

Rotary District 7610 Strategic Plan 2014—2017

Action Plan for Education and Development Strategic Priority

Team members: Juanita Cawley (chair), Janet Brown, Bill Cawley, Carol Foley, and Julie Franklin.

GOAL: Ensure that all Rotarians attend and experience high quality and useful training responsive to club, district, and leadership needs.

Objective #1: Strengthen the recruitment/selection process to improve the identification of potential leaders with a commitment to serving.	What?	Who?	Degree of change?	By When?
	Hold regional leadership breakfasts for past presidents to promote district leadership opportunities.	District Training Team (DTT)	Increase in potential district leaders	2014-15 Plan 2015-16 1 st Breakfast 2016-17 2 nd Breakfast
	Develop a new member orientation model that emphasizes specific duties and responsibilities of new members which include stronger district participation.	District Membership Chair	75% of clubs use model	2014-15 Research club plans; Choose model plan 2015-16 Embed model in training; post model on website 2016-17 Continue training and evaluate
	Develop a leadership cadre of past presidents to assume leadership positions	DTT oversight	50% of those trained become district leaders	2014-15 Create organizational chart for district education and development. Begin to plan curriculum. 2015-16 Identify past presidents; Begin shadowing and mentoring 2016-17 Implement classes/seminars

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Objective#2: Provide standardized, relevant and easily accessible training augmented by on-line options, which emphasizes Rotary purposes and culture, enhances the improvement of Rotary clubs and empowers district leaders to be committed to serving.	What?	Who?	Degree of change?	By When?
	Regionalize new member seminars paired with leadership breakfasts. Embed Rotary purpose and culture.	District Training Team (DTT) oversight	80% of clubs will participate in regional training	2014-15 Identify lead person; plan seminars 2015-16 Begin regional training and evaluate 2016-17 Continue training and evaluation
Promote use of RI webinars and courses	DTT oversight	40% of clubs will use RI webinars	2014-15 Select lead person; post webinars on website and newsletter 2015-16 Continue posting; Evaluate with on-line survey 2016-17 Continue posting and evaluation	

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	What?	Who?	Degree of change?	By When?
Objective #3: Improve participation by clubs in leadership training that includes emphasis on club board and district leadership skills.	Create focused, holistic training for club teams to include President, Secretary, Treasurer, Rotary Foundation Chair, and Membership Chair.	District Training Team (DTT) oversight	90% of evaluation results will indicate training relevant and useful.	2014-15 Develop training plan (AM content; PM teaming); Advertise and promote; Hold 1 st at 2014 District Training Assembly. Evaluate. 2015-16 Continue based on evaluation results 2016-17 Continue based on evaluation results
	Add leadership component for Assistant Governors at District Training Assembly	DTT oversight	90% of evaluation results will indicate training relevant and useful.	2014-15 Develop training plan (AM content; PM teaming); Advertise and promote; Hold 1 st at 2014 DTA. Evaluate. 2015-16 Continue based on evaluation results 2016-17 Continue based on evaluation results

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Objective #4: Improve understanding of The Rotary Foundation and the grant process.	What?	Who?	Degree of change?	By When?
	Utilize and better educate Area Foundation Advisors (AFAs) to provide grant writing understanding and assistance to clubs.	Foundation Team under leadership of District Rotary Foundation Chair	To be determined by Foundation team	2014-15 Plan 2016-17 AFAs to assist clubs 2017-18 AFAs to assist clubs
Utilize Rotary International on-line Foundation training (webinars and courses)	District Training Team (DTT) oversight	40% of clubs will utilize on-line Foundation training options	2014-15 Select lead person; publicize on-line options in district newsletters and website 2015-16 Continue 2016-17 Continue	

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Objective #5: Develop and implement effective training that identifies the purpose and function of the district and its leaders.	What?	Who?	Degree of change?	By When?
	Post the purpose and function of all leadership positions on district website. Include same at all appropriate training venues.	District Training Team (DTT) oversight	100% of training venues (President-elect Training, District Team Training Seminar, Assistant Governor, District Training Assembly, and Foundation Seminar) will include leadership position information.	2014-15 Complete all job descriptions; Post on website. Share at training venues noted. 2015-16 Continue 2016-17 Continue
	Create an Education and Development page or column in the district newsletter. Feature one job description summary each month.	DTT oversight	A minimum of 10 key positions will be featured each year selected by the DTT	2014-15 Select 10 key positions to feature and add name and photo of current individual serving in the role 2015-16 Continue 2016-17 Continue and evaluate
	Conduct focus groups to gather feedback used to redesign/refine training.	DTT oversight	Document what changed in training as a result of feedback received. Record number of participants.	2014-15 Develop questions; set up groups, dates, invitations. Conduct; summarize and share feedback. 2015-16 Continue 2016-17 Continue and evaluate

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	What?	Who?	Degree of change?	By When?
Objective #6: Improve club attendance at Rotary Leadership Institutes (RLI).	Recommend that the district allocate the equivalent of up to \$100 per club to pay for one member to attend Rotary Leadership Institute (RLI) annually. Encourage each club to do the same.	District Governor Elect	80% of clubs will send at least one person per year to RLI	2014-15 Propose in budget; when passes notify clubs & RLI chair multiple times. 2015-16 Continue 2016-17 Continue
	Add RLI column to district newsletter three times per year	District RLI Chair	Three district newsletters will feature RLI purpose, dates and courses throughout the Rotary year – September, November and March	2014-15 Post in newsletter 2015-16 Continue 2016-17 Continue
	Encourage RLI district leader or representative to visit clubs to either speak as program or “advertise” RLI	District Training Team (DTT) oversight District RLI chair organize	100% of clubs will be contacted by District RLI chair or designee	2014-15 Chair organizes club visits (use club data to determine nature of presentation); Conduct visits. 2015-16 Continue & evaluate 2016-17 Continue & evaluate