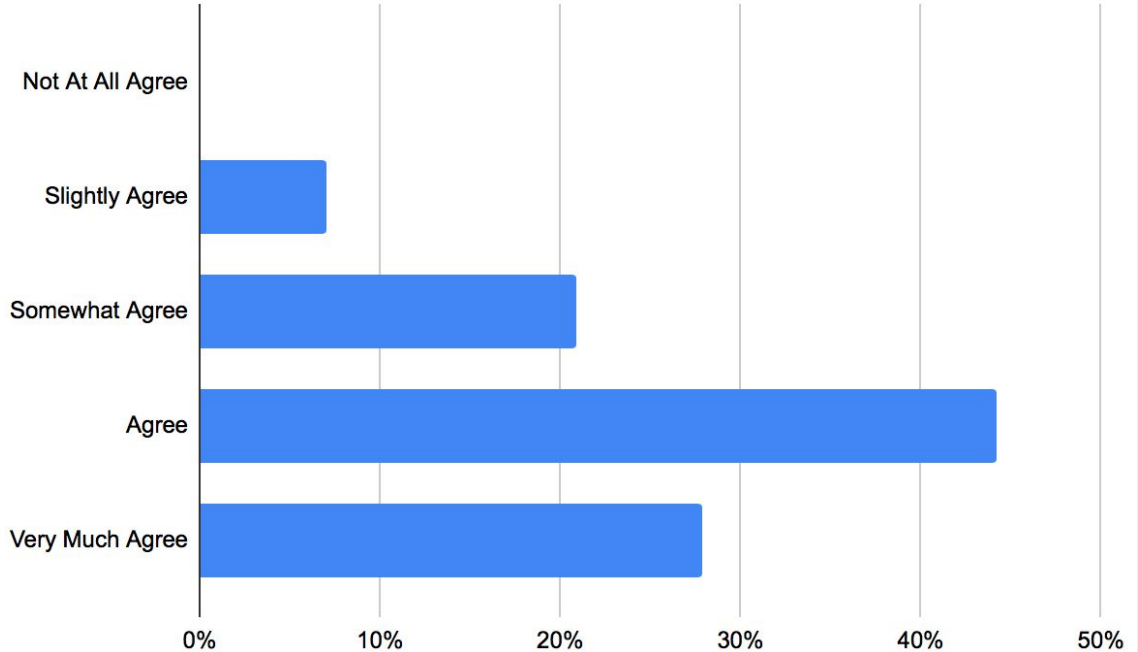
- ❏ Membership on the rise. New recruits better reflect demographics of our community
- ❏ Much more inclusive as Rotarian has come to mean in everyone's minds Rotaractors, Interactors and more traditional Rotarians
- ❏ Clear in purpose and trumpeting our own horn about the impact we are making in our communities and around the world

More on District in Three Years' Time

- ❑ There is increased collaboration among clubs and throughout district. This means we have made it easier to connect, share and collaborate
- ❑ Truly people and clubs of action - where the clubs and district are not just sharing ideas or drafting plans but are executing and bringing lasting change to the state of Rotary in District 7070

Sounding Board Question:

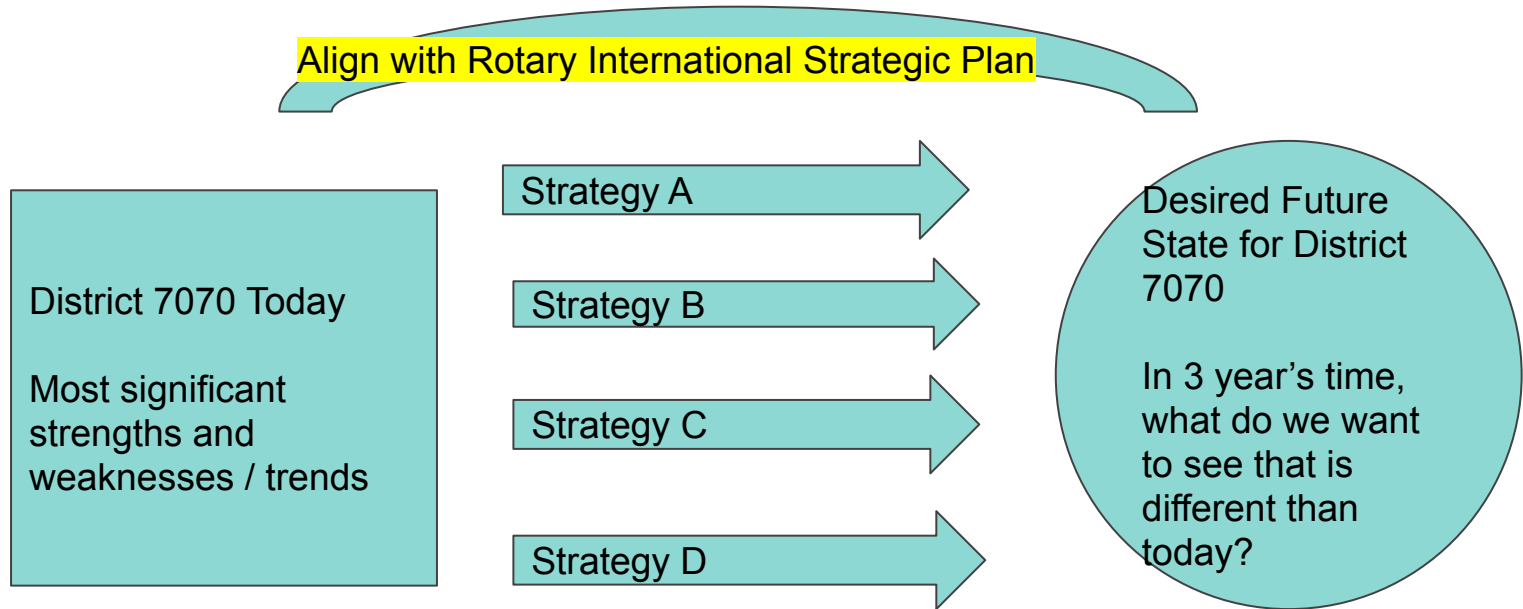
**How well do the 5
high-level points
together describe
the type of
District 7070
that we should be
striving to
achieve in 3yr
time**



Sounding Boards suggested that future state would be more appealing if...

- ❑ It spoke more about clubs better representing the demographics of their communities versus - don't just talk about wanting younger Rotarians
- ❑ If the Foundation was included in the vision as that is an important strength we don't want to lose
- ❑ Wanted to see more about leadership development as an area of focus
- ❑ Collaborating more needs to have meaning - need to work together to make a greater impact versus just to do it for the sake of doing it

What are we striving to do?



