

# PUBLIC IMAGE ACTION PLAN 2025-2026



## INCREASE OUR IMPACT

- Provide training and support for each District to conduct the Public Image Audit
- Begin the year with a district needs assessment, tools and resources, and communication expectations.
- End the year with an evaluation that measures our impact for the year.
- Inspire, train, and equip District Public Image Teams for success

## EXPAND OUR REACH

- Reach every District in the Region with in-person support.
- Increase the percentage of filled Club Public Image chairs to 75%
- Host monthly region-wide virtual connection hours.
- Expand our message to other members of district leadership, including district learning facilitators.
- Support each Region 36 District in launching the RI PSA Program in at least one media market

## ENHANCE PARTICIPANT ENGAGEMENT

- Evaluate current District social media pages for activity and brand compliance and provide guidance to increase their engagement.
- Build intentional relationships with district leadership.
- Create inspiring deliverables that provide tools and resources for immediate impact.
- Strengthen Relationships with District Public Image Chairs in Region 36

## INCREASE OUR ABILITY TO ADAPT

- Assess/Understand the needs and communication preferences of District leadership and PI Chairs
- Use the information gathered in our needs assessment to adapt individualized deliverables to District leadership.
- Pilot a Rotary Public Art Program and provide the tool kit to support Districts.