

## **STRATEGIC PLAN ROTARY INTERNATIONAL DISTRICT 5190**

### **Object of Rotary**

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- **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**

The mission of Rotary District 5190 is to encourage, support and assist Rotarians and Rotary clubs of District 5190 in advancing the Object of Rotary.

### **Vision Statement**

Rotary District 5190 will be among the most effective Rotary districts in the world recognized for its leadership in advancing its ideals of high ethical standards, international understanding, goodwill and peace through its network of Rotary clubs and club members. We will align ourselves with other districts and clubs of similar interest and purpose to maximize the provision of service to others and the pursuit of high ethical and vocational standards. District 5190 will grow to include new clubs throughout the district as a means of providing service to those in need. We see our membership at 3,000 members by 2012. Our club membership will include men and women of varying ethnicity, age, culture, interests, and vocations with a common interest in providing service to others both at home and abroad. We value our individual clubs and members and will keep our district organization meaningful and responsive to members' needs in an ever changing environment. We will balance responsiveness with adaptations of our district organizational structure as necessary to embrace new ways to increase our efficiency and effectiveness and as a means of providing service to others.

### **Strategic Goals**

For the District to realize its mission and vision, the following strategic goals have been identified:

- Improve the effectiveness and efficiency of the district operations.
- Establish a task force to prepare a report on the feasibility of establishing a district office which would address the continuity of district records and permanent housing of the district website.
- Training for Assistant Governor's and others for work with clubs at risk.
- Continuity of the Finance Committee membership.
- Assist clubs to increase membership through retention of existing members, membership development and new club extension.
- Expand leadership training programs.
- Improve public image both at the district level and at the club levels.
- Encourage clubs to support the Rotary Foundation programs through contributions and participation.

- Support clubs in developing and implementing successful service projects.
- Increase support for Rotaract, Interact and youth generally.

### **Action Plans**

#### **Goal 1. Improve the effectiveness and efficiency of the district operations**

- a) Implement strategies for “seamless” transition of leadership for all district committees;
- i) Establish a standing District Leadership Continuity Committee consisting of Governor, Governor-elect (Chair), Governor-nominee and Immediate Past District Governor.
  - ii) Each district committee referenced in the District Leadership Plan shall have a minimum of three (3) members appointed or elected to serve staggered three (3)-year terms
  - iii) Upon recommendation by the district committees, Governor-elect shall appoint one member from each committee to serve as the Chair beginning July 1 immediately following the appointment.
- Responsibility: Governor, Governor-elect, Governor-nominee All District Committee Chairs
  - Resources: District Leadership Plan, District Committee Manual (249)
  - Target Date: Past District Governor’s Meeting – Fall 2007
- b) Implement strategies to provide effective communication systems throughout the district to ensure regular flow of information between Rotary International and the district clubs;
- i) Increase the use of electronic communications to provide timely information to all members and to decrease the costs of postage and printing.
  - ii) Continue to maintain discussion forums on the district web site with each district committee having collaborative pages posting real time information and resources.
  - iii) Improve electronic registration systems for all district events and membership surveys.
  - iv) Organize Regional Internet Technology Teams to educate, train and assist all Rotarians in the district to acquire the skills and knowledge necessary to be online.
  - v) In addition, emphasize to all district leaders the importance of maintaining personal contacts through club visits, frequent e-mail and phone calls.
- Responsibility: District Webmaster, All District Leaders
  - Resources: Governor’s Newsletter, Rotary International & District Web Sites.
  - Target Date: Regional Rotary Technology Team – September 2007 - Paperless Communications by June 2009
- c) Continue to improve the efficiency of district administration and timely compliance with the legal and reporting requirements;
- (i) Establish a task force to prepare a report on the feasibility of establishing a district office which could address the continuity of district records and permanent housing of the district website and so forth.
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(ii) If a district office is determined to be feasible then consider establishing the District Secretariat as a standing district committee, chaired by the incumbent District Secretary, to provide a team of Rotarians to undertake the administrative tasks of the district and to ensure continuity of activities from year to year.

(iii) Establish the District Finance Committee as a standing district committee, chaired by the incumbent District Treasurer and comprised of the Governor (ex-officio), the District Secretary and the financial person from each district committee to provide a team of Rotarians to review and approve budgets for all district committees, approve and sign district checks and to provide a source of future District Treasures. All district funds will be administered through the district's bank accounts. Authorized check signing will be two members of the finance committee, one of which must be a district officer.

(iv) Ensure the management of district membership database conforms to all Privacy Laws

(v) Continue to refine the role of Assistant Governors by following the guidelines set out in the District Leadership Plan or any amendments thereof.