Want to Align with Rotary International Strategic Priorities and Objectives

Rotary International released its new strategic plan this year. It is exciting and has four main strategic priorities. These are:

1. **Increase our Impact** (focus our programs, measure impact)
2. **Expand Our Reach** (grow and diversify membership, increase appeal, build awareness)
3. **Enhance Participant Engagement** (support clubs to better engage members, provide leadership development / skills training)
4. **Increase our Ability to Adapt** (take risks, streamline governance & processes) ¹⁶

Strategies to Move us to Future State

(created at Nov session - later refined as a result of sounding boards)

- 1. Do More Together**
- 2. Use Clear and Consistent Messaging**
- 3. Build Awareness of and Pride in the Rotary Brand**
- 4. Help Clubs Take Meaningful Action**

1. Do More Together

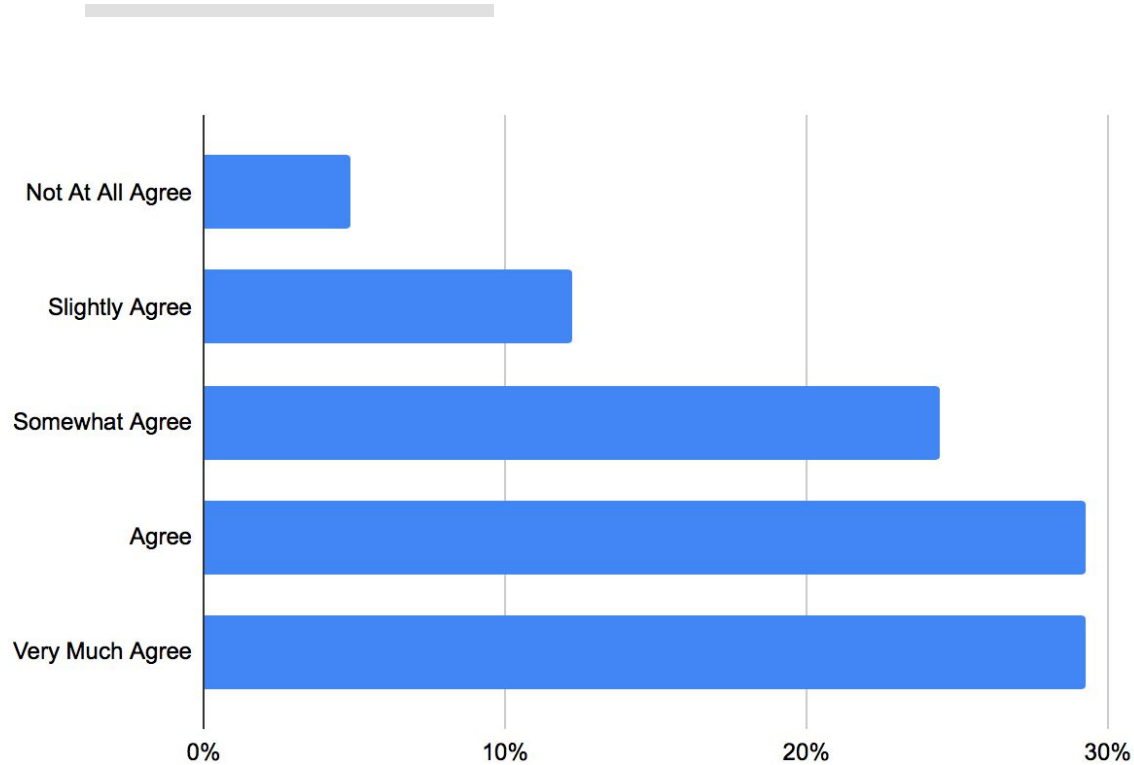
The way forward is more collaboration.

- When clubs work together to address a need, they have greater impact.
- When clubs reach out to other clubs to understand best practices, it is highly effective
- District can encourage and enable more collaboration whether it be on grants, addressing like issues or finding common community needs to address.

Do More Together is very much on point with the RI Strategic Plan where two of its strategic directions are “expanding our reach” and “increasing our impact”.

Sounding Board Question

To what extent would you agree with the statement that the “District should be encouraging more clubs to come together to tackle problems (their own club issues plus local and global issues) even if that might rattle a few clubs who thrive on independence”?



Do More Together Actions for 2020-2021

- ❑ .Ensure each Region² in our District has at least two meetings a year where all the Presidents in that region attend. These meetings would be chaired by Assistant Governors.
- ❑ Facilitate at least one cluster meeting per region, such as a joint club visit from District Governor, where clubs in our Rotary family come together.
- ❑ Hold at least five meetings where two or more clubs from across the district come together to share best practices and problem solve.
- ❑ Identify and implement a minimum of three actions that strengthen the partnership between Rotary and Rotaract within our district.

Breakout Session

One of the 2020-2021 actions is to “Hold at least five meetings where two or more clubs from across the district come together to share best practices and problem solve”.

What is an issue that is facing your club to which you would welcome having a multi-club problem-solving session to help your board identify potential solutions?

