



## District 7820 Plans and Outcomes

Activities in District 7820 have been driven by a strategic plan that was adopted in 2012.

In that plan it was decided that the district would focus on the following priorities:

1. Retaining current members and ensuring clubs offer compelling reasons for members to stay
2. Recruiting new members and increasing membership diversity
3. Club extension and forming dynamic new clubs
4. Strengthening our relationship with The Rotary Foundation and Youth

Strategies, actions and key performance indicators were identified for each priority. Focus on each of the following areas helped ensure successful achievement of the above priorities:

- Training
- Public Relations
- Communication and Information Sharing
- Cooperation and collaboration

As we move forward to ensure the plan continues to achieve the greatest possible success, it is important that the plan is treated as a living document. Priorities, strategies & timelines can be expected to change and evolve as progress is achieved and circumstances change.

During each Rotary year, the District Governor Elect will be responsible for supervising the plan and reporting on progress at meetings of the District Board of Directors. New priorities will be incorporated into the plan as needed and tactical plans developed each year to put action to the priorities.

It is important to have measures to judge the success of activities of Clubs and the District. Rotary Club Central provides one means for tracking, outcomes and along with a limited number of other means, a picture of success of various initiatives and activities can be tracked.

With that in mind, the original 2012 Strategic outcomes have been reformatted to bring them in-line with those measures that exist and are important to the stated priorities of the District. Each year initiatives will be undertaken and the results tracked in subsequent years, adjustments in goals will be made as needed. The skills and experience of the executive team change over time and this approach allows for flexibility in tactics that are used to engage clubs.



## District 7820 Plans and Outcomes

Alignment with the Rotary International Strategic Plan and Annual Goals of the RI President.

To the extent possible the District Strategic Plans and Outcomes should attempt to be consistent with and supportive of the Rotary International Strategic Plan and Annual Goals of the RI President.

**Our Values in Action:**

Through **Fellowship** we build lifelong relationships that promote greater global understanding.

With **Integrity** we honor our commitments and uphold ethical standards.

Our **Diversity** enables us to connect different perspectives and approach problems from many angles.

We apply our vocational expertise, **Service** and **Leadership** to tackle some of the world's greatest challenges.

Rotary International's Strategic Goals:

1. **Support and strengthen clubs.**
2. **Focus and increase humanitarian service**
3. **Enhance public image and awareness.**

**The Presidential Theme of RI Pres John Germ for 2016-17 is "Rotary Serving Humanity".**

**The Presidential Theme of RI Pres Ian Riseley for 2017-18 is "Rotary: Making a Difference".**

## District 7820 Plans and Outcomes

### Outcome Measures

Report Date: November 5, 2016

Measure (Source)		2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
<b>Membership</b>									
District membership (RI)	Goal	1600	1600	1630	1600	1600	1625	1650	
	<b>Actual</b>	<b>1591</b>	<b>1571</b>	<b>1573</b>	<b>1572</b>	<b>1521</b>			
# of Clubs (RI)	Goal	47	47	47	48	48	49	50	
	<b>Actual</b>	<b>46</b>	<b>46</b>	<b>47</b>	<b>47</b>	<b>47</b>			
Male/Female Ratio (RI)	Goal	70:30	70:30	70:30	70:30	67:33	66:34	65:35	
	<b>Actual</b>	<b>68:39</b>	<b>71:29</b>	<b>70:30</b>	<b>68:32</b>	<b>69:31</b>			
<b>Communication and Engagement</b>									
District Conference Attendance (Dist)	Goal	300	300	300	300	300	300	300	300
	<b>Actual</b>	<b>300</b>	<b>325</b>	<b>274</b>	<b>253</b>	<b>271</b>			
RLI Attendance (RLI)	Goal	100	100	100	100	100	100	100	100
	<b>Actual</b>	<b>63</b>	<b>75</b>	<b>77</b>	<b>97</b>	<b>30</b>			
Facebook Likes (FB)	Goal	150	350	400	600	900	1100	1300	1600
	<b>Actual</b>	<b>223</b>	<b>294</b>	<b>393</b>	<b>861</b>	<b>895</b>			
Twitter Followers (Twitter)	Goal	400	400	860	1100	1400	1600	1800	2000
	<b>Actual</b>	<b>660</b>	<b>856</b>	<b>1032</b>	<b>1257</b>	<b>1412</b>			
# Clubs with FB/Twitter Presence (Dist)	Goal	17	17	30	38	45	46	47	47
	<b>Actual</b>	<b>20</b>	<b>27</b>	<b>38</b>	<b>44</b>	<b>45</b>			
# views/mins watched on District YouTube (Dist)	Goal			1200/3k	1800/4k	2000/5k	4000/8.5k	2000/5k	3000/6k
	<b>Actual</b>	<b>398/1381</b>	<b>881/2060</b>	<b>3431/7.4k</b>	<b>4032/8.5k</b>	<b>3670/10.6k</b>			

