



Rotary District 7610 Strategic Plan



VISION: The service organization of choice with dynamic, action-oriented clubs whose contributions improve lives locally and worldwide.

MISSION: We provide service to others; promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional and community leaders.

ROTARY INTERNATIONAL MOTTO: “*Service Above Self*”

GOAL 1: SUPPORT AND STRENGTHEN CLUBS

OBJECTIVE 1.1: Provide relevant and effective training by June 2013 as measured by results from the evaluation tools used 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	BUDGET
1. Redesign the training evaluation form to reflect relevancy and effectiveness.	Rotary year 2011-12	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 2011-12	District Trainer	District Trainer; District Directors and Committee Chairs	
3. Identify or develop curriculum for training.	Rotary year 2011-12	District Trainer	District Trainer; District Directors and Committee Chairs	
4. Professionally package training materials and provide access to materials via the district website.	Rotary year 2012-13	District Trainer	District Trainer; Webmaster	
5. Identify and train trainers annually.	Rotary year 2012-13	District Trainer	District Leadership; Rotary Leadership Institute (RLI) trainers	
6. Effectively market training opportunities.	Rotary year 2012-13	District Governor-elect & Assistant Governors	District Trainer; Webmaster; Public Image Chair; & Area Membership Coordinator	

OBJECTIVE 1.2: Encourage and assist all clubs in the adoption and implementation of the Club Leadership Plan (CLP). 90% of the clubs adopt and use the CLP by June 2013.

- Introduce the concept, philosophy and rationale for the 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 Assistant Governor.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
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 2011-12	District Trainer	Ways to do this: 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 CLP.	Rotary year 2011-12	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.	Free from shop.rotary.org
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 2011-12	District Trainer	District trainer, district leadership, and Assistant Governors. Model club representatives. Rotary Leadership Institute Faculty. Club Leadership Training Seminar (CLTS-District Assembly).	
4. District Governor and Assistant Governors review club strategies for implementation of the CLP with club representatives.	Rotary year 2011-12	District Governor & Assistant Governors	District Governor, Assistant Governors, Club representatives	
5. Provide technical assistance follow-up and monitoring to clubs on the CLP.	Rotary year 2012-13	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 Assistant Governor by June 2013.

- 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	BUDGET
1. 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 2011-12	District Strategic Planning Committee Chair	Ways to do this: webinar, large group, regional group or individual club. District leadership and Assistant Governor's are options for delivering the information.	
2. Provide each club with a copy of the District Strategic Plan.	Rotary year 2011-12	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.	
3. 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 2011-12	District Strategic Planning Committee Chair	District trainer, district leadership, and Assistant Governors. Model club representatives. CLTS.	
4. District Governor and Assistant Governors review the club strategic plans with club representatives.	Rotary year 2011-12	District Governor & Assistant Governors	District Governor, Assistant Governors, Club representatives	
5. Provide technical assistance follow-up and monitoring to clubs on their strategic plan.	Rotary year 2012-13	Assistant Governors	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 2013.

- 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	BUDGET
1. Set up a review team and review the district communication policy. Expand the policy into a communication plan.	Rotary year 2011-12	District Communications Officer	District leadership. District Communication Plan. Model - Sample Communication Plans.	
2. Communicate the plan to all district Rotarians.	Rotary year 2011-12	District Governor	Print & electronic.	
3. Provide a copy of the plan to all district Rotarians.	Rotary year 2011-12	District Executive Secretary	District leadership; Assistant Governors	
4. Provide technical assistance where needed.	Rotary year 2012-13	District Communications Officer	District leadership; Assistant Governors	
5. Monitor and evaluate adherence to the plan and revise as needed.	Rotary year 2012-13	District Communications Officer	District Communications Officer	

6. Explore ways to educate and motivate clubs and Rotarians to use the District and Club Data Base.	Rotary year 2011-12 through 2013	District Trainer	District Data Base Officer (District Executive Secretary)	
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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	BUDGET
1. Develop job descriptions for Area Membership Coordinators.	Rotary year 2011-12	District Membership Chair	RI Membership Materials District Membership Chair	
2. Identify individuals in each district area to serve as Area Membership Coordinators.	Rotary years 2011-12 through 2012-13	District Membership Chair	District Leadership, Assistant Governors	
3. Train Area Membership Coordinators.	Rotary years 2011-12 through 2012-13	District Membership Chair, working with 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 2011-12	District Membership Chair	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 2011-12	District Membership Chair	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 2011-12	Area Membership Coordinators	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 2012-13	District Membership Chair	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 2012-13	District Membership Chair	District Leadership; District Trainer; Area Membership Coordinators, Assistant Governors, Membership Diversity Assessment	
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OBJECTIVE 1.6: Develop leaders. 90% of clubs adopt a three-year leadership transition plan by June 2014.

- 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	BUDGET
1. Embed awareness training for club succession planning in the CLP training.	Rotary year 2011-12	District Trainer	District leadership and Assistant Governors	
2. Make training available for club leaders.	Each Rotary year	District Trainer and District RLI Chair	District leadership, Assistant Governors, and District RLI Chair and Faculty	

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.
- 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	BUDGET
1. Research and select location for potential new Rotary clubs.	Each Rotary year	District Extension Chair	Census; community records	
2. Make contacts with potential members and begin meeting.	Each Rotary year	Governor's Special Representative	Community leaders	
3. Develop public relations outreach program to create community awareness.	Each Rotary year	District Public Image Chair, sponsoring clubs, Governor's Special Rep	RI PR materials, Club and District Public Image Chair	
4. Recruit sponsoring clubs	Each Rotary year	Governor's Special Rep	District Leadership	
5. Engage early in a service project.	Each Rotary year	Governor's Special Rep;	Sponsoring clubs, District Service Projects Chair	
6. Provide support and technical assistance to new clubs.	Each Rotary year	Assistant Governor	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 goal of contributing \$2,000 annually.