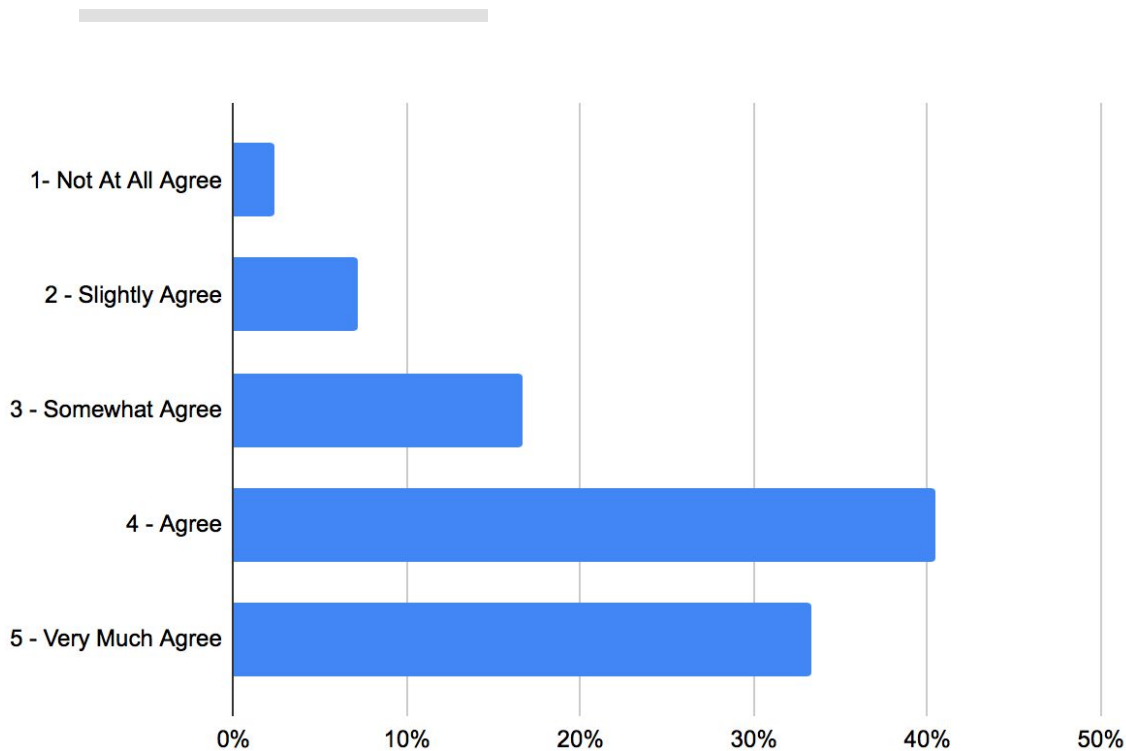
2. Use Clear and Consistent Messaging

A clear and consistent message needs to be used on District website and in majority of club's messaging to explain "what is Rotary" and "why are we relevant in 7070 today"

- Key message from Nov session was that we need to make it easier for people to understand what is Rotary and why is it relevant to younger folks or others in our communities
- There are some very good resources and best practices out there. Need to get all clubs to utilize this messaging
- Aligns with RI Strategic Priorities of "Expand our Reach" and "Increase Participant Engagement" - especially if message resonates and results in more people being engaged and excited by the impacts we can have as Rotarians

Sounding Board

To what extent do you agree with the statement ...
Our District 7070 should utilize the messaging being provided by RI today (e.g., people of action) rather than setting up a task force to create our own 7070 answer to what Rotary is and why it is relevant?



2. Use Clear and Consistent Messaging

Actions for 2020-2021

- ❑ Create common messaging for clubs to use when communicating externally. It will speak to “what is Rotary” with room for each club to add messaging about their unique causes and projects
- ❑ Update District website so it incorporates the same “What is Rotary” messaging. Update other district materials so that we are modelling clear and consistent messaging
- ❑ Gather input on how well our message is being heard within our Rotary family and in the community in 2020-2021. Add Year Two actions to reflect this point

3. Build Awareness of and Pride in Rotary Brand

- This is focused on helping our own Rotarians know more about all that Rotary does and is doing throughout 7070 and beyond
- Also finding ways to get more people in the Rotary family engaged in multi-club or district activities that strengthen one's commitment to Rotary
- Aligns with RI priority of “enhance participant engagement” and “increase our ability to adjust”

Sounding Board:

Clubs build their own websites and posts on social media. What is the most valuable contribution the District could be making to build awareness and pride in Rotary?

Responses included:

- Actively showcase to everyone in the Rotary 7070 family the many different ways we are having an impact on local and global communities
- Create content that clubs could use on their websites and social media feeds
- Do more training on how to ensure website is current, relevant and informative for Rotarians and non-Rotarians alike

3. Build Awareness of and Pride in Rotary Brand Actions for 2020-2021

- ❑ Profile different projects being done in our District on the website. Showcase how Rotary is creating change locally and globally using material that clubs could copy to their websites
- ❑ Promote increased participation by all members of the Rotary family in District and multi-club events
- ❑ Create regular pieces of content that clubs could use in their social media feeds. Work to teach and show clubs how to use content and keep feeds current and relevant
- ❑ Host forums in the majority of regions for new members of various clubs to meet and learn more about Rotary
- ❑ Provide opportunities for learning about the impact and opportunities of The Rotary Foundation

4. Help Clubs take meaningful action

Rationale: Speaks to RI priority of “increasing our impact” by making sure clubs are healthy and effective and growing.

District is a key enabler that can strengthen clubs. Need to find ways to get the clubs to engage more in using the resources, training and capacity building that is being offered.

Want to move from just talking about the need to change to changing so that Rotary in 7070 can increasingly thrive

What could District do differently to help clubs to take meaningful action?

Sounding Board responses - five or more suggested:

- Encourage more multi-club projects. District could also help the clubs with research to find common need. Also get strong clubs working with weaker ones
- Provide more tools and resources - including what are the characteristics of a strong club; best practices happening right here in the district
- Hold more online summits that educate and help to strengthen clubs
- Encourage more partnering with Rotaract as well as community partners so clubs make bigger impact

Help Clubs Take Meaningful Action

Actions for 2020-2021

-
- ❑ Create a district diversity, equity, and inclusion committee to enable District 7070 to better reflect our communities
 - ❑ Start a district environmental action committee that will identify steps to address environmental issues
 - ❑ Provide training to help clubs grow Rotary in a transforming world including the effective use of technology
 - ❑ Create a district leadership development committee to establish and communicate clear and transparent



Results from Rotary 7070 Survey



Methodology



Designed survey to provide a quick pulsecheck of District 7070

Results will serve as a baseline measurement that can be used to judge if the actions of the strategic plan are moving opinions in the right direction

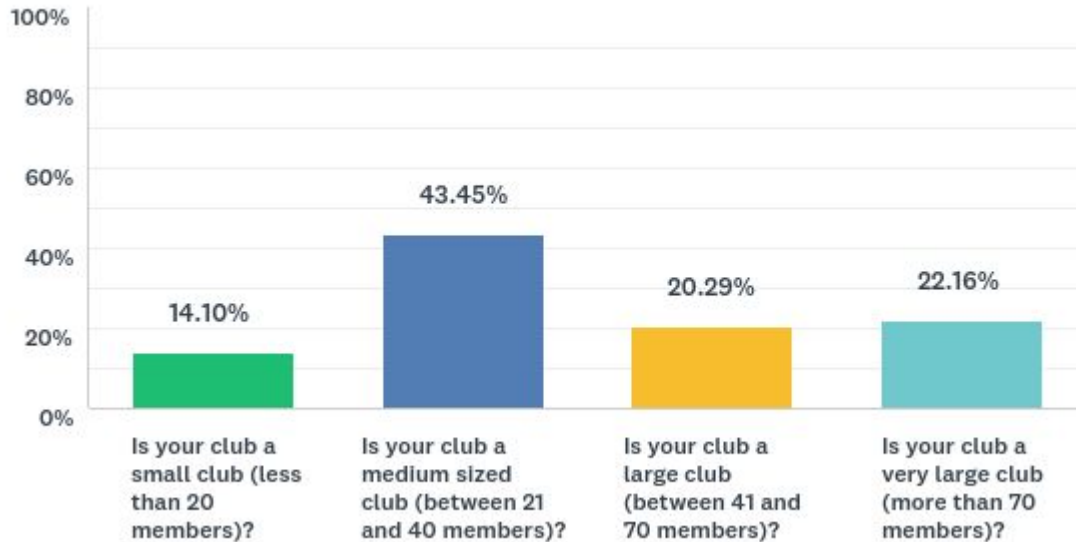
All Rotaractors, Interactors and Rotarians were invited to participate in the 10 question survey. All were sent a link to use. The survey was open from March 29 to April 26, 2020

