

Outcome Measures

Report Date: July 1, 2016

Measure (Source)		2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Membership									
District membership (RI)	Goal	1600	1600	1630	1600	1625	1650	1675	
	Actual	1591	1571	1573	1572				
Membership retention % (RI)	Goal	75	78	82	85	85	85	85	
	Actual	89	89	98	98				
# of Clubs (RI)	Goal	47	47	47	48	49	49	49	
	Actual	46	46	47	47				
Male/Female Ratio (RI)	Goal	70:30	70:30	70:30	70:30	68:32	65:35	65:35	
	Actual	68:39	71:29	70:30	68:32				
Communication and Engagement									
District Conference Attendance (Dist)	Goal	300	300	300	300	300	300	300	
	Actual	300	325	274	253				
RLI Attendance (RLI)	Goal	100	100	100	100	100	100	100	
	Actual	63	75	77	97				
Facebook Likes (FB)	Goal	150	350	400	600	800	1000	1100	
	Actual	223	294	393	861				
Twitter Followers (Twitter)	Goal	400	400	860	1100	1200	1300	1400	
	Actual	660	856	1032	1257				
# Clubs with FB/Twitter Presence (Dist)	Goal	17	17	30	38	40	42	44	
	Actual	20	27	38	44				
# views/mins watched on District YouTube	Goal			1200/3k	1800/4k	2000/5k	2000/5k	2000/5k	
	Actual	398/1381	881/2060	3431/7.4k	4032/8.5k				
Youth									
# of Interact Club Active (RI)	Goal	18	18	18	18	18	20	20	
	Actual	18	18	20	23				
# of Rotaract Clubs Active (RI)	Goal	5	5	6	6	6	6	6	
	Actual	5	5	5	5				
# Clubs with Exchange Students (RI)	Goal		9	5	10	12	14	14	
	Actual			12	10				

# RLYA participants (RI)	Goal	20	20	35	40	50	50	50
	Actual	20	30	25	41			
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			
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			
# Clubs Qualified (Dist/Global)	Goal		8	10	40	40	40	40
	Actual		6	36	36/19			
# District Grants (Dist)	Goal		11	13	19	13	14	14
	Actual		13	13	19			
# Global Grants (Dist)	Goal		3	3	3	3	3	3
	Actual		1	4	3			