

**Strategic Plan
2009-2014
D5790**

Introduction

As Rotary has entered into its second century of service, clubs, districts, and Rotary International are (a) looking beyond an immediate year and (b) considering what kind of organizations they want to be, including reviewing their long term goals and purposes, and how these goals and purposes will be achieved.

One of the great strengths of Rotary is its infusion of new leadership every year. At every level in Rotary, new leaders have the freedom to propose new initiatives, new ways to organize to achieve them and new actions for their accomplishment. At the same time, this freedom raises concerns about continuity, communication and the possibility that frequent changes in direction may detract from the effectiveness of the organization. To address this concern, Rotary International required each Rotary District to develop, adopt and implement a District Leadership Plan (DLP) by July 1, 2002; indeed, District 5790 is currently operating under District Leadership Plan, Version 6.0. This Strategic Plan is being prepared as required by such District Leadership Plan as explained below.

In the District Financial Plan addendum to Version 6.0 of the DLP, the District policy is set forth as follows.

"The District shall engage in strategic planning to envision a 5 year future. This planning shall be formally reviewed and updated each year."

In the preface of the DLP (Version 6.0), the District has addressed the purpose and role of District-level leadership. This Strategic Plan has been completed consistent with the District's policy set forth below.

"The primary purpose for the existence of all district-level Rotary leadership is to help the Rotary clubs in District 5790 to be successful in furthering the Object of Rotary in their communities and wherever their influence and service projects may extend to other parts of the world. It is recognized and understood that the most important unit in Rotary is each individual Rotary club. Rotary, at all levels, exists to provide needed services rather than to build hierarchies or bureaucracies."

We note that the Manual of Procedure and the District Leadership Plan provide, in considerable detail, how districts operate. The purpose of a District Strategic Plan is to provide broad guidance to the district leadership with respect to 1) long term goals and commitments; 2) how such long-term goals and commitments might best be achieved; and 3) to communicate to clubs in the district ways in which the district plans to support each club in achieving their goals and objectives.

Mission

The Mission of D5790, consistent with the primary purpose described above, is to support its member clubs in fulfilling the Object of Rotary by:

- Providing quality training for club leaders and club members
- Providing expertise to support clubs in living the Rotary motto of "Service Above Self"
- Providing assistance to clubs to meet the four elements of effective clubs
 - Sustaining and growing membership
 - Implementing successful projects that address the needs of its community and communities in other countries
 - Supporting The Rotary Foundation through both financial contributions and programs participation
 - Developing leaders capable of serving in Rotary beyond the club level
- Encouraging clubs to develop a Strategic Plan

Priorities and Goals

1. SUPPORT OF THE ROTARY FOUNDATION

The District will continue to develop programs and projects to support Rotary International and Rotary Foundation goals. We encourage all clubs to financially support and actively participate in the following programs:

- **Eradicate Polio**
 - Continue to support the RI effort to eradicate Polio
 - Continue to encourage clubs to meet the RI commitment to raise funds to match the Gates Foundation Challenge
- **Humanitarian Programs**
 - Matching Grants
 - District Simplified Grants
- **Educational Programs**
 - Ambassadorial Scholar
 - Peace Scholar
 - Group Study Exchange
- **Recognition and Funding**
 - EREY ("Every Rotarian Every Year")
 - PHF ("Paul Harris Fellow")
 - Major Donors
 - Arch Klumph Society
 - PHS ("Paul Harris Society")
 - Permanent Fund
 - Benefactors
 - Bequests

2. LEADERSHIP

The District's leadership believes that developing new Rotary leaders, both inside and beyond the clubs in our District, is critical to the ability of Rotary Clubs in our District to further the object of Rotary in their communities. To this end, the District will continue to offer and/or support, at a minimum, the following programs:

- Lone Star PETS ("President Elect Training Seminar")
 - All Presidents Elect in District
 - All eligible Assistant Governors in District
- District Leadership Seminar
- AG Training Seminar
- Institute for Leadership
- District Assembly
- Foundation/ Membership Seminars
- Multi-District Training Seminar
- RI Presidential Emphasis Seminars
- Other Training/Strategy Seminars

3. MEMBERSHIP

We will seek a net growth in the membership of D5790 at a rate equal to or greater than the increase in the population of the territory served by D5790. The District will provide support to our clubs to attain this goal through effective District-level committees for both Membership Development and Extension led by Rotarians with a record of success in growing membership.