- **Total of 695 Responses collected**

More about Our Survey Sample

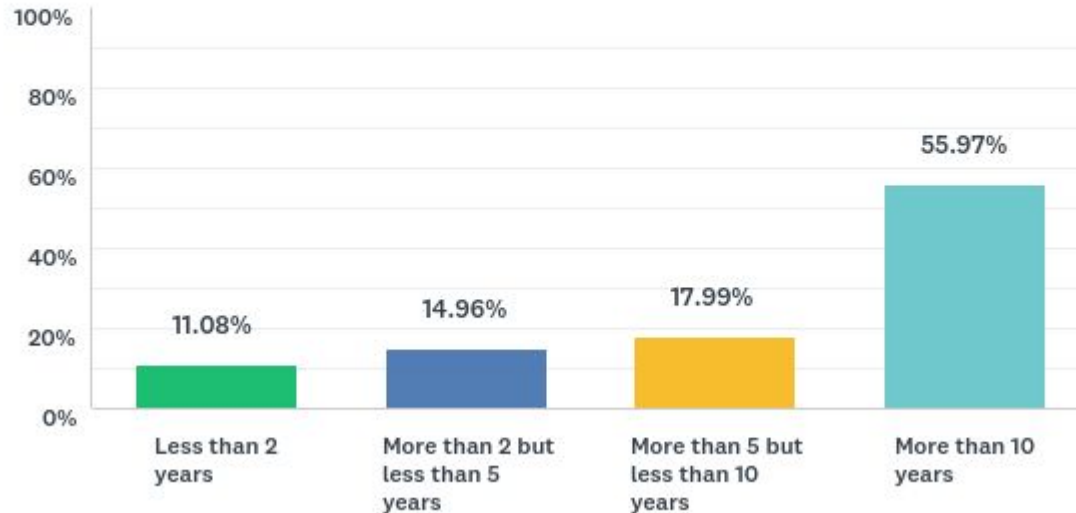
In actual numbers,
there were:

- 98 people from a small club
- 302 identified themselves in a medium size club
- 141 were from a large club
- 154 were from a very large club



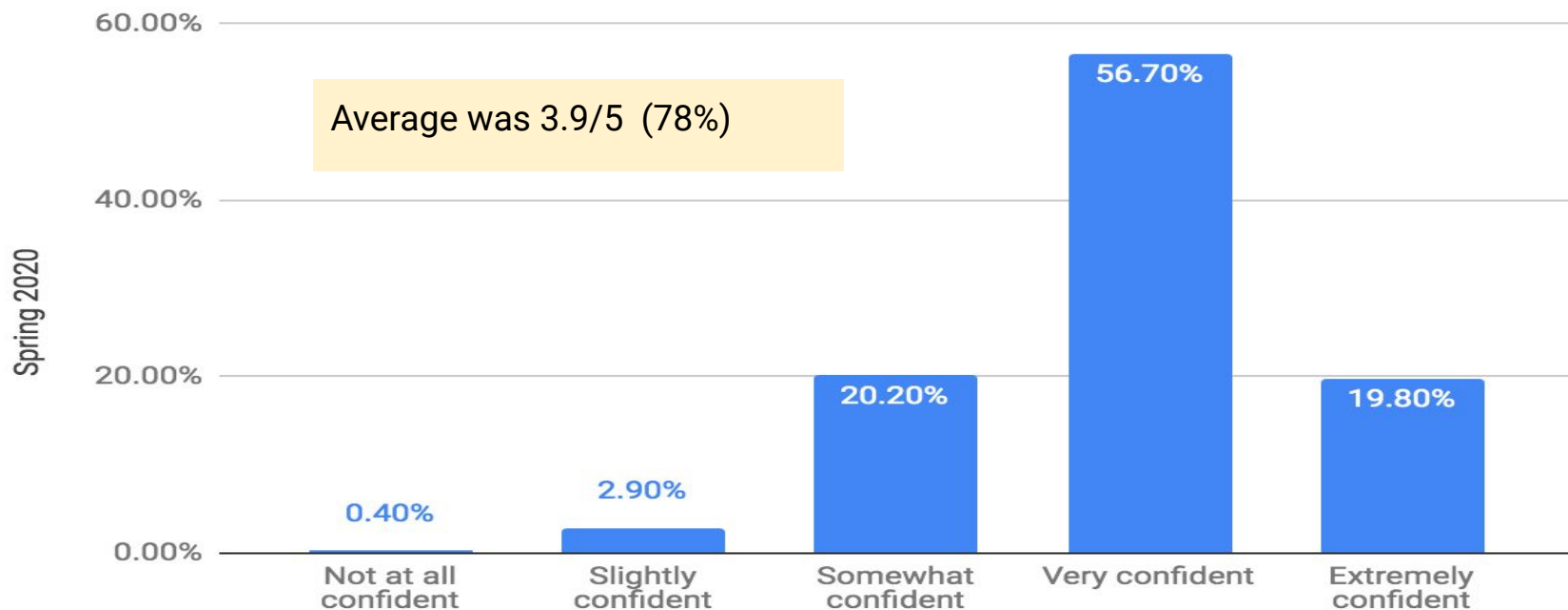
More about the Respondents

Q10 Finally, how long have you been a Rotarian and / or Rotaractor / Interactor?

