



Everything you need to know about the District 7620 Strategic Plan

The District 7620 Strategic Plan clearly states what your District Leadership Team would like to accomplish in District 7620 over the next three to five years. The current District Governor, Peter Kyle, DGE, Bill Fine, and DGN, Ken Solow, have all participated in the creation of this plan, and they are committed to accomplishing the goals set forth in the Plan through Rotary year 2015-2016 and beyond.

After laying out the Purpose of the Strategic Plan and the Mission and Vision for District 7620, the Plan offers three strategic goals for the District; Goal 1 is to Support and Strengthen Clubs, Goal 2 is to Strengthen and Increase Focus on Humanitarian Service, and Goal 3 is to Enhance Public Image and Awareness of Rotary. Notably, these are the same three major objectives of Rotary International's strategic plan. So our district plan helps to clarify how we will accomplish the goals set by RI in our District.

Each goal in the Plan is followed by a series of objectives for each goal. For goal number 1, Support and Strengthen Clubs, there are five sub-objectives listed from 1.1 to 1.5. Each objective is followed by a useful chart that shows the Action Plan, Timeline, Person or Group Responsible, and Resources, for each objective. For those who can't stand the suspense, the first of the five objectives under our first goal to Support and Strengthen Clubs is to "Develop a balanced membership program encompassing recruitment, development, and retention with a goal of increasing club membership by not less than 4% each year." No surprise here, is there? Does your club have a strategic membership plan? Does it include a growth target of at least 4%? Understanding the District's strategic plan will give you great insight into where the District is likely to allocate resources to support your club over the next several years.

If you take a few minutes to review the Plan, you are likely to find interesting bits of information that will directly impact your club. For example, the first Action Plan item under Support and Strengthen Clubs is to "Develop job descriptions for Membership Coordinators." Membership Coordinators? You will be hearing from them soon and they will be an amazing resource for your club. There are eleven steps in the Action Plan under the very first objective for Goal #1. Objective 1.2 has a five step action plan. Objective 1.3 has a seven step action plan. Objective 1.4 has a five step action plan....and so on.

In fact, if you add up the Action Plan items for each of the three strategic goals in this Plan they add up to sixty-two Action Items! Clearly, the District Leadership, in coordination with the leaders of our sixty-three Rotary Clubs, has a lot to do over the next three to five years.

We understand that none of the Plan objectives will be met if Rotarians in District 7620 don't buy in to this plan and make it their own. If you agree with these objectives you are aligning your club's interests with the District, and more importantly, with Rotary International. Please take a moment to familiarize yourself with the objectives in this Plan. Ask yourself if your club's objectives align with what the District Leadership is trying to accomplish. And please don't keep our Strategic Plan a secret! The more Rotarians who read it the more likely we are to reach our goals and objectives.

We hope you enjoy reading our District 7620 Strategic Plan. As all good leaders know, talking about our action plans is easy. Actually doing something about it will take everyone's good will and belief in the goals and objectives of Rotary, and yes, some hard work. We are looking forward to working with you to help you align your goals with Rotary International and therefore to achieve great success in your club and your community.