ROTARY DISTRICT 5870 STRATEGIC PLAN
2018-2021

ROTARY INTERNATIONAL

Rotary International is a network of inspired individuals who seek to translate their passion for humanitarian service into relevant action that changes lives in both their communities and around the world.

VISION

Rotarians worldwide will be recognized for commitment to service above self to advance world understanding, good will, and peace.

MISSION

District 5870 exists solely to support local clubs. Our mission is to organize district leadership, communications, and programs with a view of enhancing local Rotary Club leadership to evolve clubs consistent with the Rotary Effective Club Model.

CORE VALUES

District 5870 is committed to Rotary's five core values which represent the guiding principles of our culture and help set our priorities.

1. Service. We seek to have our service activities and programs bring about greater world peace and understanding

2. Fellowship. We believe that our combined efforts serve humanity and know no limitations, multiplies resources and broadens our lives and perspectives

3. Diversity. We seek to have our membership reflect the business, professional, ethnic, cultural, gender and age diversity of Central Texas

4. Integrity. We are committed to, and expect accountability and high ethical standards from, our leaders and fellow members, both in the results of our efforts and in the processes we use to achieve them

5. Leadership. We believe in the importance of leadership development and in leadership as a indispensable quality of our members

STRATEGIC ANALYSIS

District 5870 has identified significant internal strengths and weakness, and external opportunities and threats that impact our ability to achieve our primary goals.

Strengths

1. Experienced Rotarians with strong leadership skills exist throughout D5870.

2. Our commitment to Youth Service promotes the positive change that comes from youth and young adults involved in leadership development activities, and community and international.

3. Our continuing relationships with Districts throughout the world facilitates our District's ability to undertake meaningful international humanitarian service.
4. Our overall financial support of The Rotary Foundation provides the District with resources to participate in the full spectrum of Foundation programs.

5. The District’s emphasis on Rotary Youth Service programs are being strongly supported by clubs as a means of developing youth leadership and future rotarians.

6. Several mergers of clubs have enabled small and ineffective clubs to renew their spirit by joining other nearby clubs.

7. Continuous improvement in communication with club leaders using e-mail, Governor’s Newsletter, and District Website.

8. The District emphasis on Public Image has expanded the use of social media and has allowed us to grow the District brand, not only within the rotary community but also by expanding our visibility to a demographic of non-rotarians.

**Weaknesses**

1. Inadequate membership retention negates the effect of our new member recruiting efforts.

2. The lack of adequate ethnic, cultural and gender diversity in our membership reduces our ability to attract and retain talented people who are representative of the communities in which our clubs are located.

3. The lack of a defined process for educating members in Rotary Basics decreases the ability of rotarians to serve at both the Club and District level.

4. A number of members do not contribute yearly to the Annual Fund.

5. A number of our clubs are not working toward achieving a minimum annual per capita contribution of $100.

6. Although the District has increased the emphasis on Rotary Youth Service programs, several clubs still need more support and encouragement in establishing Interact, Rotaract, RYLA, Youth Exchange and Early Act, First Knight programs in their communities.

7. Our District contains rural and urban areas. The majority of the District is rural in nature. A need exists to recognize, encourage and support issues and opportunities facing all clubs in the District, both rural and urban.

**Opportunities**

1. The rapidly growing population in most areas of the District provides a large pool of potential members.

2. The robust ethnic and cultural nature of this population provides a solid basis to increase the diversity of the District’s membership.

3. Relationships developed at multi-District and Zone level programs provide the basis for enhanced working relationships with neighboring Districts.

4. Educate members about the different opportunities for support of and contribution to The Rotary Foundation, including possible tax advantages. Emphasis on making The Rotary Foundation members charity of choice.

**Threats**
1. Resistance to implementing change endangers the District's ability to remain as a vibrant force for good.

2. The aging of our leadership endangers the relevancy to younger generations.

**DISTRICT PRIORITY GOALS**

Into the near future, District 5870 will focus its primary efforts to achieve the following five priority goals:

1. Focus on membership retention and strengthening diversity
2. Sustain support for The Rotary Foundation
3. Emphasize Youth Services as an element of growing Rotary's future
4. Strengthen active involvement of Club leadership in training and development
5. Achieve Humanitarian Service as a very strong element of Rotary purpose

**IMPLEMENTATION PLAN**

1. The District Governor has the responsibility to organize and establish an annual Plan of Action (POA) to address the priority goals set out in this plan. This plan will contain measures of performance that quantitatively tell us whether or not we are making progress to achieving these goals.

2. The District Governor shall continually review progress toward achieving the priority goals by being in regular contact with:
   a. Immediate Past District Governor
   b. District Governor-elect, District Governor-nominee, and District Governor-designee
   c. District Foundation Chair
   d. District Membership Chair
   e. District Youth Service Chair
   f. Others as necessary

The priority goals established in this plan remain in force until changed. However, the plan is dynamic in nature and designed so that future District Governors can modify it as needs change over time.

Jerry Chapman  
District Governor, 2018-19

Jim Henry  
District Governor, 2019-20

Rick Stacy  
District Governor, 2020-21