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Youth								
# of Interact Club Active (RI)	Goal	18	18	18	18	23	24	25
	Actual	18	18	20	23	20		
# of Rotaract Clubs Active (RI)	Goal	5	5	6	6	6	6	6
	Actual	5	5	5	5	5		
# Clubs with Exchange Students (RI)	Goal		9	5	10	12	14	14
	Actual			12	10	8		
# RLYA participants (RI)	Goal	20	20	35	40	50	50	50
	Actual	20	30	25	41	38		
Foundation								
Annual Fund Donations \$ (RI)	Goal	133,000	187,420	151,681	145,000	120,000	125,000	130,000
	Actual	116,894	123,323	115,893	90,861	127,586		
Polio Plus Donations \$ (RI)	Goal		81,200	30,000	65,750	40,000	40,000	40,000
	Actual	103,753	127,401	177,817	61,840	100,748		
# Clubs Qualified (Dist/Global)	Goal		8	10	40	40	40	40
	Actual		6	36	36/19	30		
# District Grants (Dist)	Goal		11	13	19	13	14	14
	Actual		13	13	19	14		
# Global Grants (Dist)	Goal		3	3	3	3	3	3
	Actual		1	4	3	3		
District Management and Governance								
# of Club with Presidential Citation (RI)	Goal					15	15	
	Actual					13		

## District 7820 Plans and Outcomes

### 2016-18 Tactical Plans

Specific Goals	Responsibility	Deadline	Measures of Success
<b>Membership</b>			
Be available and approachable and let clubs know we can help	Wendy Scammell and Team	June 30, 2017	Membership #'s and Attendance at Pres council and Club meetings. Other meetings with Clubs/Membership chairs/ Club officers
Membership materials and resources: let clubs know what's available	Wendy Scammell and Team	June 30, 2017	Membership #'s and use of materials and resources
PR for the committee and presentations to clubs	Wendy Scammell and Team	June 30, 2017	Membership #'s and number of presentations to clubs/boards.
<b>Communication and Engagement</b>			
Establish a new District organizational structure for the District Public Image/ Public Relations Committee (which would include Social media and Technical Support functions) with clearly defined roles.	DGE Don Sword, PDG Jim and ?	December 31, 2017	<ol style="list-style-type: none"> <li>1. Appoint a District Chair for 2017-18 and begin building the District Team</li> <li>2. Hold a PI/PR Retreat in Fall 2017 to consider establishment and execution of a District PI/PR plan. <b>Incorporate the tools from RI for the new PI campaign "Rotary:</b></li> </ol>

