



Rotary District 7610 Strategic Plan "Service Above Self"



VISION: Rotary District 7610 will be the service organization of choice with dynamic, action-oriented clubs whose contributions improve lives locally and worldwide.

MISSION: Rotary District 7610 provides service to others; promotes integrity, and advances world understanding, goodwill, and peace through our fellowship of business, professional and community leaders.

GOAL 1: SUPPORT AND STRENGTHEN CLUBS

OBJECTIVE 1.1: Provide relevant and effective training by June 2014 as measured by results from the evaluation tools following each training. 90% of the results of each session will indicate trainings were relevant and effective.

- Develop and provide to clubs a comprehensive district training plan that encompasses Rotary training materials adapted for our district and club needs.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Evaluate and modify as necessary the training evaluation form to reflect relevancy and effectiveness.	Rotary year 2013-14	George Tyson (District Trainer)	Planning team members; Funds for printing
2. Determine district-wide training needs, the scope of training and a schedule for training. Distribute to clubs the year before implementation.	Rotary year 2013-14	George Tyson (District Trainer)	District Directors and Committee Chairs
3. Identify or develop curriculum for training.	Rotary year 2013-14	George Tyson (District Trainer)	District Directors and Committee Chairs
4. Professionally package training materials and provide access to materials via the district website.	Rotary year 2013-14	George Tyson (District Trainer)	Webmaster
5. Identify and train trainers annually.	Rotary year 2013-14	George Tyson (District Trainer)	District Leadership; Rotary Leadership Institute (RLI) trainers
6. Investigate and implement effective market training opportunities.	Rotary year 2013-14	Rich Storey (District Governor-elect) & Assistant Governors	Webmaster; Public Image Chair; & Area Membership Coordinator

OBJECTIVE 1.2: Encourage and assist all clubs in the adoption and implementation of *Be A Vibrant Club, Your Club Leadership Plan* (CLP). 90% of the clubs adopt and use the CLP by June 2014.

- Introduce the concept, philosophy and rationale for the Rotary International CLP model to each club, and provide each club with the RI website link where they can download the CLP and information for obtaining the CLP publication from RI.
- Provide training and technical assistance to clubs on implementation of the CLP.
- Ensure that each club develops strategies for implementation of the CLP and reviews them with the District Governor and/or Assistant Governor.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Plan for, schedule and conduct a meeting for club representative(s) to attend in which the concept, philosophy and rationale for the CLP is shared.	Rotary year 2013-14	George Tyson (District Trainer)	Ways to do this: Pre-PETS webinar, large group, regional group or individual club. District leadership and Assistant Governors are options for means of delivering the information.
2. Provide each club with the link to the RI web site where they can download a copy of the current Rotary International CLP.	Rotary year 2013-14	Carol Horne (District Executive Secretary) with follow-up by Assistant Governors	Electronic copies are encouraged, but clubs can also obtain CLP booklets from RI. District leadership and Assistant Governors can assist as necessary.
3. Plan for, schedule and conduct training on the implementation of the CLP. Incorporate strategies and models from clubs already doing it well and who can share model documents. Communicate expectations to clubs.	Rotary year 2013-14	George Tyson (District Trainer)	PETS, district leadership, and Assistant Governors. Model club representatives. Rotary Leadership Institute Faculty. Club Leadership Training Seminar (CLTS-District Assembly).
4. Review club strategies for implementation of the CLP with club representatives.	Rotary year 2013-14	Juanita Cawley (District Governor) &/or Assistant Governors	District Governor, Assistant Governors, Club representatives
5. Provide technical assistance follow-up and monitoring to clubs on the CLP.	Rotary year 2013-14	Assistant Governors	District leadership, District Governor, Assistant Governors, Club representatives.

OBJECTIVE 1.3: Encourage and assist in the implementation of strategic planning by all clubs. 90% of clubs have written strategic plans developed in consultation with the District Governor and/or Assistant Governor by June 2014.