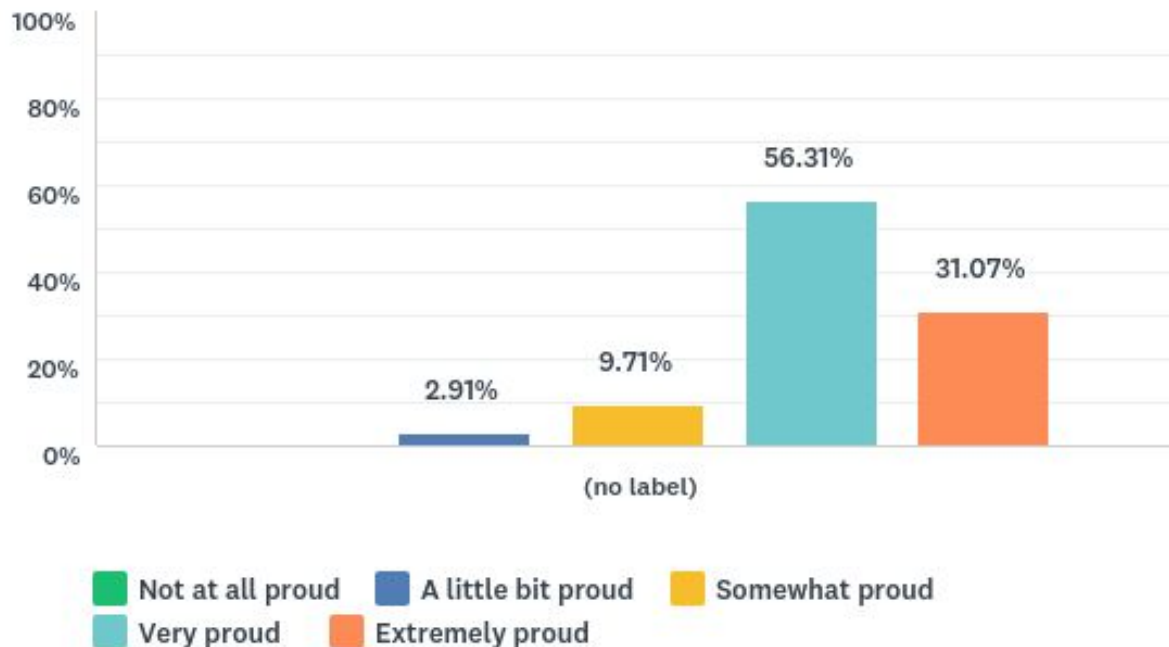


How confident are you in answering the question - "What is Rotary?"

Spring 2020 Results

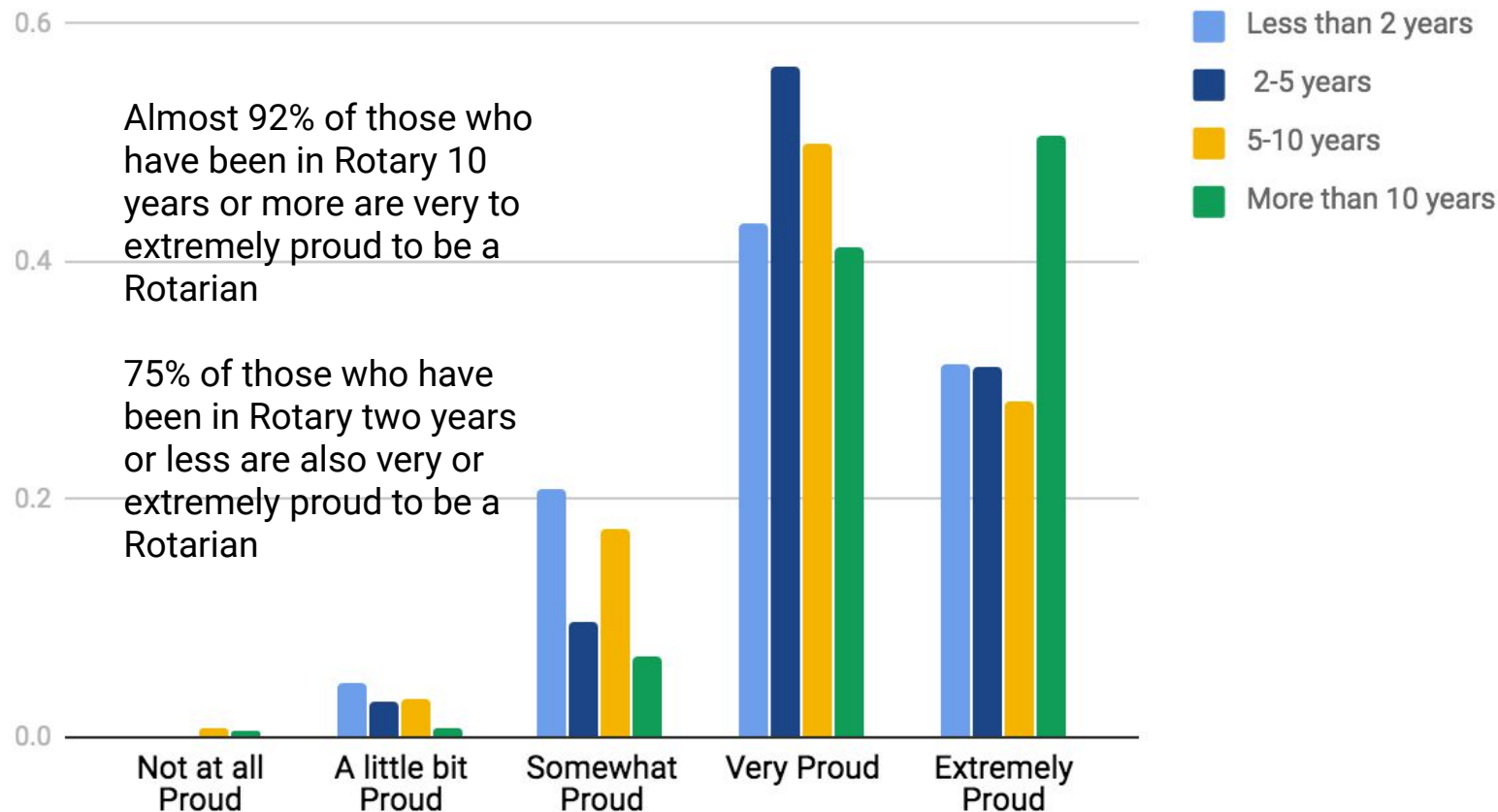


Q2 To what extent do you feel proud to be a Rotarian / Rotaractor / Interactor?

