



ROTARY INTERNATIONAL DISTRICT 7620

Strategic Plan 2013-2015

Goals and Objectives

PURPOSE

The purpose of the District's strategic plan is to establish overall guidance and direction for the District Governor and successive District Governors for the future growth and development of District 7620 and its member Rotary Clubs. This plan shall recognize Rotary's core values of service, fellowship, diversity, integrity and leadership. These represent the guiding principles of the organization's culture and determine the priorities, intent and direction of the District's leadership. The Goals and Objectives that follow set forth the action plans that will be necessary to achieve the overarching objectives of the strategic plan.

MISSION

The mission of District 7620 is to support the Mission and Strategic Plan of Rotary International, a world-wide association of Rotary Clubs; to provide service to others; to promote high ethical standards and to advance world understanding, goodwill and peace through its fellowship of business, professional and community leaders.

VISION

The vision of District 7620 is to support that of Rotary International, to be universally recognized for its commitment to Service Above Self and to advance world understanding, goodwill and peace, both locally and globally.

GOAL 1: SUPPORT AND STRENGTHEN CLUBS

OBJECTIVE 1.1: Develop a balanced membership program encompassing recruitment, development, and retention with a goal of increasing club membership by not less than 4% each year.

- Motivate clubs to submit membership goals at Chesapeake PETS (multi-district PETS).
- Encourage clubs to develop a membership recruitment and retention plan prior to July 1.
- Encourage clubs to hold Open House programs.
- Provide model membership recruitment, orientation and retention programs for clubs to implement.
- Hold annual membership seminars.

- Encourage Rotary Leadership Institute (RLI) attendance for all Rotarians with an emphasis on new members and potential leaders.
- Revitalize the Membership Coordinator selection and training, including the development of a clearly defined job description.
- Promote membership diversity that reflects communities served by clubs (ethnicity, gender, age, geography, vocational).
- Increase the District membership by a net of 100 members each year.
- Reduce the number of clubs with fewer than 25 members by 50% each year.
- Reduce the number of clubs with fewer than 10 members by 100% each year.
- Reduce the loss of members by 25% each year.
- Increase the number of clubs by at least 2 each year.
- Strive to reach the Rotary North American Membership Strategic Plan goals of (a) reducing the average age of members from 57 to 52 over three years, and (b) increasing the percentage of female members from 24% to 35%.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
1. Develop job descriptions for Membership Coordinators	Rotary year 2013-14	District Membership Chair	RI membership materials, District Membership Chair	
2. Identify and train individuals in each district area to serve as Membership Coordinators	Each Rotary year	District Membership Chair, District Trainer	District Leadership Team, Area Governors	
3. Educate clubs on the meaning of recruitment, development and retention as related to membership	Each Rotary year	District Membership Chair	District Leadership Team, Membership Coordinators, Area Governors	
4. Provide clubs with proven strategies and/or programs for membership	Rotary year 2013-14	District Membership Chair	District Leadership, District Trainer, Area Governors	
5. Assist clubs to develop plans for membership recruitment, development and retention including Open House programs and encourage Presidents-Elect to complete these plans before July 1 each year	Rotary year 2013-14	Area Governors, Membership Coordinators	District Leadership, District Trainer, Area Governors, Membership Coordinators	
6. Educate clubs on membership diversity. Encourage clubs to obtain a community and club profile that will reflect appropriate diversity criteria.	Rotary year 2013-14	District Membership Chair	Membership Diversity Assessment	
7. Conduct at least two membership seminars using the <i>GROW</i> methodology each year	Each Rotary year	District Membership Chair	District Leadership, District Membership Chair, Membership Coordinators	
8. Develop a strategy to increase the number of clubs by at least 2 each year and to ensure their future growth	Each Rotary year	District Extension Chair	District Leadership, District Extension Chair	
9. Develop a strategy to lower the average of Rotarians from 57 to 52 over three years	Each Rotary year	District Membership Chair	District Leadership, District Membership Chair, Membership Coordinators	
10. Develop a strategy to increase the percentage of female Rotarians from 24% to 35% over three years	Each Rotary year	District Membership Chair	District Leadership, District Membership Chair, Membership Coordinators	
11. Explore opportunities for	Each Rotary year	District Membership	District Leadership	

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
new club models as part of the RI Innovation and Flexibility Pilot Program	year	Chair		

OBJECTIVE 1.2: Encourage and assist in the implementation of strategic planning by all clubs.

