

Outcome Measure as of Jan 1, 2016

Measure (Source)		2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Membership							
District membership (RI)	Goal	1600	1600	1630	1600	1625	1650
	Actual	1591	1571	1579	1573		
Membership retention % (RI)	Goal	75	78	82	85	85	85
	Actual	89	89	98	100		
# of Clubs (RI)	Goal	47	47	47	48	49	49
	Actual	46	46	47	47		
Male/Female Ratio (RI)	Goal	70:30	70:30	70:30	70:30	68:32	65:35
	Actual	69:31	71:29	70:30	69:31		
Communication and Engagement							
District Conference Attendance (Dist)	Goal	300	300	300	300	300	350
	Actual	300	325	274			
RLI Attendance (RLI)	Goal	100	100	100	100	100	100
	Actual	63	75	77	41		
Facebook Likes (FB)	Goal	150	350	400	600	800	1000
	Actual	223	294	393	709		
Twitter Followers (Twitter)	Goal	400	400	860	1100	1200	1300
	Actual	660	856	1032	1144		
# Clubs with FB/Twitter Presence (Dist)	Goal	17	17	30	38	40	42
	Actual	20	27	38	43		
# views/mins watched on District YouTube (Dist)	Goal			1200/3k	1800/4k	2000/5k	2000/5k
	Actual	398/1381	881/2060	3431/7.4k	1756/3.9k		
Youth							
# of Interact Club Active (RI)	Goal	18	18	18	18	18	20
	Actual	18	18	20	21		
# of Rotaract Clubs Active (RI)	Goal	5	5	6	6	6	6
	Actual	5	5	5	6		
# Clubs with Exchange Students (RI)	Goal		9	5	10	12	14
	Actual			12	10		
# RLYA participants (RI)	Goal	20	20	35	40	50	50
	Actual	20	30	25	41		
Foundation							
Annual Fund Donations \$ (RI)	Goal	133,000	187,420	151,681	170,000	180,000	190,000
	Actual	116,894	123,323	115,893	39,651		
Polio Plus Donations \$ (RI)	Goal		81,200	30,000	35,000	40,000	40,000
	Actual		55,122	177,817	36,580		
# Clubs Qualified (Dist/Global)	Goal		8	10	40	40	40
	Actual		6	36	37/19		
# District Grants (Dist)	Goal		11	13	13	13	14
	Actual		13	13	19		
# Global Grants (Dist)	Goal		3	3	3	3	3
	Actual		1	4	0		

Notes: Numbers in blue as of Jan 1, 2016, Yellow highlights signify goals exceeded