- Provide training and technical assistance to clubs on development of a strategic plan and provide the RI link to plans as models.
- Ensure each club implements its strategic plan.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Collect electronic copies of strategic plans from the clubs who have one currently and create a folder on the district website of exemplary examples.	Rotary year 2013-14	Bill Cawley (District Strategic Planning Committee Chair)	District Strategic Planning Committee
2. Identify individuals in the district who are qualified to serve as mentors to aid clubs in the creation of their strategic plans.	Rotary year 2013-14	Bill Cawley (District Strategic Planning Committee Chair)	District Strategic Planning Committee
3. Plan for, schedule and conduct a meeting for club representative(s) to attend in which the concept, philosophy and rationale for a strategic plan is shared.	Rotary year 2013-14	Bill Cawley (District Strategic Planning Committee Chair)	Ways to do this: Pre-PETS, webinar, large group, regional group or individual club. District leadership and Assistant Governor's are options for delivering the information.
4. Provide each club with a copy of the current District Strategic Plan.	Rotary year 2013-14	Juanita Cawley (District Governor)	District leadership and Assistant Governors can help with delivery that can be done at the same time Strategy 1 is implemented. Electronic copies are options.
5. Plan for, schedule and conduct training on development of a strategic plan. Incorporate models from clubs already doing it well and who share model documents. Communicate expectations to clubs.	Rotary year 2013-14	Bill Cawley (District Strategic Planning Committee Chair)	District trainer, district leadership, and Assistant Governors. Model club representatives. PETS, CLTS.
6 Review the club strategic plans	Rotary year 2013-14	Juanita Cawley (District Governor) &/or Assistant Governors	District Governor, Assistant Governors, Club representatives
7. Provide technical assistance follow-up and monitoring to clubs on their strategic plan.	Rotary year 2013-14	Assistant Governors Strategic planning mentors	District leadership, District Governor, Assistant Governors, club representatives.

OBJECTIVE 1.4: Encourage and assist in the development and implementation of effective district and club communications. All district leadership and 90% of clubs adhere to the district communication plan by June, 2014.

- Review the current district communication policy and expand the communications policy into a communications plan as noted in the communications objective and modify it as necessary to provide a plan and structure that establishes responsibility for communication, frequency, content and methods of communications.
- Educate and motivate clubs and Rotarians to use the District and Club Data Base (DaCdb).

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Appoint a team to review the district communication policy and make recommendations to the Governor.	Rotary year 2013-14	Juanita Cawley (District Governor)	District leadership. District Communication Plan. Model - Sample Communication Plans. Ingrid Parris-Hicklin (District Communications Chair)
2. Communicate the policy to all district Rotarians.	Rotary year 2013-14	Juanita Cawley (District Governor)	Print & electronic.
3. Provide a copy of the plan to all district Rotarians.	Rotary year 2013-14	Carol Horne (District Executive Secretary)	District leadership; Assistant Governors
4. Provide technical assistance where needed.	Rotary year 2013-14	Ingrid Parris-Hicklin (District Communications Chair)	District leadership; Assistant Governors
5. Monitor and evaluate adherence to the plan and revise as needed.	Rotary year 2013-14	Ingrid Parris-Hicklin (District Communications Chair)	District leadership
6. Explore ways to educate and motivate clubs and Rotarians to use the District and Club Data Base.	Rotary year 2013-14	George Tyson (District Trainer)	Pre-PETS and/or PETS District Data Base Officer (District Executive Secretary)

OBJECTIVE 1.5: Develop a balanced membership program encompassing recruitment, development, and retention. Club membership increases by 5-10% each year.

- Motivate clubs to submit membership goals at PETS.
- Encourage clubs to develop a membership recruitment & retention plan prior to July 1.
- Provide model membership recruitment, orientation and retention programs for clubs to implement.
- Train and provide facilitators for club membership education.
- Hold annual membership seminars either regionally or district-wide.
- Encourage Rotary Leadership Institute (RLI) attendance for all members with emphasis on attendance of new members and potential leaders.
- Revitalize the Area Membership Coordinator selection and training, including the development of a clearly defined job description.
- Promote membership diversity that reflects communities served by clubs (ethnicity, gender, age, geography, vocational).

