

District 5910

2010-2013 Strategic Plan

Latest Revision: 4/12/10

Planning Process

Strategic or long range planning is essential in defining the direction, priorities and activities of an organization in an ever-changing environment. Strategic planning promotes continuity and consistency, particularly when a change in leadership often occurs. Though new leadership may emphasize one priority over another, the heart of a strategic plan should remain the same as it is developed by stakeholders who share a common vision.

As Rotary districts change leadership each year, it is imperative that a strategic plan outlines far reaching goals that may not be accomplished in a single year but should remain in the forefront for subsequent administrations.

Rotary District 5910 recognizes the need for a strategic plan to guide the district across the next three years. The plan will be reviewed periodically and will allow room for flexibility and creativity. As the Rotary district exists to assist individual clubs to advance the Object of Rotary, this plan will serve as a catalyst by which the clubs can develop their Club Leadership plans.

Getting Ready

In the fall of 2009, Rose Austin, 2010-2011 District Governor, distributed a district assessment survey to a random sample of district leaders including club presidents. The survey consists of SWOT (strengths, weaknesses, opportunities, and threats) analysis questions along with a few open-ended questions. The survey results formed the basis for a Strategic Planning Retreat held in November at Lone Star College-University Center in The Woodlands. Specifically, the objectives of the retreat was to assess the district's present health and make recommendations for improvement, to identify priorities and develop goals and objectives, and to align the district's priorities with that of Rotary International.

The Strategic Planning Committee consists of the following persons:

Committee Chair

Rose Austin (East Montgomery County), District Governor 2010-2011

Members

Fred Sandberg (Santa Fe/Hitchcock), District Governor 2009-2010

Ulli Budelmann (Galveston), District Governor 2011-2012

PDG Ann Bragg (Dickerson), District Foundation Chair 2008-2011

PDG Emken Linton (Texas City), District Trainer 2008-2011

Dave Johnson (Bryan), Assistant Governor 2009-2010

Tammy Kotzur (North Port Arthur), Assistant Governor 2009-2010

Brenda Walker (Palestine), Assistant Governor 2009-2010

Kris McBride (Lake Conroe), District Communication Co-Chair 2009-2010

Michael Berger (Lake Conroe) President, 2010-2011

Retreat Outcomes

At the end of the Retreat, the committee had developed the district's mission, vision, and core values statements based on those of Rotary International, district priorities aligned with those of Rotary International, and district goals and objectives. The following areas were identified for focus: membership, public relations, internal communication, leadership development, and the foundation. These areas of focus have been aligned and integrated under Rotary International's recently revised three priorities: **support and strengthen clubs, focus and increase humanitarian service, and enhance public image and awareness.**

Shortly after this retreat was held, Rotary International Board of Directors received the report of its Strategic Planning Committee and adopted the revised mission, vision, and goals of the Strategic Plan (Decision 42), effective July 1, 2010. As the work of District 5910 Strategic Planning Committee encompassed the goals enumerated by RI's Strategic Planning Committee, the district's strategies were later aligned under the appropriate RI goals.

The information gathered during the district retreat and RI's revised strategic priorities and goals form the basis for this draft Strategic Plan. Input was later gathered at the Mid-Year meeting in January of 2010 and at the District Team Training Seminar in March of 2010.

District 5910

Mission

The mission of District 5910 is to support its local clubs in providing service to others, promoting integrity, advancing world understanding, goodwill and peace through fellowship of business, professional, and community leaders.

Vision

The vision of District 5910 is for its clubs to be the local service organization of choice with dynamic, action-oriented projects that improve lives in communities worldwide.

Core Values

- Service
- Fellowship
- Diversity
- Integrity
- Leadership

Motto: Service Above Self

Mission of Rotary International

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

Vision of Rotary International

We will be the service organization of choice with dynamic, action-oriented clubs whose contributions improve the lives in communities worldwide.

