

Key Result Area: A. Focus and Increase Humanitarian Service

Strategic Goal:	Goals	Deadline	Responsibility	Measures of Success
Support The Rotary Foundation	Train Club Foundation Chairs	Annually	Foundation Chair	Hold 10 Foundation Fellowship Sessions per year
	Promote Every Rotarian Every Year	Annually	Foundation Chair	Goal: 300 Rotarians (30%) in 2018-19; increase to 35% and 40% in subsequent years.
	Host District Million Dollar Initiative and Dinner	5/3/2019	Michel Leger and Alan McLellan	Dinner is held and goal of \$500,000 is met.
	Clubs participate in 1 polio-related fund-raising event	Annually	1. & 2. Terry Thomas and Floyd Rockhold. 3. Conference chair	1. Email is sent to all members regarding hosting World Polio Day awareness; 2. Polio committee co-chairs send out request to all clubs about giving 30\$ on World Polio Day; 3. District conference has session on Polio.
Promote and Support Club participation in Local/ International projects	Identify successful club grant projects and share through social media	6/30/2019	Public Image Chair; Foundation Chair; Governor line	1. Create a video promoting club projects and share through social media. 2. Create repository on District website
	Educate clubs on how to access global grants.	Annually	Assistant Governors	All clubs to receive information about how to access global grants.
	Inform members of existing Global and District grant projects;	6/30/2019	Club Presidents; DG; Foundation Chair	1. Provide one newsletter/ website communiqué to report on all projects. 2. Showcase 5 District Grants and 2 Global Grants at Conference as well as club projects
Provide information to clubs on funding opportunities	Educate Clubs on matching grants	6/30/2019	Foundation chair	Communicate annually to club foundation chairs on grant benefits.
District Initiatives	Support club sponsored literacy activities.	6/30/2019	Literacy Chair	1. Literacy committee tracks club literacy activities. 2. Increase in baseline activity.
	Encourage the participation of one environmental project per club.	Annually	DG	1. Each club conducts one environmental project.
	Identify a Peace Scholar for the District.	6/30/2021	Peace scholar chair	Identify one peace scholar during the period of this plan.

Key Result Area: B. Governance and Management.

Strategic Goal:	Goals	Deadline	Responsibility	Measures of Success
Build an effective and efficient Leadership Team	Align the Manual of Policies and Procedures (2017) with the District By-laws.	6/30/2019	Review Committee, DG	1. Revised MOPP is presented to membership; preliminary report 2018-12-15; PETs for feedback; Final report June 2019 2. All final Governance documents are posted on District website.
	Provide a platform to enable Rotarians to review documents on the District website.	6/30/2019	Terry MacDonald	1. Emails are concise with links to view reference documents.
	Develop an AG training package with tools to support clubs (i.e. strategic planning tools).	6/30/2019	Professional Development Chair	1. Core curriculum is developed and delivered. 2. Annual curriculum review process is done. 3. All new Assistant Governors are trained.
	Develop orientation for new District Board members	6/30/2019	Professional Development Chair	1. Orientation curriculum for new board members is developed. 2. All new board members receive orientation.
	Complete 3-year succession plan for key District positions.	March 30	Governor line	1. Identify potential members for key positions. 2. and develop orientation program.
	Develop Operational plan	June 30, 2019	Strategic Vision Chair	Operational plan is created for next three years.
	Determine best practices for financial goals	Annually	Jack Christie	Track and trend best practices.