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Review and modify as necessary job descriptions for Area Membership Coordinators.	Rotary year 2013-14	Glenn Yarborough (District Membership Chair)	RI Membership Materials District Membership Chair
2. Identify individuals in each district area to serve as Area Membership Coordinators.	Rotary year 2013-14	Glenn Yarborough (District Membership Chair)	District Leadership, Assistant Governors
3. Train Area Membership Coordinators.	Rotary year 2013-14	Glenn Yarborough (District Membership Chair), working with George Tyson (District Trainer)	District Trainer; District Membership Chair; Rotary Leadership Institute trainers
4. Educate clubs on the meaning of recruitment, development and retention as related to membership.	Rotary year 2013-14	Glenn Yarborough (District Membership Chair)	Membership seminar, webinars, District Leadership; District Trainer; Area Membership, Coordinators, Assistant Governors
5. Provide clubs with proven strategies and/or programs for membership recruitment, development and retention	Rotary year 2013-14	Glenn Yarborough (District Membership Chair)	Membership seminar, webinars, District Leadership; District Trainer; Area Membership Coordinators; Assistant Governors
6. Inform & assist clubs in developing club plans for membership recruitment, development and retention, that a club's President-elect and incoming board shall complete annually before July 1.	Rotary year 2013-14	Area Membership Coordinators	Membership seminar, webinars, District Leadership; District Trainer; Area Membership Coordinators; Assistant Governors
7. Educate clubs on membership diversity. Help each club obtain a community and club demographic profile that will reflect each other.	Rotary year 2013-14	Glenn Yarborough (District Membership Chair)	Membership seminar, webinars, Membership Diversity Assessment.
8. Assess district's strength and weakness in Rotary's Core Values (Service, Fellowship, Diversity, Integrity, Leadership). Incorporate into membership training.	Rotary year 2013-14	Glenn Yarborough (District Membership Chair)	District Leadership; District Trainer; Area Membership Coordinators, Assistant Governors, Membership Diversity Assessment

OBJECTIVE 1.6: Develop leaders. 90% of clubs adopt a three-year leadership transition plan by June, 2015.

- Encourage clubs to provide for continuity in leadership, including the concept of succession planning, and emerging leaders training, to ensure development of future leaders.
- Hold an annual district leadership development seminar or as an alternative, use RLI for this purpose.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Embed awareness training for club succession planning in the CLP training.	Rotary year 2013-14	George Tyson (District Trainer)	Pre-PETS, District leadership and Assistant Governors
2. Make training available for club leaders.	Rotary year 2013-14	George Tyson (District Trainer) and Haywood Hull (District RLI Chair)	PETS, CLTS, District leadership, Assistant Governors, and District RLI Chair and Faculty
3. Aid clubs in the implementation of a three-year succession plan.	Rotary year 2013-14	Assistant Governors	District leadership

OBJECTIVE 1.7: Extend Rotary. At least two new clubs will be chartered annually, each with 25+ charter members.

- Budget funds at the district level to assist in the support of the expenses related to chartering new clubs.
- Actively support the ~~two~~ newly chartered clubs to ensure their success.
- Ensure that club sponsor(s) are engaged in working with the newly chartered clubs for a minimum of two years.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Research and select location for potential new Rotary clubs.	Rotary year 2013-14	District Extension Chair	Census; community records
2. Make contacts with potential members and begin meeting.	Rotary year 2013-14	Governor's Special Representative	Community leaders
3. Develop public relations outreach program to create community awareness.	Rotary year 2013-14	Ingrid Parris-Hicklin (District Public Image Chair), sponsoring clubs, Governor's Special Rep	RI PR materials, Club and District Public Image Chair
4. Recruit sponsoring clubs	Rotary year 2013-14	Governor's Special Rep	District Leadership
5. Engage early in a service project.	Rotary year 2013-14	Governor's Special Rep;	Sponsoring clubs, District Service Projects Chair
6. Provide support and technical assistance to new clubs.	Rotary year 2013-14	Assistant Governors	District leadership; club sponsors

GOAL 2: FOCUS AND INCREASE HUMANITARIAN SERVICE

OBJECTIVE 2.1: Continue to support polio eradication efforts. 90% of clubs support polio eradication with a minimum goal of contributing \$2,000 annually.