Rotary International District 5910 2010-2013 Strategic Plan

Priorities

1. Support and Strengthen Clubs

1.1 Provide training to club leadership via district meetings, webinars, PETS, and leadership institutes; training will include, but may not be limited to, the following areas:

1.1.1 Membership development and extension

- 1.1.1.1 New member orientation program including mentorship
- 1.1.1.2 Continuing education for all Rotarians including training on Club Runner, suggested speakers for monthly Rotary theme and sharing of presentations from district meetings
- 1.1.1.3 Informative club bulletins
- 1.1.1.4 Rotary extension through fellowships outside of club meetings to include Family of Rotary, distribution of club bulletins throughout the community, Honored Guests Days at meetings, and community awards programs
- 1.1.1.5 Structured and fun meetings with quality presentations/ speakers
- 1.1.1.6 Prospect lists for recruitment and extension including ethnic, gender, occupational and generational diversity and prospective communities for Rotary expansion
- 1.1.1.7 Balance activities in all Four Avenues of Service and include all members in club projects
- 1.1.1.8 Club participation in youth programs such as RYLA and Youth Exchange
- 1.1.1.9 Connectedness to Rotary outside of local club through multi-club meetings
- 1.1.1.10 Leadership development beyond club level
- 1.1.1.11 Frequent communication from the district level including the Governor's monthly newsletter and occasional e-mails, updates from district committee chairs and assistant governors
- 1.1.1.12 Public acknowledgment for membership growth
- 1.1.1.13 A club strategic plan that addresses priorities

Membership Development and Extension Goals:

The District will increase its membership through club growth and extension.

- The District will increase its membership by 5% over the 2009-2010 number and by 5% each subsequent year through 2013.

- The District will organize three new clubs during the 2010-2011 year, one during 2011-2012, and one during 2012-2013.
- 1.1 Provide appropriate training to district leadership to equip them to assist the clubs
 - 1.1.1 District Team Leadership training consisting of assistant governors and all committee chairs
 - 1.1.2 Training for district leaders during the Multi-District Training Seminar
 - 1.1.3 Training for Youth Exchange officers at SCRYE Conference
 - 1.1.4 Training for disaster/emergency management officers at the annual Emergency Management Conference
 - 1.1.5 Training for aspiring leaders/leadership development at Rotary International Leadership Institutes (RILI) and local leadership institutes
 - 1.1.6 Other training as appropriate
 - 1.2 Foster Club innovation and flexibility
 - 1.2.1 Recognize clubs with innovative projects
 - 1.2.2 Encourage variety/flexibility in approach to problem solving and accomplishing goals
 - 1.3 Schedule dates for regular progress reports

Leadership Development Goal:

All district and club leaders will participate in training sessions and leadership opportunities will be provided for all Rotarians.

- All district leaders will attend a district training session.
- All clubs will be represented at each district meetings
- All Presidents-elect will attend PETS each year.
- The district will sponsor one or two Rotarians to a Rotary Leadership Institute each year.
- The District will increase each year the number of Rotarians serving at the district level for the first time.
- The District will increase its pool of qualified applicants for the position of District Governor.
- The District will increase the participation by members at the District Conference each year with a goal of 500 at the 2011 conference
- A minimum of 25 district members will attend the International Convention each year.

2. Focus and Increase Humanitarian Service

- 2.1 Encourage clubs to focus and increase **local** humanitarian service
 - 2.1.1 Conduct a local needs assessment and focus service, including significant projects or a signature project, based on results of assessment
 - 2.1.2 Partner with Interact and Rotaract clubs and other community organizations on service projects
 - 2.1.3 Apply for and use funds from District Simplified Grants (DSG) to complete local community projects
 - 2.1.4 Provide assistance to victims of natural disasters and other emergencies
- 2.2 Encourage clubs to participate in **at least one** of the district's international humanitarian projects or a club-generated international project
 - 2.2.1 Extreme poverty projects including water, hunger, health and literacy
 - 2.2.2 Polio Plus to eradicate polio
 - 2.2.3 Other projects that may be developed
- 2.3 Strengthen Rotarians' connectivity to international humanitarian service
 - 2.3.1 A visit to the site of one of the humanitarian projects
 - 2.3.2 Periodic humanitarian project progress reports to clubs
 - 2.3.3 Contributions to victims of natural disasters and other emergencies
 - 2.3.4 Quarterly club program on the foundation
- 2.4 Encourage clubs to establish and expand cooperative relationships/ partnerships with other clubs within the district and clubs out-of-district on international projects

Service Goal:

All clubs will participate in community and vocational service projects and at least one international project.

- Clubs will assess the needs of their communities and complete projects and complete projects based on these needs.
- The number of clubs applying for and awarded District Simplified Grants for local service projects will increase by 5% in 2010-2011 over the number applied and awarded over the 2009-2010 year.
- The number of clubs showcasing their service projects at the 2011 district conference will increase by 10% over the number showcasing during the 2010 conference.
- All clubs will participate in at least one international project each year.
- The District will organize a trip to visit the site of one of its international projects during 2010-2011.

