



## **ROTARY INTERNATIONAL DISTRICT 6910**

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# **STRATEGIC PLAN**

### **OBJECT OF ROTARY (GUIDING PRINCIPLES)**

- **FIRST.** THE DEVELOPMENT OF ACQUAINTANCE AS AN OPPORTUNITY FOR SERVICE;
- **SECOND.** HIGH ETHICAL STANDARDS IN BUSINESS AND PROFESSIONS, THE RECOGNITION OF THE WORTHINESS OF ALL USEFUL OCCUPATIONS, AND THE DIGNIFYING OF EACH ROTARIAN'S OCCUPATION AS AN OPPORTUNITY TO SERVE SOCIETY;
- **THIRD.** THE APPLICATION OF THE IDEAL OF SERVICE IN EACH ROTARIAN'S PERSONAL, BUSINESS, AND COMMUNITY LIFE;
- **FOURTH.** THE ADVANCEMENT OF INTERNATIONAL UNDERSTANDING, GOODWILL, AND PEACE THROUGH A WORLD FELLOWSHIP OF BUSINESS AND PROFESSIONAL PERSONS UNITED IN THE IDEAL OF SERVICE.

### **MISSION STATEMENT**

**TO PROVIDE THE ROTARY CLUBS WITHIN THE DISTRICT THE NECESSARY SUPPORT TO CARRY OUT THEIR MISSION, THE MISSION OF ROTARY INTERNATIONAL AND THE OBJECT OF ROTARY**

### **VISION STATEMENT**

**TO ENABLE THE CLUBS TO PROVIDE MEANINGFUL EXPERIENCES FOR MEMBERS, EVENTS AND SERVICES THAT CHANGE AND ENHANCE THE LIVES OF OTHERS**

## Club Administration

<u>Strategic Goal</u>	<u>Action Steps</u>	<u>Timeline</u>
<b><u>Administration</u></b>		
Provide resources necessary to continue providing a District Office and Staff to support District Officers and Club Presidents	<ol style="list-style-type: none"> <li>1. Prepare the District Budget</li> <li>2. Manage Staff</li> <li>3. Collect and Disseminate information</li> </ol>	@ PETS Quarterly As needed
Schedule RI District 6910 Board of Directors Meetings	<ol style="list-style-type: none"> <li>1. Elect new board members</li> <li>2. Approve financial reports</li> <li>3. Approve budget for upcoming District Governor</li> </ol>	-4 Q of year -@ Board Mtgs -June
Select Rotarians within the District to serve as assistants to the District Governor and Club Presidents	DGE shall appoint District Officers, AG's, and Committee Chairs	Annually not later than October
Present Resolutions/Motions at District Conference	District Parliamentarian shall prepare resolutions and determine club electors for matters to be voted upon by Rotarians within the district	Annually 30 days prior to District Conference
<b><u>Communications &amp; Technology</u></b>		
Maintain content imagery and general updates for District Website	Update District Website	Weekly or as needed
Support posting of "Best Practices" and "How to" lists for all programs	Generate content to be used with existing/new communications models	Ongoing
Communications Technology Team	<ol style="list-style-type: none"> <li>1. Communicate duties to each team member</li> <li>2. Provide training to team where needed</li> <li>3. Communicate with clubs the role and responsibilities of the Technology team</li> </ol>	4Q20xx 5-20xx 6-20xx
Support Clubs with DACdb	Provide technical support to clubs	As needed
Maintain Official D6910 social media outlets	Support Public Image team in the use of Facebook, Twitter, LinkedIn, etc.	Monthly
Provide technical support for District Events	<ol style="list-style-type: none"> <li>1. Setup &amp; operations for all hardware/software for A/V presentations at D6910 events, training, and meeting</li> <li>2. Maintain district site for on-line registration</li> </ol>	As needed  As Needed
Support District Chairs with online training tools	Assist with the use of training tools such as GoToMeeting and Survey Monkey	Ongoing

<b>Training</b>		
Schedule District Training & Leadership Events	Schedule and promote District Team Training, AG, PETS, and District Assembly, Pillars of Success, and RLI	DTTS -1/20xx AG -2/20xx PETS -3/20xx Dist Assy-3/20xx Pillars -8/20xx RLI- Twice a year
Post Training Materials on District Website	<ol style="list-style-type: none"> <li>1. Identify quality "Best Practices"</li> <li>2. Share with District Leadership</li> <li>3. Promote and broadcast to club leadership</li> </ol>	As Needed
Coordinate Virtual Training	Create 20 minute training presentations/webinars	As Needed
District Speakers Bureau	District 6910 will add Speakers Bureau header to the District Website. Committee Chairs will establish and maintain a list of speakers for all avenues of service and Post on District website	Update as Needed