- Encourage clubs to develop and implement a polio eradication community fundraising plan that meets the ~~R~~ goal of contributing a minimum of \$2,000 annually for polio eradication.
- Develop a communication plan to keep clubs and all Rotarians informed about the Polio campaign and the worldwide eradication efforts including the progress made in the Polio Eradication Campaign and fundraising efforts.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Educate clubs on the status of Polio Eradication.	Rotary year 2013-14	Colleen Bonadonna (District Polio Chair)	Foundation Committee Members, Area Foundation Advisors
2. Educate and motivate clubs in ways to raise funds in their community for their PolioPlus effort.	Rotary year 2013-14	Colleen Bonadonna (District Polio Chair)	Foundation Committee Members, Area Foundation Advisors
3. Ensure clubs incorporate their annual Foundation goals on Rotary Club Central.	Rotary year 2013-14	Assistant Governors and Area Foundation Advisor	Juanita Cawley District Governor
4. Keep clubs knowledgeable about the status of their contributions and the contributions of others.	Rotary year 2013-14	Chuck Davidson (District Rotary Foundation Chair)	Foundation Committee Members, Area Foundation Advisors

OBJECTIVE 2.2: Provide educational programs on grant management, to include recertification training for clubs. 100% of clubs will be re-certified in grant management.

- Provide training sessions to club leaders on grant management, to include re-certification training.
- Communicate information about grant management to all District Rotarians.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Conduct training sessions for clubs and their leadership on grant management, to include re-certification training.	Rotary year 2013-14	Chuck Davidson (District Rotary Foundation Chair)	Foundation Committee Members
2. Provide appropriate communications to all District Rotarians grant management and its importance to all Rotarians	Rotary year 2013-14	Chuck Davidson (District Rotary Foundation Chair)	Foundation Committee Members
3. Investigate alternative grant management re-certification delivery systems (i.e. on-line or distance learning, webinars).	Rotary year 2013-14	Chuck Davidson (District Rotary Foundation Chair)	Chris Balletto (RI Distance Learning Coordinator Leadership and Training) , Meredith Burlew (RI Manager Legal Services, Stewardship)

OBJECTIVE 2.3: Encourage clubs to increase sustainable service focused on:

- The Rotary Foundation’s six areas of focus (peace & conflict prevention/resolution; disease prevention & treatment; water & sanitation; maternal & child health; basic education & literacy; economic & community development). By June 2014, all District and Global Grants will reflect one or more of the Foundation’s “six focus areas” and will include a plan for the sustainability of funded projects.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Incorporate the six areas of focus and the importance of sustainable plans in all Foundation materials and new generations focus in all materials and educate the clubs on these areas through print and electronic means.	Rotary year 2013-14	George Tyson (District Trainer), Chuck Davidson (District Rotary Foundation Chair)	Travis White (District Rotary Foundation Stewardship Chair) & other Foundation Committee Members
2. Prepare guidelines for clubs for District and Global Grants that reflect the need to incorporate sustainability when appropriate and at least one of the focus areas in each humanitarian grant proposal.	Rotary year 2013-14	George Tyson (District Trainer), Chuck Davidson (District Rotary Foundation Chair)	Travis White (District Rotary Foundation Stewardship Chair) & other Foundation Committee Members
3. Provide technical assistance to clubs as needed or requested.	Rotary year 2013-14	Area Foundation Advisor	Chuck Davidson (District Rotary Foundation Chair)

OBJECTIVE 2.4: Develop and support strategic partnerships and cooperative relationships for the district and clubs with non-Rotary organizations as well as other Rotary clubs and districts. 100% of clubs demonstrate at least one non-Rotary relationship each year in a report to the District Governor.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Educate clubs on the value of partnering/collaborating with non-Rotary organizations.	Rotary year 2013-14	Chuck Davidson (District Rotary Foundation Chair), Area Foundation Advisors	District Foundation seminar, District Leadership; Foundation Committee Members
2. Provide clubs with examples of organizations that meet these definitions.	Rotary year 2013-14	Chuck Davidson (District Rotary Foundation Chair), Area Foundation Advisors	District Foundation seminar, District Leadership; Foundation Committee Members
3. Publicize these definitions through print and electronic means.	Rotary year 2013-14	Scott Mills (District Foundation Newsletter Editor) and Peter Vu (District Website chair)	District Leadership; Foundation Committee Members
4. Encourage clubs to develop at least one non-Rotary relationship.	Rotary year 2013-14	Chuck Davidson (District Rotary Foundation Chair), Area Foundation Advisors	District Leadership; Foundation Committee Members
5. Request clubs share their experience with such organizations with others in the District through Rotary Showcase and in a report to the District Governor.	Rotary year 2013-14	Chuck Davidson (District Rotary Foundation Chair), Area Foundation Advisors; Assistant Governors	District Leadership; Foundation Committee Members. District Foundation Newsletter