(vi) Assist clubs to improve timely compliance with required reporting to Rotary International and district through club leadership training in the effective use of ClubMate and Internet.

(vii) Ensure each district committee chair submits an Annual Report including financial statements to the Governor by August 31 each year immediately following the end of the prior Rotary Year.

- Responsibility: District Secretary, District Webmaster, Governor, Assistant Governors  
All District Committee Chairs
- Resources: *Manual of Procedures*, District Leadership Plan, *Club Secretary's Manual*
- Target Date: April 2008

d) Implement strategies for developing long term plans for all levels of district;

i) Establish the District Strategic Planning Committee as a standing district committee, chaired by the immediate Past District Governor, to review and revise the District

Strategic Plan annually by January 1st.

(ii) Ensure each district committee formulates its own strategic plan within the framework of the District Strategic Plan with a specific focus on setting measurable and achievable goals.

(iii) Encourage each club in the district to establish a strategic planning committee and assist the club in developing its own strategic plan.

(iv) Conduct a comprehensive survey of all district Rotarians from time to time to help refine the strategic plan at all levels of the district.

- Responsibility: District Strategic Planning Committee, Governor, Assistant Governors, All District leasers, Club Presidents
- Resources: Rotary International Strategic Plan, District Strategic Plan
- Target Date: June 2007

e) Refine the process of setting overall district goals for each Rotary year;

(i) At the International Assembly or following the Assembly, the Governor-elect relays the new Presidential Theme to all incoming club presidents and district leaders.

(ii) At the District Leadership Training Seminar and Presidents-elect Training Seminars/Secretaries-elect Training Seminars, the Governor-elect shares the goals and objectives of the incoming President of Rotary International.

(iii) The Governor-elect requests each district committee chair to submit specific goals, action plans for the incoming Rotary year fifteen (15) days prior to the District Assembly.

- (iv) The Governor-elect requests each incoming club president to complete the ***Planning Guide For Effective Rotary Clubs*** in consultation with the club members and the club's incoming executives fifteen (15) days prior to the District Assembly.
- (v) After considering the input from the club presidents and district leaders, the Governor-elect sets overall district goals for the incoming Rotary year at the District Assembly.

- Responsibility: Governor, Assistant Governors, District Committee Chairs, Club Presidents
- Resources: *Planning Guide For Effective Rotary Clubs, District Committee Manual (249), Club President's Manual (222)*
- Target Date: Ongoing

**Goal 2. Assist clubs to increase membership through retention of existing members, membership development and new club extension.**

- a) Implement strategies to help clubs retain existing members;
  - (i) Develop a quality new member orientation and mentor programs and make the files available to all clubs.
  - (ii) Make club leaders be aware of the new rules that will enable members, who face time and financial restraints, to remain active as contributing members.
  - (iii) Improve the membership's knowledge and understanding of Rotary by encouraging members to attend various Rotary events and training sessions and by dedicating more time on Rotary awareness items at club meetings.
  - (iv) Ensure that Rotary remains relevant to its members
  - (v) Develop channels of communications and opportunities for fellowship by promoting collaboration between and among Rotary clubs.
  - (vi) Pay special attention to clubs with less than 25 members to achieve a district goal of having all clubs with 25 or more members by June 2006.

- Responsibility: District Membership Development Committee, Club Membership Committee, Assistant Governors

- Resources: *Membership Development and Retention Manual (417), Strategies for Member Education, Manual of Procedure*

- Target Date: Ongoing

- b) Implement strategies to help clubs recruit new members;
  - (i) Encourage each club to follow and implement the Rotary International membership goals set each year by the Rotary International President, Rotary International Membership Task Force and the District Governor.

- (ii) Encourage club presidents and club Membership Committees to establish continuous new member recruitment campaigns
- (iii) Provide each club with the tools and information to improve membership development.
- (iv) Encourage each club to sponsor Interact and Rotaract clubs in high schools and colleges.
- (v) Request all clubs to conduct an annual review of classifications.
- (vi) Establish a district-wide membership referral network with a special focus on improving coordination among district committees, clubs and Rotary International.

- Responsibility: Governor, Assistant Governors, District Membership Development Committee,

Club Membership Committee, Rotaract Chair. District Communications Committee, Foundation Alumni Committee

• Resources: *Membership Development and Retention Manual (417)*, *How to Propose a New Member (254)* *Strategies for Member Education*, *Rotary International Membership Task Force*

• Target Date: Ongoing

c) Implement strategies to help clubs sponsor new clubs within or nearby communities;

(i) Initiate the development of two (2) new clubs in each of next five (5) years.