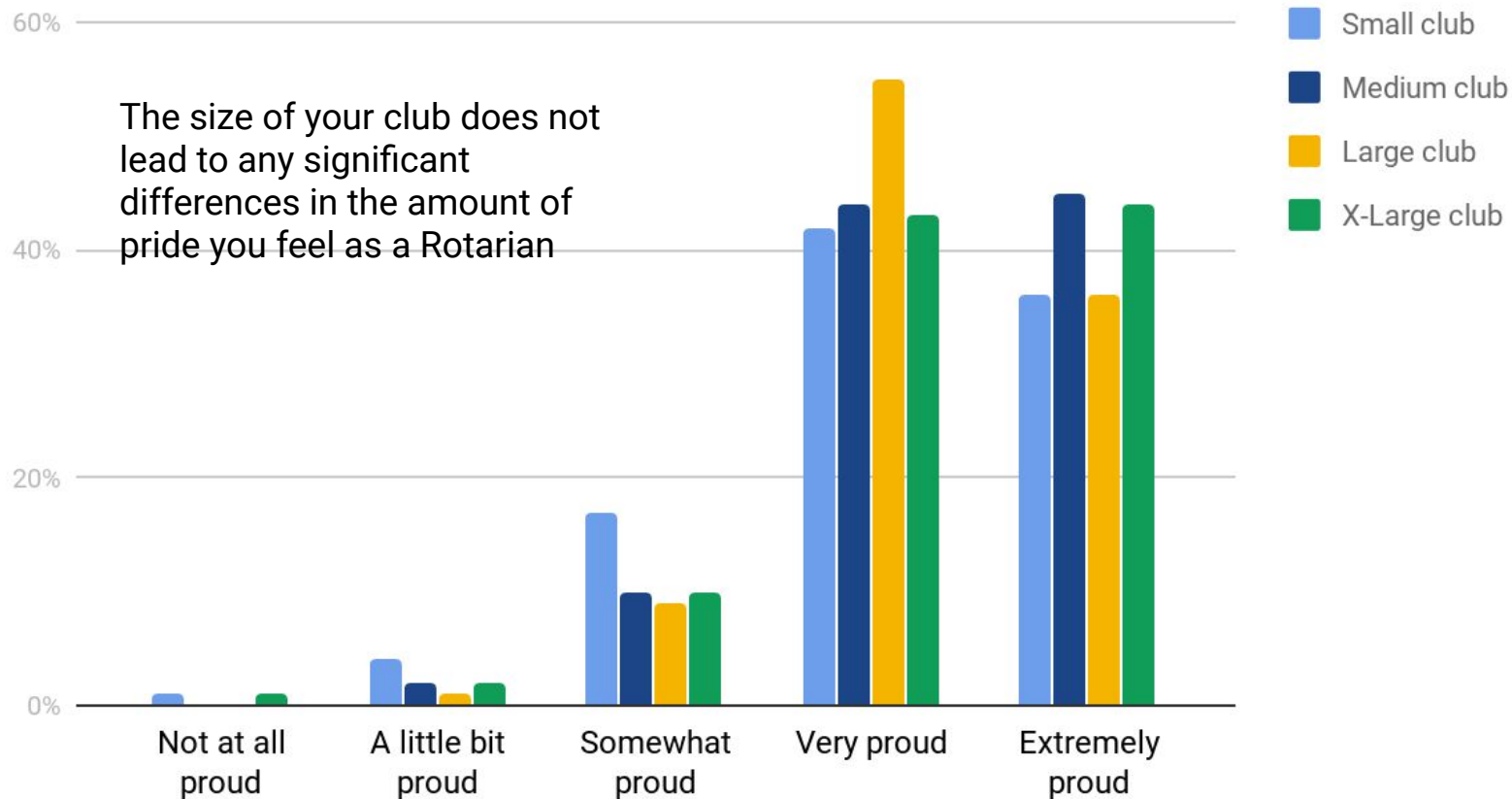


Average Mean = 4.26 / 5 (85%)

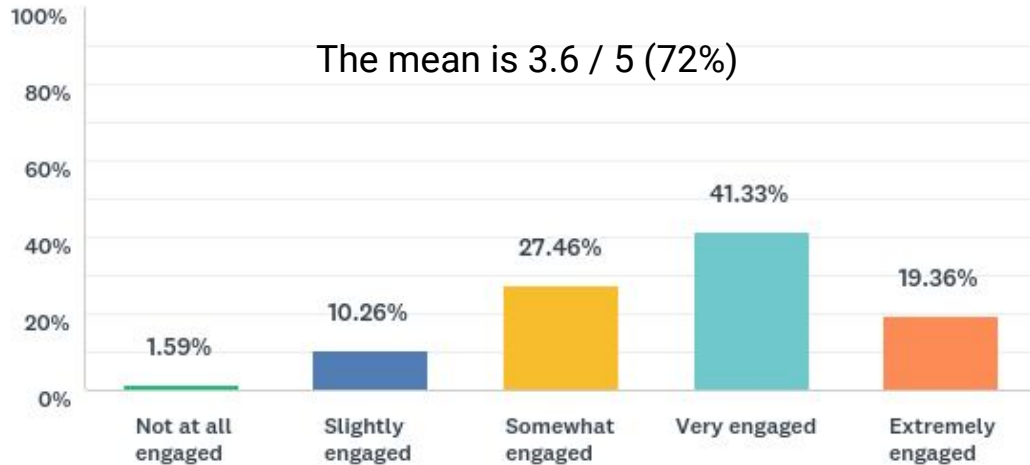
Proud explored by Years in Rotary



Proud explored by size of club



Q3 How engaged do you feel in your own club today?