GOAL 3: SUPPORT AND STRENGTHEN THE DELIVERY OF YOUTH SERVICES

OBJECTIVE 3.1: Implement appropriate protection policies to ensure safety of youth participating in Rotary activities.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Adopt a youth protection policy.	Rotary year 2013-14	Ted Hussar (Youth Protection Officer)	P.J. Maddox (Lt. Governor—(Lt. Governor for New Generations)
2. Review annually tthe youth protection policy for compliance with Rotary International policies and to ensure the implementation of best practices for the protection of youth.	Rotary year 2013-14	Ted Hussar (Youth Protection Officer)	P.J. Maddox (Lt. Governor—(Lt. Governor for New Generations)
3. Hold district-sponsored youth protection policy training via a combination of in-person and web-based training, at which attendance is required by at least one representative from every Rotary Club and by each District staff member who works directly with youth or in a youth program or activity.	Rotary year 2013-14	Ted Hussar (Youth Protection Officer)	P.J. Maddox (Lt. Governor—(Lt. Governor for New Generations)
4. Attend annual ESSEX training, and remain informed concerning best practices in the administration of safe youth service programs and activities.	Rotary year 2013-14	Ted Hussar (Youth Protection Officer)	P.J. Maddox (Lt. Governor—(Lt. Governor for New Generations)
5. Promote and encourage youth protection policy compliance among all Rotarians and Rotary Clubs annually at PETS, CLTS, and through print and electronic media.	Rotary year 2013-14	Ted Hussar (Youth Protection Officer)	P.J. Maddox (Lt. Governor—(Lt. Governor for New Generations)

OBJECTIVE 3.2: Promote and foster the development of leadership skills and service opportunities for youth.

- Provide District programs annually that provide training to youth and sponsoring Rotary Clubs.
- Encourage and support Rotary Clubs in their retaining and strengthening existing Rotaract and Interact Clubs. Retaining at least 95% of all Rotaract and Interact Clubs annually.
- Encourage and support Rotary Clubs in their establishment of a minimum of 2 new Interact Clubs and 1 new Rotaract Club annually within the District.
- Recognize at the District level youth leadership development and service, and encourage clubs to adopt recognition and awards programs for youth at the club level.
- Encourage club and individual Rotarian participation in long-term and short-term Rotary Youth Exchange programs.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Promote and provide an annual Rotary Youth Leadership Award Camp	Rotary year 2013-14	Dan Radtke (RYLA Chair)	P.J. Maddox (Lt. Governor for New Generations, Tom O'Bryon (New Generations Chair)
2. Provide training for youth at the District Conference that includes youth leadership development and the planning and execution of service projects	Rotary year 2013-14	P.J. Maddox (Lt. Governor for New Generations)	P.J. Maddox (Lt. Governor for New Generations, Tom O'Bryon (New Generations Chair)
3. Assist Rotary Clubs to strengthen existing Rotaract and Interact Clubs		Joe Scheibler (Interact Chair), James Holcombe (Interact Co-Chair)	P.J. Maddox (Lt. Governor for New Generations, Tom O'Bryon (New Generations Chair)
4. Assist Rotary Clubs in the establishment of 1 new Rotaract and 2 Interact Clubs annually within the District	Rotary year 2013-14	Joe Scheibler (Interact Chair), James Holcombe (Interact Co-Chair)	P.J. Maddox (Lt. Governor for New Generations, Tom O'Bryon (New Generations Chair)
5. Assist and encourage sponsoring Rotary Clubs to mentor and support existing Rotaract and Interact Clubs that they sponsor	Rotary year 2013-14	Joe Scheibler (Interact Chair), James Holcombe (Interact Co-Chair)	P.J. Maddox (Lt. Governor for New Generations, Tom O'Bryon (New Generations Chair)
6. Encourage and promote the RI Presidential Citation program regarding "Support New Generations programs," RI video contest, and RI outstanding projects award.	Rotary year 2013-14	Joe Scheibler (Interact Chair), James Holcombe (Interact Co-Chair), Donnell Mohr (Youth Contests Chair).	Juanita Cawley (District Governor), P.J. Maddox (Lt. Governor for New Generations), Assistant Governors.
7. Encourage clubs to hold community-based youth service awards programs and awards that honor adults who serve and mentor youth	Rotary year 2013-14	Donnell Mohr (Youth Contests Chair)	P.J. Maddox (Lt. Governor for New Generations, Tom O'Bryon (New Generations Chair)

