

Rotary

District 5360



STRATEGIC PLAN 2014–2017



PROMOTING OUR VALUES



OUR VALUES IN ACTION

Through **fellowship**, we build lifelong relationships that promote greater local and global understanding.

With **integrity**, we honour our commitments and uphold ethical standards.

Our **diversity** enables us to connect different perspectives and approach problems from many angles.

We apply our **vocational expertise, service, and leadership** to tackle some of the District, Zone and world's greatest challenges.

OUR MISSION

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

OUR STRATEGIC PRIORITIES AND GOALS

Support and Strengthen Clubs

- ✓ Encourage development of club leadership to foster club innovation and flexibility
- ✓ Encourage clubs to participate in a variety of service activities
- ✓ Promote membership diversity*
- ✓ Improve member recruitment and retention plan strategies
- ✓ Structure all district committees in support of clubs
- ✓ Support the start-up of new clubs
- ✓ Encourage strategic planning at club and district levels
- ✓ Grow awareness, knowledge and practical use of Rotary Club Central
- ✓ Identify “struggling” clubs and provide support and assistance
- ✓ Engage regional coordinators (RCC)
- ✓ Focus assistant governor (AG) team on required club support issues

Focus & Increase Humanitarian Service

- ✓ Increase financial support for Rotary’s “End Polio Now” campaign
- ✓ Increase number of sustainable service projects focused on programs and activities that support youth and young leaders and in all of Rotary’s six areas of focus
- ✓ Assist club’s with their local and international service projects through project database, seminars, fund raising (D.G.C), and mentorship support
- ✓ Mitigate risk of grant failures
- ✓ Encourage service project idea exchange between clubs
- ✓ Identify and collaborate with like-minded organizations to enhance delivery
- ✓ Ensure DDF is distributed equitably

Enhance Public Image and Awareness

- ✓ Unify brand image and brand awareness
- ✓ Publicize and promote action-oriented service
- ✓ Emphasize vocational service
- ✓ Encourage clubs to promote their networking opportunities and signature activities*
- ✓ Address and dispel the myths about rotary
- ✓ Improve internal communications and networking among clubs
- ✓ Create a district wide Rotary Day event
- ✓ Identify and engage local media resources*
- ✓ Utilize social media to connect with youth*
- ✓ Utilize the Canadian Rotarian Magazine to promote our district and clubs*
- ✓ Allocate funds to PR/P.I.*

	GOALS	INITIATIVES	14/15	15/16	16/17	CHAMPION	
SUPPORT & STRENGTHEN CLUBS	Encourage development of club leadership to foster club innovation and flexibility	Review, update and deliver routine RLI training and at MDR or DISCON or PETS	✓	✓	✓	District Governor	
	Encourage clubs to participate in a variety of service activities	Create a feature page on the District website that highlights all Clubs service activities		✓			
	Promote membership diversity*	Create an annual District conference award that recognizes diversity efforts	✓				
	Improve member recruitment and retention plan strategies	Create an action plan focused on recruitment and retention			✓	Pat Romerman	
	Structure all district committees in support of clubs	Create terms of reference for all committees	✓				
	Support the start-up of new clubs	Analyze and report on potential new club opportunities		✓	✓		
	Encourage strategic planning at Club and District levels	Request that all clubs submit an annual update of their plans		✓	✓		
	Grow awareness, knowledge and practical use of Rotary Club Central	Deliver a minimum of two Club Central webinar sessions annually	✓	✓	✓		
	Identify “struggling” clubs and provide support and assistance	Assemble a team of experienced mentors whom may be mobilized at Club’s discretion		✓			
	Engage regional coordinators (RCC)	Ensure invitations to events and that we use their knowledge on a consistent basis to assist					
	Focus assistant governor (AG) team on required club support issues	Direct AG’s to provide routine updates to the Board on any and all Club issues			✓		
		Create an AG procedure manual			✓		