(ii) Identify District Governor's Special Representative and sponsoring club if club sponsored.

(iii) Identify 10 potential sites for new club development

(iv) Conduct an inventory of businesses in each community either by the sponsoring club or District Membership Extension Committee to ascertain the viability of a new Rotary club in the community.

(v) Assist the Organizing Committee with training, time and resource materials throughout the new club extension process.

• Responsibility: Membership Extension Committee, Governor, Assistant Governors, District Governor's Special Representative, Sponsoring Club

• Resources: *Key Contact Directory*, *Club Extension Manual*, *Rotary International Membership Task Force*

• Target Date: Ongoing

### **Goal 3. Expand leadership training and develop leaders capable of serving in Rotary beyond the club level.**

a) Implement strategies to identify exceptional club leaders to create a pool of potential leaders to serve at the district level

(i) Develop a database of all Past Presidents in the district.

(ii) Encourage Assistant Governors and other district leaders to practice ongoing identification of future leaders during all club contacts.

(iii) Encourage other qualified Rotarians with the desire and time to serve to step forward.

(iv) To have wide-ranging representation on district committees, mandate each district standing committee to have a minimum of three (3) members.

• Responsibility: Governor, Assistant Governors. Club Presidents, All District Committee Chairs

• Resources: *District Committee Manual (249)*, District Directory

• Target Date: Ongoing

b) Implement strategies to educate and train the potential district leaders;

(i) Continue to provide quality leadership training and education at all levels in the district.

(ii) Strive to achieve 100 % club representation at the Presidents-elect Training Seminars/Secretaries-elect Training Seminars, The Rotary Foundation Seminars, District Assembly, District Conference and other district training seminars.

(iii) Continue to implement and refine the District Leadership Plan.

- Responsibility: District Trainer, Governor, Assistant Governors
- Resources: District Web Site, District Leadership Plan
- Target Date: Ongoing

**Goal 4. Improve public image within the District.**

a) Implement strategies to develop a strong committee to enhance the Rotary's image:

- (i) Actively recruit new members in the profession of media, advertising or public relations.
- (ii) Expand the role of the Public Relations Committee to include the responsibility for promotion and coordination of communications, public relations and marketing.

- Responsibility: District Public Relations Committee, Governor, Assistant Governors
- Resources: District Leadership Plan, *District Committee Manual (249)*
- Target Date: Short term: July 1, 2007 – Long term: December 2007 Ongoing.

b) Implement strategies to project a positive and superior image of Rotary:

- (i) Continue to improve the District Web Site to create a positive and professional image of Rotary, and encourage each club to develop a website for the club that can be accessed by the public as well as club members.
- (ii) Communicate the message of Rotary International and the work of Rotary Clubs within the districts at least once a month.
- (iii) Conduct workshops on public relations and marketing, and keep public relations tips and resources readily available on the district web site.
- (iv) Encourage Rotarians to place the Rotary logo on all projects where feasible.

(v) Create a compelling Public Service Announcements and distribute it to all media outlets in the district.

(vi) Educate Rotarians to verbalize succinctly what Rotary is and what it does, and to speak knowledgeably about service and fund-raising projects.

(vii) Publicize business successes and personal accomplishments of Rotarians within and outside Rotary media.

- Responsibility: District Communications Committee, Webmaster
- Resources: Rotary *Public Relations for the 21<sup>st</sup> Century This is Rotary (449)*
- Target Date: Ongoing

**Goal 5. Encourage clubs to support The Rotary Foundation programs through participation and contributions.**

a) Implement strategies to increase the support of The Rotary Foundation through financial contributions:

- (i) Encourage each club to allocate a small portion of its fund-raising to the Annual Fund .
- (ii) Increase the number of Rotarians and clubs supporting The Rotary Foundation.
- (iii) Emphasize the difference between The Rotary Foundation and other foundations - Virtually 100% of the charitable contributions to The Rotary Foundation go toward the funding for which it was intended.