## **Membership**

<b><u>Strategic Goal</u></b>	<b><u>Action Steps</u></b>	<b><u>Timeline</u></b>
Promote new membership thru use of Public Image tools	Coordinate with the District & Club's Public Image Chairs	As club adds new members
Promote new membership thru educating member about foundation benefits & programs	Coordinate with District & Foundation Chairs.	As club adds new members
Promote Membership Minutes	Provide materials to be used by clubs to promote the value of being a Rotarian	Monthly
Club Membership Ranking	<ol style="list-style-type: none"> <li>1. Recognize individuals who bring new members into the club during the year</li> <li>2. Show gains &amp; losses on District website</li> <li>3. Recognize Clubs who bring in younger members</li> </ol>	Quarterly
Hold webinars or personal meetings with club members	<ol style="list-style-type: none"> <li>1. Hold 2 webinars or personal meetings with club members</li> </ol>	Twice a year
Promote RLI	Encourage and create awareness on schedule event	As events are scheduled
Promote Membership Strategies	<ol style="list-style-type: none"> <li>1. Club net gain of 3 each year</li> <li>2. Encourage CMC's to update classification list and invite people from open categories</li> <li>3. Encourage clubs to seek new members in places their members frequent</li> <li>4. "Do you know just 1 person who would be just as good of a Rotarian as You?"</li> </ol>	Annually Annually Annually Tell someone everyday
Develop a Membership Committee	Have Several Committee Members to Communicate Membership Goals and Strategies to Clubs	Quarterly
Participate in Pillars of Success	Send membership co-champion to Pillars of Success membership component.	Annually
Speakers Bureau	Will establish and maintain a list of speakers for membership and post on the District website	Update as Needed

## Public Image

<b><u>Strategic Goal</u></b>	<b><u>Action Steps</u></b>	<b><u>Timeline</u></b>
Establish a team of RI professionals to support PI programs	<ol style="list-style-type: none"> <li>1. Newspapers/Magazines</li> <li>2. TV/Radio</li> <li>3. Billboards</li> <li>4. Social Media</li> </ol>	Nov-Dec
Provide PR Coverage for District Events Enhance Rotary Recognition	<p style="margin-left: 20px;">Provide Photographer for all D6910 events</p> <ol style="list-style-type: none"> <li>1. Maintain district website</li> <li>2. Maintain District Social Media pages (Facebook and Twitter)</li> <li>3. Encourage use of Social Media</li> </ol>	<p>As needed</p> <p>Ongoing</p> <p>Ongoing</p> <p>Quarterly</p>
	<ol style="list-style-type: none"> <li>1. District leadership select focus areas.</li> <li>2. Instagram Grant Projects</li> </ol>	<p>Annually</p> <p>Annually</p>
Provide PI Training for District and Clubs	<ol style="list-style-type: none"> <li>1. AG Training</li> <li>2. PE training</li> <li>3. Encourage use of traditional media</li> <li>4. Encourage Rotary Clubs to establish Social media</li> </ol>	<p>Quarterly</p> <p>PETS</p> <p>1Q each year</p> <p>Monthly</p>
Communicate Best Practices to Clubs	<ol style="list-style-type: none"> <li>1. Monitor RI Brand Center website for New info</li> <li>2. Provide links on District Website</li> <li>3. Write PI tip and articles for Rotations</li> </ol>	<p>Review</p> <p>Quarterly</p>
District 6910 Blog	<ol style="list-style-type: none"> <li>1. Clubs submit action photos with stories (300-500 word)</li> </ol>	<p>Quarterly</p> <p>With timelines being published weekly</p>
Speakers Bureau	Will establish and maintain a list of speakers for Public Image and post on the District website	Updated as needed

## Services

<b>Strategic Goal</b>	<b>Action Steps</b>	<b>Timeline</b>
Update Services District Website	Update with club activity and RI links.	Quarterly
Develop Methods to Communicate Various Service Projects	Develop ways to communicate the various Service Projects that Clubs participate in.	9-20xx
Involve GRSP Students	Involve GRSP Students in various service projects (bell ringing, ramp projects, habitat, etc).	Quarterly
Encourage Joint Club Involvement	Encourage joint club involvement in service projects.	Annually
Encourage Signature Projects or Rotary Days	Encourage each club to have a "Signature Project" or a "Rotary Day" that will be recognized in the community. Think "BIG" and select something that the community wants and will have significant impact.	Annually
Speakers Bureau	Will establish and maintain a list of speakers for Services and post on the District website	Update as needed

