



# D-7690 Strategic Plan

Revision 3: (1/28/09)

## Vision Statement 2012

December 7, 2012 finds District 7690 celebrating the successful eradication of polio worldwide. With representative leadership and broad participation from all four corners of the district, more than 3600 active and retired business professionals support our Foundation by contributing at least \$150 per member per year. Our district has become a model for identifying and engaging effective leaders, who lead their clubs to impact our local and international communities, year after year, through a commitment to Service above Self.

## District 7690 Mission (our purpose):

- To attract and retain dedicated and passionate members with high ethical standards.
- To make a positive difference in the lives of others in our local and international communities through service and fellowship.
- To solve the world's complex problems through participation in and support of international and community projects.
- To promote Rotary goals and objectives in a positive and professional manner through a campaign that ensures Rotary clubs of the future will not only survive but thrive.
- Attract and develop future leaders from all areas of the district.

## Key Goals/Strategies:

**Goal:** 30% of club membership engaged in doing meaningful Rotary work.

**Strategy:** Develop a succession plan strategy and training and development plan for district and club level roles to ensure a broad pool of talent through education, leadership and engagement.

1. Create and encourage the use of a pre-induction orientation template.
2. Require pre-PETS training for all President elects (and AG-elects)
3. Provide training in area clusters to facilitate relationship building
4. Implement club leadership plan
5. Identify candidates for DG/other key district/club roles per area each year.

6. Build club level succession plans to provide experience in strategic/key roles on path to club leadership and district leadership roles

**Goal:** Increase contribution to TRF by 10%.

Sub goal: All clubs 100% Rotary Foundation Sustaining Members  
100% increase in Paul Harris Society members  
Become a pilot district for the RI Future Vision Plan

**Strategy:** Educate, communicate and inform club members about Rotary at International, District and club level

1. Devote 3-4 club meetings annually to activities of RI, District, Club with at least one being devoted to District/RI activities.
2. Increase attendance at District Conference
3. Leverage weekly meetings to do Rotary minute

**Goal:** Increase number of qualified Rotarians in District 7690 from 3000 to 3600.

Sub goals:

- Increase diversity of district membership by adding: 150 women; 60 people of color; 75 under 40 by March 31, 2013
- Increase district membership retention to: 85% by 3/31/13

**Strategy:** Grow and retain diverse membership in new and existing clubs

1. Seed and retain 2 new clubs targeted at underserved markets
2. Support struggling clubs to good health
3. Build and leverage key systems to attract and retain club members.
4. Increase Brand Awareness of Rotary in the business community

For more details, see District Membership Strategic plan

**Goal:** Implement two vocational service projects annually.

**Strategy:** Create system to increase Vocational service focus at club level.

1. Area support of High School Shadow days, or Student of Month awards
2. Broader tangible involvement in Piedmont Business Ethics Award
3. Broader focus on Rotaract/Interact clubs
4. Quarterly mechanism for members to share their business/vocation.

### **Strengths of District 7690**

- Foundation support –
  - Scholarships, broad financial support, participation, team effort
- Tight cohesive leadership team that works well together
  - Like, respect, look for what's best for district/clubs
- Web site
- Quality of work we do – humanitarian, youth, education, community, poverty
- Specialists exist in fields we need (DSG, TRF, etc...)
- Media advertising (WSJS, Fairway Outdoor)
- Encourage collaboration and respect differences at district/club level
- Contagious enthusiasm
- Training – PETS/District Conference
- Infrastructure is strong – experience, history, roles, responsibilities
- Momentum/high expectations
- Paid district secretary
- Consistency
- Respected at zone, RI. Have good reputation. Taken seriously.
- Commitment
- Strong women leaders

### **Weaknesses of District 7690**

- Media is not all across district
- We don't attract struggling clubs to district
- Membership retention ; Onboarding process
- Cliques exist in many of our clubs
- Haven't identified enough talent beyond the club level – succession planning, groom leadership, across all geographical areas of district
- Need to adopt club leadership plan
- Need to cater to why people join Rotary
- Need to focus on entire district vs. triad – be visible, invite participation
- Lack of implementation of vocational service/lack of understanding on what to do -- Could discuss at tables in club meetings about your vocation
- Unknown brand
- Forms in Rotary – how to use (pts, contributions, donor, etc...)
- Change in leadership every year vs. a 3 year cycle in 4 areas of service
- We don't know the world leaders that are Rotarians!
- Inconsistency between areas in district – work together on ballpark in WS?
- Need to better utilize RLI – make it required?
- Club cultures are not always welcoming, polite

- Respect lacking for DG position (spotty). Pres needs to educate members
- Frequency of meetings
- Make ups are not a priority
- Expectations sheet should be shared before members join
- Lower international standards make Rotary no longer an elite group

### **Opportunities for District 7690**

- Leverage media better
- Brand Rotary
- Do AREA and/or district projects to broaden involvement
- Do vocational service projects
- Broaden leadership across district
- Create comprehensive training program for many roles
- Succession planning
- Attract/onboard members well
- Collaborate with other organizations (former Jaycees, LG/LHP/LWS) that are goal driven and success oriented
- Attract YP's through philanthropy, Community service, etc...
- Grow TRF contributions – new Paul Harris Society members
- Leverage TRF contributions to bring more exchanges in vs. out
- Better communicate and explain Rotary to Rotarians and to community

### **Threats for District 7690**

- Apathy
- Lack of corporate support for employee involvement
- Available time people no longer have; Competition from other orgs.
- Cost can be prohibitive or competing with other priorities
- Age of average Rotarian is high