

District 7750 Strategic Plan

Mission

Rotary District 7750 supports the mission of Rotary International and provides direction, motivation and training to, and encourages cooperation among the district and club leadership to build successful clubs.

Vision

District 7750 and its member clubs provide support and leadership to contribute to Rotary International and its vision to be universally recognized for commitment to “Service Above Self” and to advance world understanding, goodwill and peace.

Priority Statement

District 7750 recognizes and supports the values and priorities of Rotary International to:

- Eradicate Polio.
- Advance the internal and external recognition and public image of Rotary.
- Increase Rotary’s capacity to provide service to others.
- Expand membership globally in both numbers and quality.
- Emphasize Rotary’s unique vocational service commitment.
- Optimize the use and development of leadership talents within the district.
- Fully implement the strategic planning process to ensure continuity and consistency throughout the organization.

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INITIATIVE #1 - LEADERSHIP

Objective – Leadership

Identify and develop Rotary leaders who are committed to achieving club, district and Rotary International goals.

Strategies – Leadership

- Define roles, responsibilities and accountabilities for leadership positions.
- Define expectations for the club and district leadership positions.
- Develop and provide a toolbox to assist in a leader's success.

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INITIATIVE #1 - LEADERSHIP

Actions/Projects - Leadership

Project/Actions	Who	When
1. Identify a district leadership team composed of DG, DGE, DGN, DGND, PDGI, PDG2, DRFC	DG (Chaired by)	By 1/01 To meet quarterly
2. Develop a policy and procedure manual (defining roles, responsibilities, strategy, expectations of leaders)	DG	By 6/30
3. Review and modify or update strategic plan and toolbox	DG, DGE & Leadership Team	Quarterly
4. Review, develop and roll out Annual District Operating Plan	DGE	Rough Draft by 1/1 Final by 3/1 Implement by 7/1
5. Use club web pages to link to District and Rotary International web page. District web page communicates the District Strategic Plan and Annual Operating Plan, Leadership Manual and Practices and leadership tool box	Web Master	Complete by 7/1 and review and update quarterly

Success Defined

District and all clubs have all elected officers for all positions in place by December 31. All clubs have committee leaders and key contributors in place and listed in district data base and RI member access by April 1.

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INITIATIVE #2 – LEADERSHIP DEVELOPMENT AND TRAINING

Objective – Leadership Development and Training

Expand and implement a leadership development and training program.

Strategies – Leadership Development and Training

- Provide training to improve club leadership's ability to develop and implement plans.
- Increase participation of AG's and club leadership in RLI (Rotary Leadership Institute).
- Require that PE's and AG's receive training at PETS.
- Require that club secretaries-elect attend a district training at District Club Leadership Training.
- Encourage district committee chair members to serve for three years and to act as mentors to members who are designated for future club and district chair positions.

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INITIATIVE #2 – LEADERSHIP DEVELOPMENT AND TRAINING

Actions/Projects – Leadership Development and Training

Project/Actions	Who	When
1. Offer section 1, 2 & 3 of Rotary Leadership Institute (RLI) Training	District Training Chair	Quarterly
2. Recruit club officers and elected leaders to complete sections 1,2 & 3 of RLI.	AGs	Before taking office
3. PEs required and AGs encouraged to attend PETS.	DGE	February/March
4. Recruit club leadership team (P, PE, Secretary, Treasurer, Foundation Chair) to attend Club Leadership Assembly (CLA).	DGE, AGs & DT	April/May
5. Recruit President, PE, Foundation Chair and members to attend Foundation Seminar.	Foundation Chair & AGs	November
6. Recruit P, PE, Club Membership Chair, and members to attend Area Membership Seminar.	AGs, Membership Chair	12/31
7. Develop and execute training workshop to be attended by all club secretaries-elect.	District Secretary District Trainer	April/June As needed

Success Defined

All officers, leaders and key contributors are in place and trained by July 1.

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INITIATIVE #3 – GOVERNANCE

Objective – Governance

Develop and implement a sustainable governance program to provide focus and continuity for year-to-year transition and over the 3 to 5 year strategic planning period, for DGs, AGs, District Officers and Chairs and individual Rotary Club leadership.

Strategies – Governance

- Encourage commitment to district officer and chair assignments from a minimum of 3 years to a maximum of 5 years.
- Promote active participation of district and club leaders in the planning process by January 1 prior to their induction date.
- Provide club leadership and standardized club survey tools to assess the needs of the membership.
- Identify a list of future leaders within the district.