	GOALS	INITIATIVES	14/15	15/16	16/17	CHAMPION
FOCUS & INCREASE HUMANITARIAN SERVICE	Increase financial support for Rotary's "End Polio Now" campaign	Strike a steering committee to research this opportunity and to provide recommendations	✓	✓	✓	
	Increase number of sustainable service projects focused on programs and activities that support youth and young leaders and in all of Rotary's six areas of focus	Strike a steering committee to research this opportunity and to provide recommendations Initiate a lobbying campaign to further the growth of the District 5040, 5060 and 5360 "Get To Know" youth program	✓	✓		
	Assist club's with their local and international service projects through project database, seminars, fund raising (D.G.C), and mentorship support	Strike a steering committee to research this opportunity and to provide recommendations			✓	
	Mitigate risk of grant failures	Delegate this responsibility to the Risk Management committee by adding to terms of reference		✓		
	Encourage service project idea exchange between clubs		✓			
	Identify and collaborate with like-minded organizations to enhance delivery	Strike a steering committee to research this opportunity and to provide recommendations		✓		
	Ensure DDF is distributed equitably	Schedule a meeting with the Grants Committee to review / update distribution process		✓		

	GOALS	INITIATIVES	14/15	15/16	16/17	CHAMPION
ENHANCE PUBLIC IMAGE AND AWARENESS	Unify brand image and brand awareness	Work with RI brand department to create / comply with current branding regulations			✓	
	Publicize and promote action-oriented service	Strike a steering committee to research this opportunity and to provide recommendations		✓		
	Emphasize vocational service	Strike a steering committee to research this opportunity and to provide recommendations		✓		
	Encourage clubs to promote their networking opportunities and signature activities	Distribute a letter to all Club executive requesting that they promote their activities		✓		
	Address and dispel the myths about rotary	Strike a steering committee to research this opportunity and to provide recommendations			✓	
	Improve internal communications and networking among clubs	Establish a coordinated District Communications team that puts in place structure to sustain itself	✓			Chris Harper
	Create a district wide Rotary Day event	Strike a steering committee to research this opportunity and to provide recommendations			✓	
	Identify and engage local media resources*	Include the intent of this goal in the terms of reference associated with public image.			✓	
	Utilize social media to connect with youth*	YSC to delegate social media responsibility to a willing person	✓			
	Utilize the Canadian Rotarian Magazine to promote our district and clubs	Include the intent of this goal in the terms of reference associated with public image.			✓	
	Allocate funds to Public Relations / Public Image	Identify needs and budget \$			✓	

OUR BALANCED SCORECARD PERSPECTIVE

<p style="text-align: center;"><u>1) Training, Education & Growth</u> <i>(Clubs, District Staff & Volunteers)</i></p> <ul style="list-style-type: none"> ● Leadership – events, opportunities, resources both people and physical. ● Service hours / dollars - Impact on community. ● Membership numbers – stabilized. ● Activity level within the Club involved in local and international projects – Rotarians who can answer questions. ● A vibrant more engaged membership measured by increased youth and retention – Growth in project numbers. ● Directors’ obligation to operate as a policy board. ● Number of policies created and implemented. 	<p style="text-align: center;"><u>2) Customer Satisfaction</u> <i>(Clubs & RI)</i></p> <ul style="list-style-type: none"> ● Recognition plus profile in the community. ● Number of RLI grads/yr. ● Identification of lives that were changed (individuals or groups). ● Identification of social causes that is relevant. ● Number of Clubs in Youth Services (i.e. YEX, etc.) programs. ● Youth in the value of service work in dollars and beneficiaries. ● Attendance at meetings (60% plus). ● Rotary has become well known to large group of community and representative of all walks of life. ● Number of District presentation at Club meetings. ● Number of Clubs applying for District grants each year. ● Number of active members. ● Number of requests for assistance. ● Annual satisfaction survey.
<p style="text-align: center;"><u>4) Internal Business Processes</u> <i>(Critical-to- Customer Process Requirements)</i></p> <ul style="list-style-type: none"> ● Supply and willingness of folks to become leaders. (Board representative of membership (geographical, demographically and age). ● Member engagement. ● Percentage of members leaving the District. ● Membership count in the District and average age. ● District generated tools to assist Clubs with membership growth. ● Club leader attendance – PETs, SETs, District Conference, Grants MOU, etc. 	<p style="text-align: center;"><u>3) Financial</u> <i>(Track Performance)</i></p> <ul style="list-style-type: none"> ● Dollars and hours committed to social causes. ● Contributions to Rotary Foundation have increased. ● Per capita contribution to the Rotary Foundation. ● Per capita contribution to local projects.