## District 7820 Plans and Outcomes

Specific Goals	Responsibility	Deadline	Measures of Success
			<p><b>People of Action”.</b></p> <ol style="list-style-type: none"> <li>Plan approved by District Board by December 31, 2017</li> <li>Execution of first phase of new Plan between Jan 2017-June 2017</li> </ol>
Increase use of Social Media to communicate Club activity and encourage improved use of club other electronic tools to manage club activity	Jim Goit, Social media committee and Technical Group	June 30, 2017	<ol style="list-style-type: none"> <li>Increased use of Social media by clubs with sites</li> <li>Increased number of clubs with active sites.</li> <li>Improved used of Club websites for club</li> <li>Number of clubs qualifying for Presidential Citation (new Measure?)</li> </ol>
Create a District Conference Handbook	District Conference Team Chair Miriam McLeod	June 30, 2017	Handbook approved by Board and ready for use for future Conference committees.
<b>Youth</b>			
Develop a plan to ensure the ongoing District and Club compliance with RI requirements for Youth Exchange and other Youth programs (RYLA,	DGN Rob and Youth Chairs	June 30, 2017	Plan in place by January 1, 2018

## District 7820 Plans and Outcomes

Specific Goals	Responsibility	Deadline	Measures of Success
Interact and Rotaract) as appropriate			
Establish a new organizational structure for the District Youth Exchange Committee with clearly defined roles.	DGN Rob	June 30, 2017	New organization structure in place fully staffed by July 1, 2018
<b>The Rotary Foundation</b>			
District wide organizational structure for the District for Foundation Committee with clearly defined roles.	PDG Stella Roy	June 30 2017	New organization structure in place fully staffed by July 1, 2017
Develop and execute a training and awareness plan to improve club and individual impressions of The Rotary Foundation	Chair Stella Roy and Team	June 30, 2017	Level of Foundation donations. Training participation.
Develop a fundraising plan that focuses on making The Rotary Foundation 'irresistible'	Giving Chair Greg Coldwell	June 30, 2017	Level of foundation donations (all metrics)

### OTHER DISTRICT 7820 2016/17 STRATEGIC PRIORITIES

Specific Goals	Responsibility	Deadline	Measures of Success
<b>District Management and Governance</b>			
Address concerns regarding the Group Insurance Policy	Garth Gordon, Don Sword	Sept 30, 2016	Concerns of District Board satisfied <b>Completed Fall of 2016</b>
Resolve various Club and Corporate matters as identified by Garth Gordon	Garth Gordon	June 30, 2017	# or % of clubs with update bylaws and incorporation.

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Specific Goals	Responsibility	Deadline	Measures of Success
Improve financial reporting	Wilf McIsaac, Elva Heyge	Dec 31, 2016	Monthly financial reports available to satisfaction of District Exec.
Create a District Administrative support plan.	District Executive	June 30, 2017	Plan approved by District Board
Develop District Directors' orientation	Garth	Dec 31, 2016	Orientation package approved by District Board and delivered to all directors.
Establish a mentorship program for new Assistant Governors	Carman	Dec 31, 2016	Mentorship program approved by District Board and implemented.
<b>Education and Development</b>			
Develop the 2017 Training for Leaders of Clubs (TLC) in all AG areas to follow up on 2016 editions.	Louisa Horne, training team, AG's	Dec 31, 2016	Plan approved by District Board
Survey Participants in last years' TLC sessions	Louisa Horne, training team,	November 15, 2016	Survey completed and reported to the District Training Team and Board
Create an educational plan to support Club Management and governance needs	Louisa Horne, training team	June 30, 2017	Plan approved by District Board
Create a District education and development strategic plan that integrates training, membership development, RLI, District conference and other related district activities.	Louisa Horne, training team, membership team, conference team(s)	June 30, 2017	Plan approved by District Board



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Specific Goals	Responsibility	Deadline	Measures of Success
Enhance Foundation Training	Louisa Horne, Greg Coldwell, Training team	June 30, 2017	Enhanced training ready for 2017-18 Rotary Year.
Create a District leadership development strategy.	Doug Logan	September 30, 2016	Strategy approved by District Board
Develop a variety of tools and strategies to support learning	Louisa Horne and training team	June 30, 2017 and ongoing	Innovative tools developed