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INITIATIVE #3 – GOVERNANCE

Actions/Projects – Governance

Project/Actions	Who	When
1. Gather surveys from other districts/clubs and develop a format to survey club leadership and/or membership.	District Leadership Committee	Ongoing
2. Identify and build a database of future district leaders. Have break-out sessions at Club Leadership Training Assembly for those interested in opportunities in service above club level.	District Leadership Committee	January 1
3. Encourage all clubs to identify emerging leaders.	DGE	April/June
4. Hold District Leadership Team planning session in conjunction with Club Leadership Assembly training	DGE	April/June

Success Defined

Trained leadership is available for key leadership and contributor positions annually.

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INITIATIVE #4 – MEMBERSHIP

Objective – Membership

Improve membership growth, diversity and retention

Strategies – Membership

- Inform and educate clubs about the value of a diverse and balanced membership.
- Recruit new members from demographic groups not currently represented in clubs.
- Be a resource for “best practices” information about retention and growth of club membership
- Recommend that every club have a plan (including goals and measures) to attract and retain new members.

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INITIATIVE #4 – MEMBERSHIP

Actions/Projects – Membership

Project/Actions	Who	When
1. Form a Membership Committee that is representative of district membership	Membership Chair	7/1
2. Form a speaker's bureau of current Rotarians as a resource for club meetings.	Membership Chair	7/1
3. Provide information, tools and best practices for attracting new, diverse members and retaining existing members(to be used in newsletters and articles in Rotary publications).	Membership Chair/Membership Committee	Monthly
4. Conduct membership seminars/workshops to make “best practices” available.	Membership Chair/ Membership Committee	12/31

Success Defined

Net growth for district of 2% or greater each year for the next 5 years.

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INITIATIVE #5 – COMMUNICATION

Objective – Communications

Improve Communications between the district and its clubs and among clubs

Strategies – Communications

- Utilize conference calling and area meetings to reduce time and travel.
- Utilize district database as a powerful tool for planning and membership initiatives.
- Regularly sample and analyze District newsletter readership (Hits, views, time on pages, etc.)
- Develop and launch a District web conferencing tool for use in training, communications, virtual meetings, etc. Invite a club a month to “host” a web conference on something their club is doing.
- Process “bounces” from district-wide email and promote secretaries’ database maintenance to improve the quality of our mail (and other member data) database.

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INITIATIVE #5 – COMMUNICATION

Actions/Projects – Communication

Project/Actions	Who	When	Status
1. Establish and review annually a free conference calling service for D7750 use.	IT Support	8/1/2007 Annually	Done
2. Establish and review annually a free Web Conference service for D7750 use.	IT Support	8/1/2007 Annually	Done
3. Develop Participant and User instructions for telephone and web conference use.	IT Support	8/1/2007	Done
4. Develop a “Brand Image” format for use in distributing email district-wide – a header/format that emulates our web header, to be used in all District communications.	IT Support	8/1/2007	Done
5. Establish a “return” mailbox for “bounces” from district wide emails and process for deleting bad email addresses	IT Support	8/1/2007	Done
6. Set a baseline for readership metrics of District Newsletter. Track readership monthly.	IT Support	1/1/2008	
7. Promote use of District Calendar as a means of auto registration for district events.	IT Support	1/1/2008	

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INITIATIVE #5 – COMMUNICATION - Continued

Actions/Projects – Communication

Project/Actions	Who	When	Status
8. Develop training for Club Secretaries and Presidents on use of District Database and other communications tools – delivered via Web.	IT Support	1/1/2008	
9. Deliver a Web-based “training” activity via Web.	IT Support	Monthly after 1/1/2008	
10. Contact Secretaries of clubs with low Email % to promote database maintenance.	IT Support	Quarterly	1Q Done
11. Enlist AGs to help in getting all clubs web-self sufficient.	IT Support & DG	Ongoing	
12. Invite a club a month to “host” a Web Conference on something their club is doing.	AGs	1/1/2008	

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INITIATIVE #5 – COMMUNICATION – Continued

Measures – Communications

- Monthly hits on Newsletter pages on District Website.
- Email address in district database exceeds 85% overall.
- No club below 75% email addresses in district database.
- A monthly “communication activity” to engage members in sharing ideas and best practices.
- All clubs are “web-capable” – either the Presidents and Secretaries themselves or designated “assistants”.

Success – Defined

- Increased readership of District Newsletter
- % of Email addresses in district database
- Clubs participate in sharing and using some type of “best practices” forum
 - Bulletin Board
 - Blog
 - Webcast