GOAL 4: ENHANCE PUBLIC IMAGE AND AWARENESS

OBJECTIVE 4.1: Encourage clubs to promote their networking opportunities and signature activities and ensure their signature activities, which involve fundraising comply with RI's circularization policies. 100% of clubs will submit signature projects to be posted on the club or district website, in the district newsletter and communicated to local media.

- Encourage clubs to determine their signature project and make the project readily available to other clubs through print and/or electronic means.
- Assist in the development of club plans to promote their signature project(s) within their community.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Encourage clubs to have a signature project each year and provide the District Governor with a summary of it.	Rotary year 2013-14	Assistant Governors	District Leadership; Public Image Committee Members
2. Assist clubs in submitting their project to be posted on the District website and/or on Rotary Showcase.	Rotary year 2013-14	Peter Vu (District Website Chair); Carol Horne (District Executive Secretary)	District Leadership; Public Image Committee Members
3. Encourage clubs to publicize their project through their local media.	Rotary year 2013-14	Ingrid Parris-Hicklin (District Public Image Chair) and Assistant Governors.	District Leadership; Public Image Committee Members
4. Provide training on the use of Rotary Showcase and public relations technical assistance to clubs as needed or requested.	Rotary year 2013-14	Ingrid Parris-Hicklin (District Public Image Chair)	District Leadership; Public Image Committee Members

OBJECTIVE 4.2: Encourage and assist clubs in developing a strong Rotary image within the communities they serve. 90% of clubs participate in a district sponsored public image workshop.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Develop a checklist of actions that can be taken by clubs to create awareness of Rotary in their communities.	Rotary year 2013-14	Ingrid Parris-Hicklin (District Public Image Chair)	District Leadership; Public Image Committee Members
2. Promote and hold a district-wide workshop on public image and Internet-based social networking.	Rotary year 2013-14	Ingrid Parris-Hicklin (District Public Image Chair)& George Tyson (District Trainer)	District Leadership; Public Image Committee Members
3. Promote and hold district-wide contests for most outstanding club information brochure and Internet-based social networking pages.	Rotary year 2013-14	Ingrid Parris-Hicklin (District Communications Chair)	District Leadership; Public Image Committee Members
4. Encourage and assist clubs in holding "town meeting" mixers with community leaders and Rotary leaders to focus on existing and potential new signature projects.	Rotary year 2013-14	Assistant Governors	District Leadership; Public Image Committee Members

OBJECTIVE 4.3: Emphasize vocational service. 90% of clubs will present one or more vocational awards each year.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES
1. Educate clubs in vocational service through print, interactive and electronic means.	Rotary year 2013-14	George Tyson (District Trainer)	PETS, District Leadership, District Trainer
2. Educate and assist clubs in how to conduct youth "Ethics Forums" in their schools.	Rotary year 2013-14	Pat Locke (District Ethics Chair)	Planning team members; Funding for printing
3. Encourage clubs to hold community-based vocational service awards.	Rotary year 2013-14	Juanita Cawley (District Governor)	George Tyson (District Trainer); District Directors and Committee Chairs,
4. Encourage clubs to award technical (vocational) scholarships every year.	Rotary year 2013-14	Juanita Cawley (District Governor)	George Tyson (District Trainer); District Directors and Committee Chairs