Key Result Area: C. Enhance Public Image and Awareness				
Strategic Goal:	Goals	Deadline	Lead	Success Indicators (Measurement)
Use current Rotary branding in all media	Support clubs and district on RI branding for all forms of media (print, radio, tv, letterhead, electronic).	Annually	Public Image Chairperson in conjunction with AGs	1. Ten (10) Public Image Fellowship Sessions per each year are held. 2. Two training sessions on how to use Brand Centre are offered to Clubs.
Create a communication platform that is easy to use and promotes information sharing.	Develop a District Communication Strategy	6/30/2019	John Slipp	Communication plan is developed
	Encourage clubs to use different forms of social media for awareness and communication.	6/30/2019	Public Image Chairperson	1. Two (2) training sessions on social media are offered to clubs. 2. "Tips and tricks" about best practice in social media use is offered quarterly in a newsletter/online/etc.
	Create a procedure on how to use GOTO Meeting.	9/1/2018	Terry MacDonald	1. Procedure is developed. 2. Procedure is communicated by following means: posted on the District 7810 website; sent to district PI chairs and club executives.
	Strengthen Public Image Committee	6/30/2019	Public Image Chairperson	Public Image committee consists of 5 individuals representing the district.
Increase Community awareness	Promote, encourage and develop Youth programs (RYLA and Youth exchange)	6/30/2019	Youth Chair with YEP chair, RYLA chair; DG	1. A youth program is part of annual district conference. 2. RYLA weekend is held annually.
	Encourage Clubs to host a "Rotary days" event	6/30/2019	DG	1. Rotary Days promoted during DG club visit. 2. Track the number of clubs that host an event.

Key Result Area: D. Support and Strengthen Clubs				
Strategic Goal:	Goals	Deadline	Responsibilities	Success Indicators
Assist clubs in attracting members.	Promote membership diversity. Share community statistical information with each club.	Ongoing	Membership Committee	Annual improvement in dashboard indicators with gender and age becoming more diverse.
	Provide templates for alternative membership types, ie family, corporate, program (youth), alumni, rotex membership; and alternate meeting times.	Ongoing	Membership Committee	Track and trend membership changes.
Assist clubs in engaging members.	Encourage clubs President Elects to enter annual goals before the end of President-elect training for their year.	annually	AGs; DGE, Chairs: Membership/Public Image/Foundation	1. 100% attendance of all clubs at PrePets/Pets and PreSets/ Sets training. 2. 50% of club President-Elect input their goals before the end of the training weekend. 3. 25% of clubs receive a Rotary Citation.
	Review of PETS Best Practices	annually	DG; PGN; DGE; DGN	Track and trend best practices.
	Promote RLI training with membership.	annually	Professional Development Chair	40 members attend RLI.
	Promote friendship exchange with membership	annually	Friendship Exchange Chair	One (1) exchange is completed each year.
	Promote participation with the vocational training teams in Global projects.	as projects occur	Foundation Chair	VTT participation occurs with Global project.
	Promote membership attendance at the annual district conference	annually	DG; Assistant Governors	15% of the membership attend the conference.
	Promote "LEARN & SHARE" hours for Presidents, Foundation, Public Image, Membership, Assistant Governors, Youth.	ongoing	DG; Chairs: Membership/Public Image/Foundation/	Track attendance at fellowship hours to reach goal of 50% club attendance; Agendas are circulated for all meetings
	Promote volunteering for district committee positions related to individual's vocation or interest.	ongoing	Governor Line; Ags	The district will attract 10 new members that have not held a previous position.
	Support the development of early-act, interact, and rotaract by the Clubs.	ongoing	Chairs: Interact, Rotaract	1. Two new Rotaract and two Interact programs are added in the District in 2018-19. 2.Track and trend to show net increase in the District.
Educate Rotarians about District Resources	Increase use of available multi-media tools.	Ongoing	DG,DGE,DGN AG's District Trainers	Annual survey to club leaders on district communication.
	Create a strategic plan	March 30	District Leadership	3 year plan Plan is developed and reviewed semi-annually
	Offer training "closer to home".	ongoing	Professional Development Chair	Area training is held in six areas.
	Provide a platform to allow club's to celebrate accomplishments.	Conference	Governor team	Showcase club accomplishments through recognition/ awards at district conference.
Build relationships between the District and the clubs.	DG visits all Clubs.		DG	1. DG Club Visit Schedule confirmed with clubs by May 31st. 2. DG visits all clubs
	Create newsletter to promote local activities on District website.		Public Image club and District Chairs; Assistant Govenors;	1. Newsletter is created.