

Rotary District 7610 Strategic Plan 2014—2017

Action Plan for Engagement and Connectivity Strategic Priority

Team members: Chuck Davidson (chair), Janet Brown, Bill Cawley, Juanita Cawley, Sandy Duckworth, and Bob Hahne.

GOAL: Orient district activities to strengthen club knowledge of, and engagement in further supporting, the objectives of Rotary International and The Rotary Foundation.

| Objective #1: Focus all Rotary training in connecting the “why” aspects of Rotary and its Foundation with specific club objectives. | What? | Who? | Degree of change? | By When? |
|---|---|--|---|---|
| | Increase club awareness of the mission and objectives of Rotary International (RI) and The Rotary Foundation (TRF). | District Rotary Foundation Chair & District Training Team. | 100% of training events emphasize mission and objectives. | 2014-15 Emphasis embedded in existing training plans. 2015-16, Continue. 2016-17, Continue. |
| | Identify the relationship between RI and TRF objectives and club activities. | Focus group appointed by the chair of the Engagement and Connectivity committee. | Knowledge of relationships will develop and grow with each meeting. | 2014-15 Focus group meetings. 2015-16, Continue. 2016-17, Continue. |
| | Build these relationships into all training. | District Training Team. | 100% of training events include relationships. | 2014-15 Incorporate focus group results into training plans. 2015-16 Train using new plans; Evaluate effectiveness. 2016-17 Revise plans. |
| | Incorporate these relationships into criteria for district awards. | District Governor & District Awards Chair. | 100% of district citations and awards include relationships. | 2014-15 Incorporate focus group results into criteria. 2015-16 Use new criteria. 2016-17 Continue. |

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| Objective #2: Expand club horizons beyond the traditional single club environment. | What? | Who? | Degree of change? | By When? |
|--|---|--|--|--|
| | Identify areas most beneficial for club partnerships. | Focus group appointed by the chair of the Engagement and Connectivity committee. | At least twenty areas for partnerships will be identified. | 2014-15 focus group meetings. 2015-16, Continue. 2016-17, Continue. |
| | Communicate and promote to clubs the benefits of partnerships. | District newsletter editors. | 75% of clubs use partnerships. | 2014-15 Publicize advantages in newsletters. 2015-16 Assess club use. 2016-17, Continue. |
| | Incorporate the benefits of multi-club partnerships into Assistant Governor (AG) and District Training. | District Training Team. | All District training venues will highlight the benefits of multi-club partnerships. | 2014-15 Incorporate advantages into training plan for future AG and district training 2015-16 Train using new plan; Evaluate effectiveness. 2016-17 Revise plan. |

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| Objective #3: Configure district Rotary Foundation, membership, and public image programs to reward clubs for partnering with others. | What? | Who? | Degree of change? | By When? |
|---|---|---|---|---|
| | Build benefits of partnerships into relevant district training. | District Training Team. | 100% of training events include partnering. | 2014-15 Incorporate focus group results into training plans. 2015-16 Train using new plans; Evaluate effectiveness. 2016-17 Revise plans. |
| Incorporate requirements into citations and awards to reward club partnerships. | District Governor & District Awards Chair. | 100% of district citations and awards include partnering. | 2014-15 Incorporate focus group results into criteria. 2015-16 Use new criteria. 2016-17, Continue. | |

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| Objective #4: Encourage positive competition among clubs at district activities. | What? | Who? | Degree of change? | By When? |
|--|---|--|--|--|
| | Identify positive competitive activities that will encourage club participation in district events. | Focus group appointed by the chair of the Engagement and Connectivity committee. | At least twenty positive competitive activities will be identified. | 2014-15 Focus group meetings. 2015-16, Continue. 2016-17, Continue. |
| | Promote positive competition among clubs. | District Training Team. | 100% of training events include advantages of club competition. | 2014-15 Incorporate focus group results into training plans. 2015-16 Train using new plans; Evaluate effectiveness. 2016-17 Revise plans. |
| | Incorporate positive club competitive activities into district events. | District Conference Chair & all event chairs. | District Conference and 75% of other district events include positive competitive aspects among clubs. | 2014-15 Incorporate focus group results into planning for District Conference; evaluate effectiveness. 2015-16 Incorporate revised results into other district events. 2016-17 Continue. |