## The Rotary Foundation

<b><u>Strategic Goal</u></b>	<b><u>Action Steps</u></b>	<b><u>Timeline</u></b>
Provide guidance and support with Rotary Foundation Goals	<ol style="list-style-type: none"> <li>1. AG's and Foundation Team will provide club presidents and club Foundation Chairs with materials and information needed to accomplish goals</li> </ol>	Quarterly Review-Update Foundation as needed.
Set Multiple Year Terms for Club Foundation Chairs	<ol style="list-style-type: none"> <li>1. Discuss at AG Training..</li> <li>2. Work through club and District to identify co-chairs.</li> <li>3. Emphasis on education.</li> </ol>	Annually  Annually Dist Assy
Main Speakers Bureau	Ensure all area are represented. Post on Foundation website	Update as needed
Hold Training Venues	<ol style="list-style-type: none"> <li>1. Training for at PETS/AGs/Grants Workshop</li> <li>2. District to identify co-chair</li> <li>3. 3 Pillars Seminar</li> </ol>	Annually  Annually Annually
Prepare Clubs for the Developing Foundation Goals and getting them on Club Central @ TRF	<ol style="list-style-type: none"> <li>1. Appoint Foundation Chair.</li> <li>2. Attend venues to educate District about Clubs</li> <li>3. Major emphasis at PETS.</li> <li>4. Educate on Club Central</li> </ol>	3 year terms Ongoing  Annually Ongoing
Support District Foundation Goals for Giving Programs	<ol style="list-style-type: none"> <li>1. Encourage Club Goal Setting</li> <li>2. Recognize Clubs and Individuals for 100% PHF Clubs and achievement levels via Public Image.</li> </ol>	Annually  Review at least Quarterly
Support International Service and Foundation Programs	<ol style="list-style-type: none"> <li>1. Apply for District DGs &amp; GGs Projects.</li> <li>2. Nominate Global Scholars.</li> <li>3. Advise Clubs on DG &amp; GGs.</li> <li>4. Select Peace Scholars</li> </ol>	Quarterly  Annually Annually Annually

## Youth Services

<u>Strategic Goal</u>	<u>Action Steps</u>	<u>Timeline</u>
Increase Interact clubs in D6910 by 7-10% each year	<ol style="list-style-type: none"> <li>1. District Interact Chair will support existing Interact clubs</li> <li>2. Encourage additional clubs with emphasis on expansion into Middle schools. Reach out to home schooled children</li> <li>3. Encourage community based clubs</li> </ol>	70 clubs by 6/30/15 75 clubs by 6/30/16 80 clubs by 6/30/17
Increase Rotaract clubs in D6910 by 20-25% each year	<ol style="list-style-type: none"> <li>1. District Rotaract Chair will support existing clubs.</li> <li>2. Encourage additional clubs by working with the clubs which have a college or university in their area (22).</li> <li>3. Encourage joint projects and interaction with clubs</li> <li>4. Start Comty based Clubs</li> </ol>	8 clubs by 6/30/15 10 clubs by 6/30/16 12 clubs by 6/30/17 1Q20xx 1Q20xx
Increase RYLA participation by 10% each year	District RYLA chair will promote increased awareness and communicate the need of early commitment. Share stories with clubs that have not participated by having a recent RYLA participant visit the clubs	75 attendees 6/30/15 80 attendees 6/30/16 90 attendees 6/30/17
Increase Youth Exchange participation by 20-25% each year	District Youth Exchange chair will promote the YE program at all training events. Exchange participants will attend District Conference and visit local Rotary clubs when possible	3 Participants by 6/30/15 6 Participants by 6/30/17
Promote the sponsorship of GRSP students. Increase number of clubs participating by 10% by 2017	Continue support from the District GRSP committee. Have a GRSP student give a presentation to clubs not currently participating	2017
Increase the number of clubs participating in childhood literacy programs in the district by 8% per year	District Childhood Literacy Chair will promote the Ferst Foundation.	2015-2016
Establish a template for a Student of the Month Elementary School Program	District New Generations Chair will provide a template for a Student of the Month program that each club can use to recognize elementary students who are considered by their teachers and staff as a student who exemplifies the 4 Way Test.	6/30/15  Increase participation by 40% by 2017  _____ As needed



<p>Improve communications, coordination, and sharing of ideas between Interact &amp; Rotaract</p> <p>Speakers Bureau</p>	<ol style="list-style-type: none"> <li>1. Increase communication by using Instagram or Snapchat</li> <li>2. Maintain District Interact Facebook page</li> <li>3. Conduct Fall District Interact Assembly &amp; Spring District Interact Conference each 3 year &amp; include presentations by DG or designee on Rotary</li> <li>4. Include more articles in Rotations &amp; on District website about Interact, Rotaract, RYLA &amp; Rotary Youth Exchange programs</li> </ol> <p>Will establish and maintain a list of speakers for Youth Services and post on the District website</p>	<p>As needed</p> <p>As needed</p> <p>Quarterly</p> <p>Update as Needed</p>

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