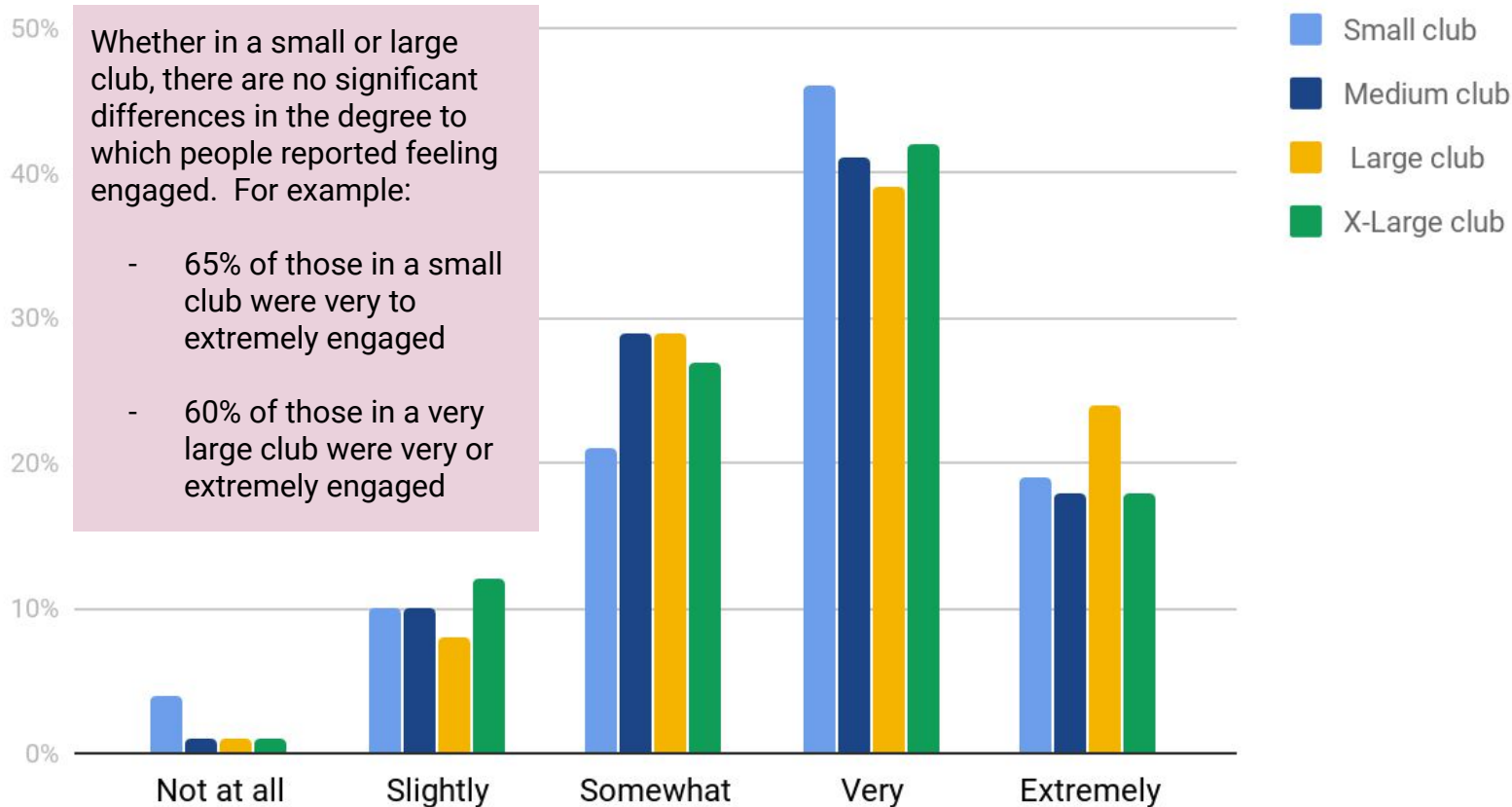


Note:

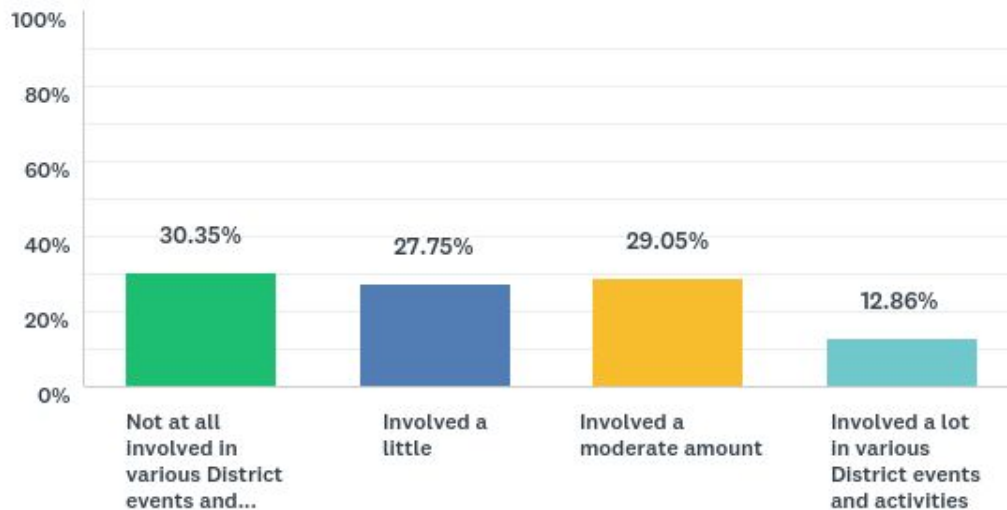
60.6% of Rotarians who responded to survey feel very or extremely engaged in their own club.

For those who have only been in Rotary for two years or less, 52% feel very or extremely engaged.

Engaged explored by size of club

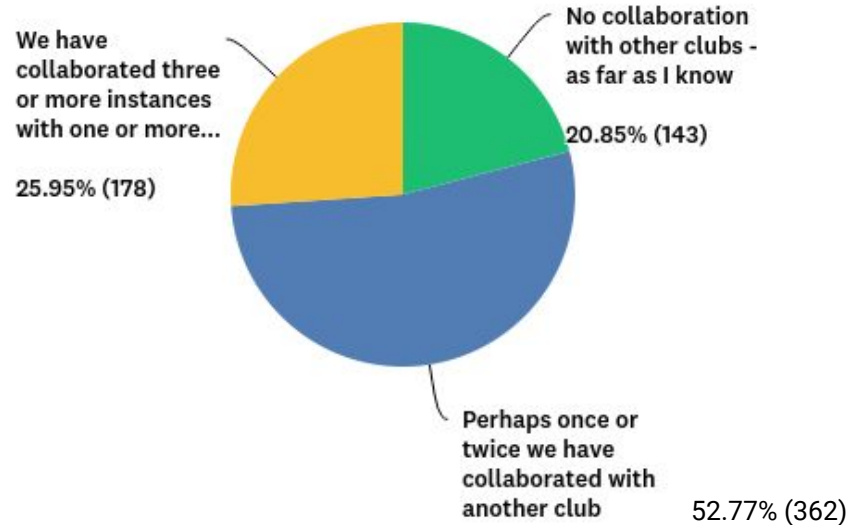


Q4 How involved have you been in this past Rotary year (since July 2019) in Rotary 7070 District Events and Activities (e.g., Rotary Foundation Walk, Regional club meetings, Youth Exchange, District Conference, District training activities)?



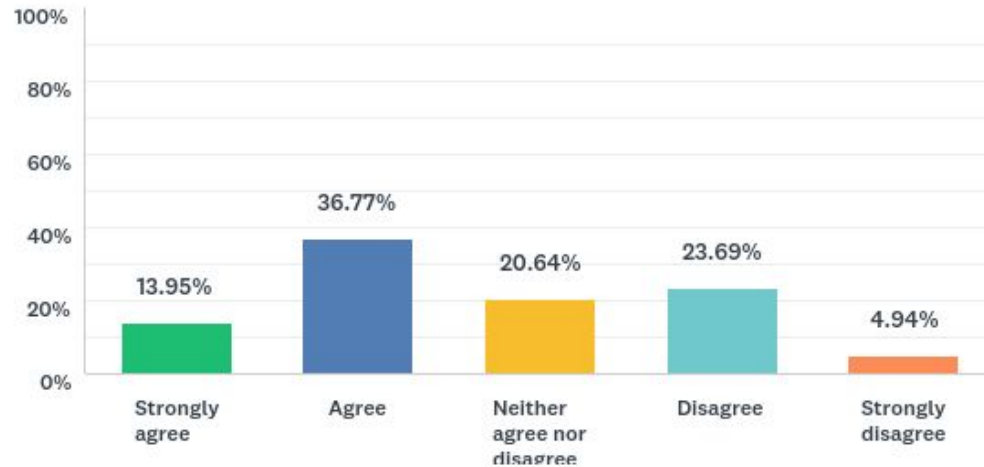
The results did show that those in a very large club had the highest percentages of people not at all involved in district activities (40%). In a small club, this percentage drops to 25% who are not at all involved in district activities.

