**DISTRICT 5550 STRATEGIC PLANNING GOALS**

**(October 12, 2020 Latest revision. This is an ongoing living, working document.)**

**Vision:** We create lasting change by uniting people of action with a passion for peace.

**GOAL #1**

The elimination of child poverty in District 5550 which will strengthen the opportunity for every child to succeed in life. This goal will be achieved when every child has nutritious food, potable water, clothing, shelter, good health and education without financial or other limitations.

The goal will be achieved with an emphasis on Rotary International’s 6 Areas of Focus.

1. Our District Board, in collaboration with our Assistant Governors (AGs), provides leadership and communication about this District priority and encourages clubs to work on bite-size pieces toward the achievement of this goal. We encourage all board members to share this goal. This encouragement will commence by July 1, 2020 and continue.
   1. A measure of success will be at least 30 club projects aimed at achieving this goal per year in our district. The District Board will review these projects at every third District Board Meeting.
   2. Our District Board will ask clubs to report projects that are aimed at the achievement of this goal to the DG Team through their AGs. This will be a regular reporting item at the AGs’ meetings.
2. Our District Board, through our DG, DGE, DGN and AGs, will encourage our clubs to do an inventory assessment of the organisations in their area that are currently working on child welfare and what they are doing.
   1. A measure of success will be at least 20 clubs completing the assessment by June 30, 2021
3. Our District Board, through our DG, DGE, DGN and AGs, will encourage our clubs to find out what areas are in need for child welfare and then develop plans to fill the gaps.
   1. A measure of success will be at least 20 clubs completing the assessment by June 30, 2021.

The steps above will commence on July 1, 2020. The District Board will appoint members from the District Board to focus on these Action Steps and reports will form part of the agenda of the monthly District Board Meeting.

This is a long-term project which will, in all probability, last beyond the three-year term of reference of this Strategic Plan. Accordingly, constant review and ongoing encouragement will be required.

**GOAL #2 Membership**

District 5550 will work towards developing an engaged and growing membership, strong clubs, and projects that promote Rotary’s Seven Areas of Focus on an ongoing basis.

Strategy:

1. The following will be reviewed in the bi-monthly Membership Newsletter:
   1. Advise the clubs of the new membership types.
   2. Offer the clubs a template to engage their local club members on where they see Rotary making a difference in their community.
   3. Promoting R.I. Membership videos as a club program. Links would be provided to the video locations on the R.I. Website.
   4. Promoting Rotary Open Houses for prospective new members. This gives the club a chance to share the Rotary experience in setting outside of a regular club meeting.
   5. Invitations to alumni from youth programs, GSE/VTT Friendship Exchanges, and Peace Scholars to invite them out to a meeting. This allows the prospective member(s) to learn more about the world of Rotary.
   6. Encourage clubs to contact the Principals of the schools in each club’s area to discuss starting an Interact Club.
2. Increasing Retention
   1. Promote leadership development at the club level by supplying links in our bi-monthly newsletter.
   2. Encourage clubs to have assemblies to review the Whys of Rotary:
      1. Why did the member join Rotary? Why are they still a Rotarian?
   3. Encourage the “buddy system” for all clubs. Each member is paired up with another club member and if they have missed a few meetings their buddy touches base to see how they are doing.
3. Our plan for developing new clubs:
   1. Encourage clubs to hold a community engagement session to learn what their community really wants, what the community needs, who in the community has the need and when is it needed.

Identify, from the persons with the need, those persons who want to form the new club.

**GOAL #3 Public Image/Public Relations**

To develop a plan to encourage and inspire District 5550 Clubs to promote to their members and to the

community (a) what Rotary IS and (b) what our clubs are DOING.

