

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
- Communications and Information Sharing
- Cooperation and collaboration

As we move forward and 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 and 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 being them in-line with those measures that exists and are important to the stated priorities of 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.

Outcome Measures

Measure (Source)		2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Membership							
District membership (RI)	Goal	1600	1600	1630	1660	1690	1720
	Actual	1610	1584	1584 ¹			
Membership retention % (RI)	Goal	75	78	82	85	85	85
	Actual	89	89	98			
# of Clubs (RI)	Goal	47	47	47	48	49	49
	Actual	46	46	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			
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			
Facebook Likes (FB)	Goal	150	350	400	600	800	1000
	Actual	223	294	393			
Twitter Followers (Twitter)	Goal	400	400	860	1100	1200	1300
	Actual	660	856	1032			
# Clubs with FB/Twitter Presence (Dist)	Goal	17	17	30	38	40	42
	Actual	20	27	38			
# views/mins watched on District YouTube (Dist)	Goal			1200/3k	1800/4k	2000/5k	2000/5k
	Actual	398/1381	881/2060	3431/7.4k			
Youth							
# of Interact Club Active (RI)	Goal	18	18	18	18	18	20
	Actual	18	18	20			
# of Rotaract Clubs Active (RI)	Goal	5	5	6	6	6	6
	Actual	5	5	5			
# Clubs with Exchange Students (RI)	Goal		9	5			
	Actual			12			
# RLYA participants (RI)	Goal	20	20	35	40	50	50
	Actual	20	30	25			
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			
Polio Plus Donations \$ (RI)	Goal		81,200	30,000	35,000	40,000	40,000
	Actual		55,122	177,817			
# Clubs Qualified (Dist)	Goal		8	10	40	40	40

¹ Subject to Final RI accounting

	Actual		6	36			
# District Grants (Dist)	Goal		11	13	13	13	14
	Actual		13	13			
# Global Grants (Dist)	Goal		3	3	3	3	3
	Actual		1	4			

2014-16 Tactical Plans

Membership

Activity	Status
1. Restructure district membership committees to better support club membership activates.	Completed in 2014-15
2. Enhance extension function of district by identifying individuals who will seek out and assist Rotarians in starting new clubs and/or implementing alternative models for existing clubs.	Ongoing
3. Develop a model for a young Professionals Rotary Club and determine where one might be started.	On going
4. Incorporate membership education elements into all miniconferences.	Completed in 2014-15
5. Encourage recruitment of family members to broaden “family” membership of Rotary.	On-going

Communication and Engagement

Activity	Status
1. Encourage clubs that currently have Social media channels to share their stories regularly.	On-going
2. Provide training for Rotarians and Clubs on Social media and how to make best use of it at Miniconferences and PETS and SETS session.	Completed
3. Provide “Tips and Tricks” monthly through FB/Twitter posts on how to enhance their usage of Social Media. Ex: Thursdays Tips and Tricks Post.	On-going
4. Encourage Clubs without Social media to participate by incorporating demos into PETS and SETS and miniconferences.	On-going
5. Begin targeted paid Facebook Ads and paid boosts of posts to increase club profile and reach in the District. Identify budget for activity. Invite clubs to participate with post boosts with District program and track results.	Ready to Launch
6. Increase use of YouTube channel to encourage video sharing about Rotary. DG starts regular Video Newsletter. Videos from clubs produced.	On-Going
7. Recognize clubs who have demonstrated innovative use of Social media to	Launch in 2015-16

engage community.	
8. Use Scheduled Posts with specific focuses to insure Quality Posts rather than Quantity of Posts	On-going

Youth

Activity	Status
1. YE: Increase number of participating Clubs, review XCanada Tour organization	In progress
2. RYLA: Have at least one in each province , Explore ways to share with 7810, Send students to International Interota	On-going
3. Interact/ Rotaract: One new Interact and One new Rotaract club.	On-going
4. Involve these clubs in the District conference	Completed
5. Encourage clubs to cooperate on Interact and Rotaract clubs where possible.	On-going

Rotary Foundation

Activity	Status
1. Offer 10 Rotary Foundation information sessions.	On-going
2. Qualify 10 clubs for participation in global grant program.	On-going
3. Hold training session for Foundation Committee members	On-going
4. Set up an information network for Club Foundation chairs, with Grants Subcommittee Chair.	On-going