

# ROTARY DISTRICT 5870 STRATEGIC PLAN 2021-2024

## 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

Together we see a world where people unite and take action to create lasting change across the globe in our communities and in ourselves.

We seek to translate our passions into relevant humanitarian, and to encourage and foster:

1. Fellowship as an opportunity for service
2. High ethical standards
3. The advancement of international understanding, goodwill and peace.
4. Meaningful service within each of Rotary's seven areas of focus.

### Mission

District 5870 exists solely to help our clubs be vibrant. We do this by:

1. Connecting our clubs with each other and to the resources of Rotary International
2. Training leaders to service at both the club and District level
3. Educating Rotarians about the organization they've chosen to join
4. Facilitating programs, both locally and internationally, that ensure Rotarians get the most from their membership, shine as leaders in their communities, and serve humanitarian purposes.
5. Encouraging clubs to operate in the Rotary club model that best fits their needs.

### Core Values

District 5870 is committed to Rotary's five core values which represents 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 process, we use to achieve them
5. Leadership: We believe in the importance of leadership development and in leadership as an 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 District 5870.
2. Our strong commitment to Youth Service promotes the positive effect that comes from youth and young adults being involved in leadership development activities and humanitarian service that fosters world peace and cultural understanding.
3. Our continuing relationship with Districts throughout the world facilitates our ability to undertake impactful international humanitarian service.
4. Our overall financial support of The Rotary Foundation continues to provide the District with adequate resources to participate in the full spectrum of Foundation programs
5. Our ability to work effectively with club leaders enables us to prevent difficult situations resulting in long lasting problems.
6. Our continuous communications with club leaders via email, the Lone Star Telegram (District Newsletter), Facebook and the District Website promotes a strong unity of purpose across the district.
7. Our sustained emphasis on Public Image has expanded the use of social media and enabled us to grow the District brand, not only within the Rotary community but among non-Rotarians as well.

### **Weaknesses**

1. Inadequate membership retention negates the effect of our new member recruiting efforts.
2. Lack of aggressiveness in developing new clubs in the underserved areas of our District hinders our capacity to make a larger difference.
3. 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.
4. The lack of a process for developing leaders diminishes the number of Rotarians prepared to serve at both the Club and District level.
5. Inadequate use of tools by club leaders in developing their members into Rotarians, coupled with inadequate grounding in "Rotary Basics", restricts our

ability to enhance our impact, to expand our reach, and to increase the participation of Rotarians in both Rotary and Rotary Foundation programs.

6. Inadequate nurturing/mentorship of new clubs has, over time, produced a number of struggling, ineffective clubs.
7. The unevenness of club contributions to The Rotary Foundation endangers our ability to sustain the good works these funds support.
  - a. A growing number of members do not contribute to either the Annual Fund of the Polio Fund.
  - b. Too many clubs that do give are not committed to achieving a minimum Annual Fund per capita of \$100.
8. We have been unable to fully extend Interact, Rotaract, Early Act/First Knight, and RYLA and Youth Exchange participation throughout the entire District.
9. The majority of the District is rural in nature and we have not done enough to recognize, encourage and support issues and opportunities facing clubs in non-urban/suburban areas.
10. Depressed attendance at District and higher (Zone/International) events reduces our member's overall Rotary experience and prevents them from feeling they are a part of something bigger than themselves.

### **Opportunities**

1. The rapidly growing population in most areas of the District provides a large pool of potential members.
2. Rotary's new club models provide the capability to attract potential members who would not fit well into the legacy models.
3. The robust ethnic and cultural nature of this population provides a solid basis to increase the diversity of the District's membership
4. Relationships developed at multi-District and Zone level activities provide the basis for enhanced working relationships with neighboring Districts
5. Educating members about the different opportunities available to support The Rotary Foundation, and demonstrating why that support is important, will encourage members to make The Rotary Foundation their charity of choice.
6. Establish service project opportunities to increase membership involvement at the club, District and International levels

### **Threats**

1. Resistance to implementing the changes necessary to ensure Rotary's survival endangers the District's ability to be a vibrant force for good.
2. The aging of our leadership endangers Rotary's relevance to younger generations.