The goal will be attained by achieving each of these 3 Objectives:

1. Objective #1 - Encourage every club to have an engaged chairperson in charge of Public Image/Public Relations. This encouragement will commence by July 1, 2020 and continue.
   1. A measure of success will be at least 70% of our clubs designating a member as Public Image/Public Relations Chair by October 1, 2020.
2. Objective #2 - Increase district wide sharing of best practices as well as club success stories and achievements. This will commence in July 2020 with the publication and distribution of a new Public Image newsletter known as “Curb Appeal”.
   1. A measure of success will be to issue twelve editions of Curb Appeal between July 2020 and June 2021.
3. Objective #3 - Empower and inspire each club to promote themselves using effective communication tools including social, print and various audio/visual media.
   1. Working with the District Learning and Development Team, a measure of success will be the establishment of a full learning workshop planned for the fall of 2020 where all club Public Image/Public Relations Chairs will be encouraged to attend either in-person or on-line. The workshop will Identify and train attendees in the use of internal and external resources that clubs can use to create effective audio and visual marketing materials.
   2. In addition, the Public Image Committee will be an advocate for clubs by continuously encouraging the District to offer monetary resources for clubs requiring assistance with expenses associated with marketing and public image projects. This may include software, advertising and signage production costs.

**GOAL #4 Develop an effective team of district and club leaders**

1. Develop a comprehensive list of leadership development resources online and in the community.
2. Year one – identify key areas where resources are required, develop and publish the list, and links to resources.
3. Year two – identify leaders in the clubs and community willing to assist in leadership development, engage them in leadership development activities with the Learning & Development Team, Board and Clubs.
4. Year three – develop methodology to ensure the updating of resource materials and ongoing identification of leader mentors.

Success measurement: list, resources and contact information is online and used – list is up to date. Measure number of downloads and access to leaders.

1. Develop a template for “Rotary School” that is adaptive to clubs’ expressed needs in specific geographical areas as an alternative to Assemblies.
2. Year one - template developed, curriculum for 3 components developed, at least 2 sessions provided to groups of clubs, one online prtotype completed and delivered
3. Year two – curriculum developed for 3 additional components; 3 sessions provided to groups of clubs.

Success measurement: Number of clubs utilizing in person or online offerings, evaluation results.

1. Investigate the use of technologies in providing learning opportunities.

Success measurement: – report on available technologies, method of use and resources required for recommendation to the Board.

1. Assist clubs to access online learning resources for Club Officers such as those on the Rotary Learning Center.

Success – “x” clubs report using the Learning center for Club Officer orientation and provide feedback for improvement.

1. Develop a complete Board Orientation program and supporting resources.

Board manual completed online and on memory stick, update schedule developed.

1. Develop a framework for orientation related to the DG Team.
2. Framework developed, instructor manual started, annual orientation scheduled for the Board.
3. Work closely with the DG Team to identify learning needs to inform planning for ongoing events and PETS. (Suggest that this should also include AGs.)
4. Conduct an annual fall planning retreat.

Success – annual plan provided to the Board.

Provide resources for the DG and/or Committee in planning content for the annual conference.

**Goal #5 International Service**

Vision

Creating a passion for international service and positive peace initiatives in all district 5550 Rotary Clubs

Our Mission

To build international relationships, improve lives and create a better world through Rotary’s Seven Areas of Focus.

Our Core Values

1. Respect
2. Honesty & Integrity
3. Passion
4. Cooperation
5. Commitment to Action
6. Accountability

Key Result Areas

1. Develop and nurture partnerships in and outside Rotary e.g. Toastmasters, Habitat for Humanity, other local organizations.
2. Develop a passion for international service projects in District 5550 Clubs.
   1. Update the District Resource Network document annually to ensure clubs are aware of resources available for international service projects.
3. Actively seek partners in international projects through My Rotary/Rotary Showcase
4. Ensure strong consistent leadership through succession planning.
5. Recruit new members to the committee.
   1. Identify potential members through AG visits.
6. Develop a passion for international service projects in District 5550 Clubs
7. Communicate project plans throughout the district
8. Provide clubs with links to My Rotary/Rotary Showcase to identify potential International projects
9. Highlight club projects at District Conference
10. Ensure clubs are aware of resources available for international service projects