4. SERVICE

We will encourage and provide assistance to clubs as needed to increase their involvement in community, international, and vocational projects or activities including, but not limited to, projects listed below. Also, we note that certain projects are considered "core projects" by the District, and as such, the District's commitment to these projects is a multi-year commitment as explained more fully below.

The following projects have been deemed "core programs" for District 5790. As such, the District has, at a minimum, a five year "rolling commitment" to each of the projects. The purpose of the "rolling five year commitment" is to provide a level of continuity to each "core program" for the benefit of both the District's leaders as well as the communities served by each "core program". The initial "core programs" are listed below:

- **International Service**
 - Gift of Mobility (Wheelchairs)
 - Water (Such as Honduras Water Filter Project)
 - Books for the World
 - Blood Bank Technology Exchange
 - RITE ("Rotary District 5790 Inter Country Teacher Exchange")
 - RYE ("Rotary Youth Exchange")
- **Community Service**
 - Blood Donations (Governor's Challenge)
 - Literacy
 - Dictionaries (Children, Adult)
 - Mentoring
 - Reading Program
 - Disaster Readiness ("See Disaster Readiness Plan")
 - Recognition and support of the numerous club selected service projects
- **Vocational Service**
 - RYE - see International above
 - RITE - see International above
 - RYLA
 - INTERACT
 - ROTARACT
 - 4-Way Test Speech Contests

5. PUBLIC AWARENESS

We will strive to improve the level of awareness of Rotary and its ideals and accomplishments both internally (among the District's Rotarians) and externally (among the Public). We encourage the District committee to consider the following in working with the Clubs in our District:

- **External**
 - Bill Boards - Consider all strategic geographical locations
 - Press Releases
 - Grant from Rotary International to do Radio and Television public service announcements when available
 - Websites (District, Club)
 - District Spokesperson acting under District Governor's guidance
 - Events

- **Internal**
 - Use technology to disseminate information effectively
 - Awards Programs (Increase participation in focus programs)
 - Governor's Newsletter including online summary page with links to specific articles
 - Governor Club Visits
 - District Assembly
 - Conference (Focus on Achievements)
 - Membership & Foundation Seminar
 - Annual Foundation Dinner
 - Websites (District and Club)
 - Speakers' Bureau

6. STRATEGIC PLANNING PROCESS

In order to comply with the District's policy to formally review and update the District's five year Strategic Plan each year, a standing committee to be known as the "District 5790 Strategic Planning Committee" is established. The Committee's year will coincide with the "Rotary year", and the committee be comprised of eight voting members with six members selected "at large" with each to serve a three year term and also including the DGE and the DGN each year.

The terms of service of the "at large" members will be staggered so that two of the six "at large" members' terms will expire at the end of each Rotary year. Rotarians to fill any vacancies on the Committee will be selected by the remaining members of the Committee to fill that unexpired term. Any replacements so named, during a Rotary year, will be presented to and presumably approved by the membership at the District Conference. The chair of the Committee will be selected each year by the members of the Committee and will serve a one year term.

- **Composition of Initial District Strategic Planning Committee**

Voting Members

Position 1	2009-2010	Sid Johnston
Position 2	2009-2010	Hollis Lackey
Position 3	2009-2011	Chuck Kurtzman
Position 4	2009-2011	Mitch McCartney
Position 5	2009-2012	Dave Mason - Chairman
Position 6	2009-2012	Don Davis
DGE		
DGN		

Non voting member

DGNN

- **Schedule**

Committee Ratification District Conference

Annual Plan Update and Review 1 March

Final Report Acceptance District Conference