## **District Priority Goals**

Over the next three years, District 5870 will focus its primary efforts to achieving the following five priority goals in order to translate our expertise into making a difference, build connections and opportunities that will allow people who share our drive to do the same, recommit to putting the needs, expectations, and growth of our members at the center of all we do, and stay true to ourselves and ahead of change in our next 115 years.

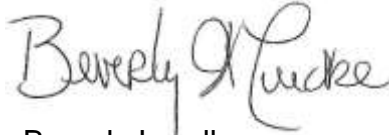
1. Create and sustain a district-wide energy focused on growing membership and strengthening clubs by:
  - a. Fostering club innovation and flexibility.
  - b. Encouraging our clubs to participate in a variety of service activities.
  - c. Establishing a Retention Coordinator within the District's Membership Committee to decrease the loss of established members.
  - d. Encouraging our clubs to be open to members of all cultures, experiences, and identities by promoting diversity, equity, and inclusion.
  - e. Developing leaders who are ready to service at both the club and District level.
  - f. Starting and proactively nurturing new clubs in unserved, or under-served, areas of the District.
  - g. Encouraging strategic planning at the club level.
  - h. Encouraging our clubs to achieve the Rotary Citation every year.
2. Increase our support for The Rotary Foundation by:
  - a. Educating our members on what The Rotary Foundation does and why it matters.
  - b. Encouraging clubs to set an attainable and challenging Annual Fund goal that represents both an increase in per capita giving from the previous year and 100% of their members contributing at least \$25 during the year.
  - c. Encouraging continued support of Rotary's ongoing effort to eradicate Polio.
  - d. Encouraging members to join the Paul Harris Society by pledging \$1,000 per year to the Annual Fund.
  - e. Encouraging members to support the Endowment Fund by becoming a Benefactor and/or joining the Bequest Society.
3. Grow our impact on America's youth by:
  - a. Increasing the number of
    - (1) Early Act/First Knight programs in our elementary and home schools.
    - (2) Interact Clubs in both traditional high schools and charter schools.
    - (3) Rotaract Clubs, both university and community based, and making Rotaract an integral part of Rotaryin order to foster good citizenship and to bolster Rotary's future.

- b. Developing a partnership with industry to provide meaningful vocational training to young adults.
4. Strengthen the involvement of Club leadership in training and development programs by:
- a. Actively promoting attendance at Pre-P.E.T.S., Lone Star P.E.T.S., the District Assembly, and functional training seminars (Foundation, Membership, Public Image and Grant Management) as a means to prepare for their roles.
  - b. Encouraging cross-training to help raise team spirits and allow flexibility when members need somebody to cover their responsibilities.
  - c. Providing the best quality instructors and programs so our members time is not wasted or their intelligence insulted by poor quality instruction.
5. Strengthen our focus on humanitarian service by:
- a. Improving and increasing collaboration with other service and benevolent organizations.
  - b. Promoting and encouraging club networking as a means to share ideas and combine their efforts
  - c. Encouraging clubs to increase the scope of their community and international projects so they have a more meaningful impact.
  - d. Emphasizing vocational service as a means to:
    - (1) Encourage Rotarians to contribute their professional expertise and skills to addressing societal problems and needs.
    - (2) Demonstrate high ethical standards in all their business dealings
  - e. Encouraging clubs to publicize action-oriented service to raise the awareness of Rotary among the general public, media, and local government officials.

### **Implementation Plan**

1. The District Governor has the responsibility to organize and establish an annual Action Plan 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 Strategic Planning Committee, chaired by the District Governor, which will meet at least three times per year to review progress toward achieving the priority goals. The committee will consist of:
  - a. Immediate Past District Governor
  - b. District Governor-elect,
  - c. District Governor-nominee
  - d. District Governor-designee (if known)
  - e. District Rotary Foundation Chair
  - f. District Membership Chair

- g. District Youth Service Chair
  - h. Others as necessary
3. The intent is that this plan will be updated annually by the District Governor-elect, District Governor-nominee and District Governor-designee. Nevertheless, it is dynamic in nature so that a future District Governor can modify it between annual reviews if there is a compelling need to do so.



Beverly Luedke  
District Governor 2021-22



Shannon Coleman  
District Governor 2022-23

To Be Determined  
District Governor 2023-24