- 2.5 Increase giving to sustain Rotary Foundation service
 - 2.5.1 Annual Fund
 - 2.5.2 Paul Harris Society
 - 2.5.3 Permanent Fund
- 2.6 Encourage district leadership to ***lead by example*** in their foundation giving
 - 2.6.1 Participation in one or more of the foundation giving categories/clubs
 - 2.6.2 Participation in a district fundraiser
- 2.7 Communicate the various ways of giving to the foundation
- 2.8 Continue to recognize Rotarians and clubs for giving
- 2.9 Continue to participate in foundation programs such as GSE, ambassadorial and peace scholars

Foundation Goals:

The District will increase its contribution to the Annual and Permanent Funds.

- The District will increase its contribution to the Annual Fund by 10% in 2010-2011 over the highest amount contributed (\$280,723) and increase by 10% each subsequent year through 2013.
- The District will increase its contribution to the Permanent Fund by 20% in 2010-2011 over the highest amount contributed (\$59,758).
- The District will increase the number of members in the Paul Harris Society by 10% in 2010-2011 over the number during 2009-2010 and increase by 10% each subsequent year through 2013.

3. Enhance Public Image and Awareness

District Level

- 3.1 Unify image and brand awareness to the general public
 - 3.1.1 Develop and deliver a district-wide media ad detailing the contributions of Rotary
 - 3.1.2 Complete the construction of the District's Rotary House

- 3.2 Increase internal communication
 - 3.2.1 Develop a public relations/communication plan to include, but not limited to:
 - 3.2.1.1 District website that provides up-to-date information on district and club activities with links to Rotary International information
 - 3.2.1.2 Training of club members on the use and benefits of Club Runner
 - 3.2.1.3 RI resources for media aids/television promotion
 - 3.2.2 Disseminate the governor's newsletter to every Rotarian in the district

Club Level Suggestions

- 3.3 Publicize action-oriented service that enhances image and awareness
 - 3.3.1 Develop a public relations plan as part of the Club Leadership Plan to include, but not limited, to the following strategies:
 - 3.3.1.1 Appointing a public relation committee chair
 - 3.3.1.2 Recruiting a public relations professional for membership in club
 - 3.3.1.3 Developing club website
 - 3.3.1.4 Submitting articles on club successes and recognitions to the media
 - 3.3.1.5 Developing newspaper supplements and holding special events to celebrate milestone occasions
 - 3.3.1.6 Inviting the local media to sites of community projects
 - 3.3.1.7 Displaying Rotary markers/identifiers on clubs projects and donated equipment
 - 3.3.1.8 Sharing club bulletins with the community
 - 3.3.1.9 Advertising on business marquees
 - 3.3.1.10 Sponsoring events that attract the general community including vocational service award luncheons, youth recognitions, literacy programs, and military salutes
 - 3.3.1.11 Wearing Rotary paraphernalia while volunteering at other organizations' community events
 - 3.2.1.12 Participating in social media
- 3.4 Promote Core Values
 - 3.4.1 Encourage or assign each Rotarian to a **service** project
 - 3.4.2 Allow time for **fellowship** at each meeting and hold fellowship activities outside of meeting time to include the Family of Rotary
 - 3.4.3 Strive to achieve **diversity** in the club that represents that in the community: age, gender, ethnicity, and occupational
 - 3.4.4 Invite leaders with **integrity** for membership
 - 3.4.5 Promote **leadership** opportunities

3.5 Emphasize vocational ideals

- 3.5.1 Share vocational skills and expertise through service projects
- 3.5.2 Share vocational skills and expertise with others including youths
- 3.5.3 Observe each October (Vocational Service Month) to spotlight club projects related to this avenue of service
- 3.5.4 Promote high ethical standards in business

3.6 Promote networking opportunities and signature activities

- 3.6.1 Provide an atmosphere for Rotarians to freely discuss their professions with one another
- 3.6.2 Highlight signature projects/activities in club publicity

Public Relations and Communication Goal:

The District will assess each year the awareness of the Rotary brand and the effectiveness of its communication methods and make improvements as indicated by findings.

- The District will assess the effectiveness of its website and make enhancements where needed.
- The District will develop and deliver a media ad each year.
- The District will celebrate 100 years of Rotary with participation in special events sponsored by the Galveston, Palestine, and Beaumont clubs who will turn 100 years old in 2013.
- The District will complete its funding for the Rotary House during the 2010-2011 year and complete construction by the 2011-2012 year.
- The governor will publish and disseminate a monthly newsletter which highlights club projects and activities.