- Encourage clubs to develop and implement a Polio Eradication community fundraising plan that meets the RI goal of contributing \$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	BUDGET
1. Educate clubs on the status of Polio Eradication.	Rotary year 2011-12	District Polio Chair	Foundation Committee Members	
2. Ensure clubs complete annually the Fund Development Club Goal Report Form.	Each Rotary Year	Assistant Governor	District Governor	
3. Keep clubs knowledgeable about the status of their contributions and the contributions of others.	Each Rotary Year	District Rotary Foundation Chair	Foundation Committee Members	

OBJECTIVE 2.2: Provide an educational program on the Future Vision Plan. 100% of clubs will participate in the educational program.

- Provide training sessions on the Future Vision Plan to club leaders.
- Communicate information about the Future Vision Plan to all District Rotarians.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
1. Conduct training sessions for clubs and their leadership on The Future Vision Plan	Rotary year 2012-13	District Rotary Foundation Chair	District Future Vision Chair & other Foundation Committee Members	
2. Provide appropriate communications to all District Rotarians on the Future Vision Plan and its importance to all Rotarians	Rotary year 2012-13	District Rotary Foundation Chair	District Future Vision Chair & other Foundation Committee Members	

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 2013, all District Simplified Grants and Matching Grants will reflect one or more of the Foundation's "six focus areas" and will include a plan for the sustainability of funded projects.

- Provide certification training for The Rotary Foundation's Future Vision Plan global matching grants.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
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 2011-12	District Trainer & the District Rotary Foundation Chair	District Future Vision Chair & other Foundation Committee Members	
2. Prepare guidelines for clubs for District Simplified Grants and Matching 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 2011-12	District Rotary Foundation Chair	District Future Vision Chair & other Foundation Committee Members	
3. Conduct Future Vision training sessions for clubs in grant preparation and criteria to include certification training.	Rotary year 2012-13	District Trainer, District Grants Chair, and District Future Vision Chair	District Future Vision Chair & other Foundation Committee Members	
4. Provide technical assistance to clubs as needed or requested.	Each Rotary Year	Area Foundation Advisor	Foundation Committee Members	

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	BUDGET
1. Define for clubs <i>cooperating organizations</i> and <i>strategic partnerships</i> as found in the Future Vision Glossary.	Rotary year 2011-12	Area Foundation Advisor & District Future Vision Plan Chair	District Leadership; Foundation Committee Members	
2. Provide to clubs examples of organizations that meet these definitions.	Rotary year 2011-12	Area Foundation Advisors	District Leadership; Foundation Committee Members	
3. Publicize these definitions through print and electronic means.	Rotary year 2011-12	District Foundation Newsletter Editor	District Leadership; Foundation Committee Members	
4. Encourage clubs to develop at least one non-Rotary relationship as defined in the FVP.	Rotary year 2011-12	District Future Vision Plan Chair	District Leadership; Foundation Committee Members	
5. Request clubs share their experience with such organizations with others in the District and in a report to the District Governor.	Rotary year 2012-13	Area Foundation Advisors; Assistant Governors	District Leadership; Foundation Committee Members. District Foundation Newsletter	

GOAL 3: ENHANCE PUBLIC IMAGE AND AWARENESS

OBJECTIVE 3.1: Encourage clubs to promote their networking opportunities and signature activities. 100% of clubs 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	BUDGET
1. Encourage clubs to have a signature project each year and provide the DG with a summary of it.	Rotary year 2011-12	Assistant Governor	District Leadership; Public Image Committee Members	
2. Assist clubs in submitting their project to be posted on the District website.	Rotary year 2011-12	District Website Chair; District Executive Secretary	District Leadership; Public Image Committee Members	
3. Encourage clubs to publicize their project through their local media.	Each Rotary Year	District Public Image Chair	District Leadership; Public Image Committee Members	
4. Provide PR technical assistance to clubs as needed or requested.	Each Rotary Year	District Public Image Chair	District Leadership; Public Image Committee Members	

OBJECTIVE 3.2: 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	BUDGET
1. Develop a checklist of actions that can be taken by clubs to create awareness of Rotary in their communities.	Rotary Year 2011-12	District Public Image Chair	District Leadership; Public Image Committee Members	
2. Promote and hold district-wide workshop on public image and Internet-based social networking.	Each Rotary Year	District Public Image Chair & 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 2011-12	District Communications Chair	District Leadership; Public Image Committee Members	
4. Assist clubs in holding "town meeting" mixers with community leaders and Rotary leaders to focus on existing and potential new signature projects.	Rotary year 2011-12	Assistant Governor	District Leadership; Public Image Committee Members	

OBJECTIVE 3.3: Emphasize vocational service. 90% of clubs present one or more vocational awards each year.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
1. Educate clubs in vocational service through print, interactive and electronic means.	Each Rotary Year	District Trainer	District Leadership, District Trainer	
2. Educate and assist clubs in how to conduct youth "Ethics Forums" in their schools.	Rotary year 2011-12	District Trainer	Planning team members; Funding for printing	
3. Encourage clubs to hold youth service, business of the year, citizen of the year awards.	Rotary year 2011-12	District Governor	District Trainer; District Directors and Committee Chairs	
4. Encourage clubs to award technical (vocational) scholarships every year.	Rotary year 2011-12	District Governor	District Trainer; District Directors and Committee Chairs	