(iv) Emphasize that the annual giving provides the opportunity to participate in Rotary programs such as Ambassadorial Scholarships, Group Study Exchange, Matching Grants for World Community Service Projects

- Responsibility: District Foundation Chair, All Foundation Subcommittee Chairs
- Resources: *The Rotary Foundation Handbook*,(300),*A guide to Annual Giving* (142), *Ways of Giving* (185),*Blue Sky* (Video)
- Target Date: Ongoing
  - b) Implement strategies to increase the support of The Rotary Foundation through program participation:
    - (i) Strive to achieve 100 % club representation at the district the Foundation Seminar.
    - (ii) Invite the participants of The Rotary Foundation program (Foundation Alumni) as guest speakers for club and district meetings to share the value of their experiences with other Rotarians.
- Responsibility: District Foundation Chair, All Foundation Subcommittee Chairs
- Resources: *The Rotary Foundation Handbook*,(300), *Humanitarian Grants Program* (130)
- Target Date: Ongoing

## **Goal 6. Support clubs in developing and implementing successful service projects**

- a) Implement strategies in developing successful service project;
  - (i) Encourage clubs to utilize a vast amount of resources available by focusing on the structured Rotary International programs that are proven to be successful.
  - (ii) No later than the district Conference each year, organize district training meetings to provide Rotarians with the skills and knowledge necessary to leverage existing Rotary and non-Rotary resources to develop and implement successful service projects.
  - (iii) Emphasize the involvement of Rotary's partners in service, (Interact and Rotaract) in order to enhance the club's service efforts within the community.
  - (iv) Encourage all clubs to participate in a World Community Service project with a club from another country by providing resources and support at the district level.
- Responsibility: Assistant Governors, District Grants Designees, All District Committee Chairs, Club Presidents
- Resources: *Communities in Action: A Guide to Effective Rotary Clubs*, *World Community Service Handbook* (742)*Vocational Service in Your Community* (509)*The Rotary Foundation*
- Target Date: Ongoing
- b) Implement strategies in showcasing and sharing successful project ideas;
  - (i) Publish a database of service projects in the district in order to provide clubs with ideas for successful service projects that can be replicated in different communities and, in some cases, to avoid duplication of services.
  - (ii) Help clubs to increase the impact of projects and programs in the areas of Community, Vocational, International and Youth Services.
  - (iii) Showcase successful projects through district meetings and publications
  - (iv) Help each club in the district attain the Presidential Citation.
- Responsibility: Assistant Governors, District Development Society, District Committee Chairs and Club Presidents

- Resources: District Web site, *Governor News*, *Rotarian Magazine*, Annual World Community Service Report, Rotary International Convention and District Conference
- Target Date: Ongoing

### **Goal 7. Develop and integrate Rotaract and Interact clubs as partners in service.**

- a) Implement strategies to develop new Rotaract and Interact membership;
- Encourage each club to sponsor an Interact club in local high school.
  - Encourage clubs to sponsor Rotaract clubs for young professionals and college students.
  - Use Rotary Youth Exchange, Rotary Youth Leadership Awards, Rotary Youth Program Enrichment and other sponsored youth programs as platforms to promote the Interact clubs.
  - Encourage Rotarians' children to join Interact or Rotaract clubs

- Responsibility: Governor, Assistant Governors, District Interact and Rotaract Chairs Club Presidents
- Resources: *Interact Handbook*, *Rotaract Handbook*
- Target Date: Ongoing

- b) Implement strategies to integrate Interact and Rotaract clubs as members of the Family of Rotary:
- Encourage and motivate Interactors and Rotaractors to stay in Rotary as a continuation of membership transition from Interactors to Rotaractors, and finally to Rotarians.
  - Establish District Interact Council to be composed of presidents of Interact clubs in the district.
  - Establish District Rotaract Council to be composed of presidents of Rotaract clubs in the district.
  - Implement an annual district-wide Family of Rotary service project, developed, planned and executed by three generations of Family of Rotary.
  - Promote attendance of Rotarians at the Interact and Rotaract club meetings as valid make-up meeting opportunities.
  - Plan a joint District Conference with Interact and Rotaract clubs.
  - Value the Interactors as additional resource for the sponsoring club's service projects, especially for projects relating to youth.
  - Value the Rotaractors as a near-term source of young, dynamic and fully Trained Rotary club members

- Responsibility: Governor, Assistant Governors, District Interact and Rotaract Chairs Club Presidents
- Resources: *Interact Handbook*, *Rotaract Handbook*
- Target Date: Full integration - 2008

**Final approved 4.4.08 with motion to approve by PDG Steve Snyder; second PDG Dave Bianchi. Approved unanimously by PDGs present: Bob Dorr, Jerry Hall, Norman Olsen Gene Albaugh, Steve Snyder, Chuck Elizondo, Dave Bianchi, Bob Hartsfield, Robert Clarke. Also present: *Ex Officio* members DG Vic Slaughter, DGE Wyn Spiller plus DGN Janice Gage and DGND Steven Lewis.**