Q5 In this current Rotary year (since July 1 2019 till now), how often has your club actively collaborated with one or more clubs in the district? For example, had a joint meeting; worked on a project together; held a joint fundraising event, etc...



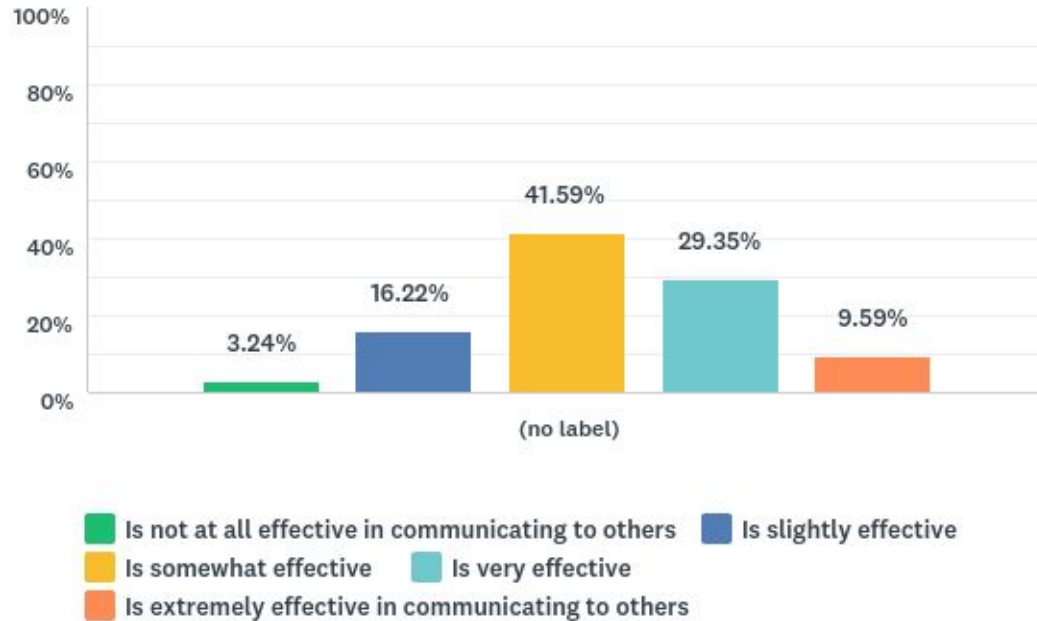
Size of club did not seem to affect the ratings. For example 52% of those in a small club reported collaborating 1-2 with another club. For those in medium size club, it was 55%; 49% in large club and 53% in very large club.

Q6 Take a moment to reflect on the demographics of the members in your club. To what extent would you agree that your club is reflective of the demographics of your community?



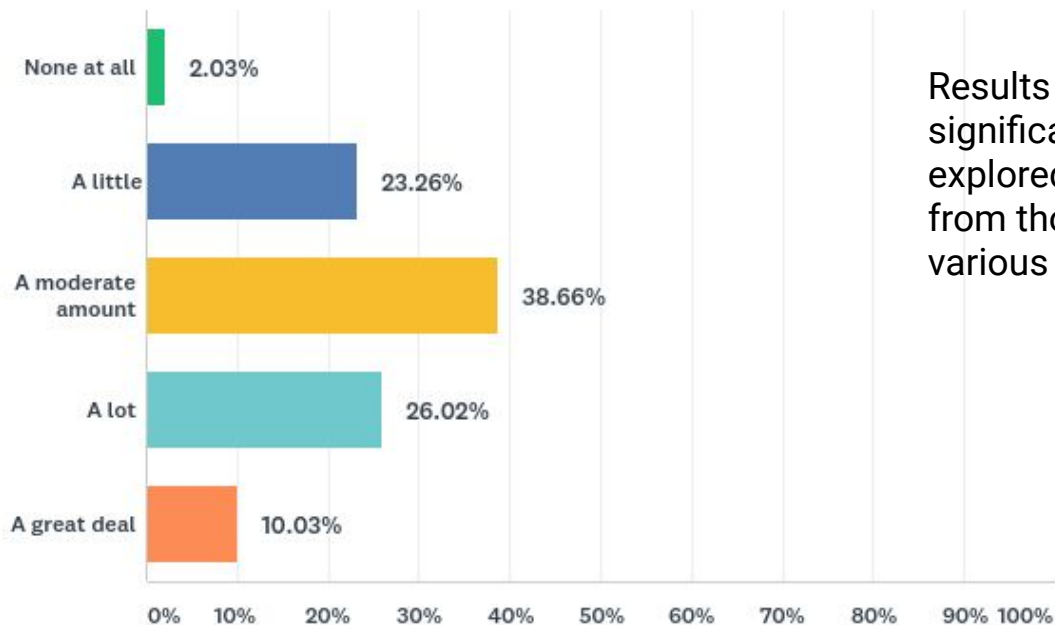
- More than 49% of those surveyed did not agree with the statement “that their club is reflective of the demographics of their community”
- This percentage varied very little (range from 48% to 53%) when you took into account what size club the individual was in.
- Mean was 3.3 / 5 or 66% average score

Q7 To what extent would you agree that your club communicates effectively to others, through your website and social media channels, what Rotary is and how people can get involved?



Over 61% of respondents saw their club as not effective to being only somewhat effective in using club website and social media channels to communicate what Rotary is and how to get involved

Q8 To what extent does your club showcase to you and others the many ways that Rotary clubs in our district are impacting the world - locally and globally?



Results did not differ significantly when you explored the responses from those in the various sizes of clubs.

Almost 63% of those surveyed answered “not”, “a little” or a “moderate amount” - suggesting there is room to help clubs showcase the impact of Rotary. Mean was 3.2 / 5 or 64%.

Some of the success measures to monitor plan

An increase in the overall number of people in the Rotary family and still a North America leader in support for the Rotary Foundation PLUS

When we re-survey:

- If percentage declines from 61% in terms of number of respondents who saw their club as not / somewhat effective in using club website and social media channels to communicate what Rotary is and how to get involved
- If improvement in mean of 3.2 / 5 from showcasing impact and an improvement in pride in Rotary - current mean is 3.9 / 5
- Also seeking improvement in number of people who believe club reflects the demographics of their community (currently 3.3 / 5) plus watch for a rise in the overall engagement mean (currently 3.6 / 5)

At last...

Let me turn it over to District Governor Elect Mark Chipman to show you the District 7070 Strategic Plan...