- Encourage all Presidents-Elect and Area Governors to complete the first 4 steps of the District's Six Step leadership Plan (Six Step Plan) by July 1 each year. (Steps 5 and 6 should be completed the following year)
- Provide training and technical assistance to all clubs on the development of a club strategic plan by July 1.
- Encourage and assist all clubs to adopt and implement the Club Leadership Plan by July 1.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	
1. Conduct meetings at which the concept, philosophy and rationale for the Six Step Plan, the club strategic plan and the Club Leadership Plan (CLP) are shared	Rotary year 2013-14	District Trainer, Area Governors	District Leadership, RI materials	
2. Plan for the implementation of the club's Six Step Plan, club strategic plan and CLP	Rotary year 2013-14	District Trainer, Area Governors	District Trainer, District Leadership, District RLI Chair, Area Governors	
3. District Governor and Area Governors review strategies with club leaders	Rotary year 2013-14	District Governor, Area Governors	District Leadership, Area Governors	
4. Provide technical assistance follow up and monitoring to clubs on Six Step Plan, club strategic plan and CLP	Rotary year 2013-14	Area Governors	District Leadership, Area Governors	
5. Educate and motivate club leaders to use the District and Club data base (DaCdb)	Each Rotary year	District Trainer, Area governors	District Leadership, Area Governors	

OBJECTIVE 1.3: Develop and provide to clubs a comprehensive District Training Plan that uses RI training materials adapted for our District and club needs. Promote use of technology in training initiatives. Support the current program of Pre-PETS 1, Pre-PETS 2 and Chesapeake PETS (multi-district PETS) for PEs

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	
1. Determine District-wide training needs, scope of training and a schedule for training. Distribute to clubs the year before implementation	Rotary year 2013-14	District Trainer	District leadership, District Committee Chairs	
2. Identify and develop curriculum for training	Rotary year 2013-14	District Trainer	District Leadership, District Trainer	
3. Professionally package training materials and provide access to materials via the District website	Rotary year 2013-14	District Trainer	District Leadership, District Trainer, District Webmaster	

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	
4. Identify and train trainers annually	Each Rotary year	District Trainer	District Leadership, RLI Trainers	
5. Effectively market training opportunities for PETS, PR, Foundation, membership, Club Leadership Training and other key areas of Rotary activities	Each Rotary year	District Trainer, District Governor-Elect, Area Governors	District Leadership, Area Governors, District Committee Chairs	
6. Explore opportunities for utilizing available technology more effectively	Every year	District Trainer	District Training Team, District committee Chairs	
7. Conduct Pre-PETS 1, Pre-PETS 2 and Chesapeake PETS training programs for incoming club presidents	Every year	District Trainer	District Training Team, District Governor-Elect	

OBJECTIVE 1.4: Develop leaders at Club and District levels.

- Encourage clubs to provide for continuity in leadership, including the concept of succession planning and emerging leaders training to ensure development of future leaders.
- Hold an annual District leadership development seminar.
- Encourage the use of RLI for Club and District Leadership training

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	
1. Promote awareness of importance of leadership succession and club officer training in the CLP training	Rotary year 2013-14	District Trainer	District Leadership, District Trainer, Area Governors	
2. Make effective training available for club leaders via PETS, District leadership Training seminars and other means	Each Rotary year	District Trainer and District RLI Chair	District Leadership, Area Governors, District RLI Chair	
3. Promote and encourage attendance at Rotary Leadership Institute (RLI) training sessions by new members and potential club and District leaders	Each Rotary year	District RLI Chair	District Leadership, District RLI Chair	
4. Encourage Rotarians to participate in District-level activities and serve as Committee Chairs, Area Governors and on other District, Zone and Rotary International Committees	Each Rotary year	District Governor, Area Governors	District Leadership	

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	
5. Provide a comprehensive awards program to encourage club leaders to meet the goals and objectives set forth in the District Strategic Plan	Each Rotary year	District Awards Chair	District Leadership	

OBJECTIVE 1.5: Promote New Generation activities

- Provide club leadership with information about New Generation programs and activities.
- Identify and establish resource coordinators for all New Generation programs.
- Provide training opportunities for New Generation members at PETS and other District training events.
- Capture details of New Generation members in the District database.
- Establish one new Interact Club each year.
- Establish one new Rotaract Club each year.
- Encourage Rotaract officers to attend PETS and RLI training sessions
- Have at least 120 attendees at the District RYLA course each year.
- Have every club send at least two high school representatives to District RYLA each year.
- Ensure that the administration of RYLA North America has appropriate District oversight.
- Have at least 10 clubs actively participate in the District's Youth Exchange Program each year.
- Have at least 8 outbound and at least 8 inbound Youth Exchange students each year.
- Encourage each Rotaract Club to have a service project each year that addresses one of the six areas of focus of the Future Vision Plan.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	
1. Provide information about and establish coordinators for New Generation programs and activities	Rotary year 2013-14	District Governor Nominee, District Rotaract Chair, District Interact Chair, District Youth Exchange Chair	District Leadership, RI materials	
2. Provide training opportunities for New Generation members at PETS and other District training events	Rotary year 2013-14	District Trainer, New Generation Committee Chairs	District Leadership, District Trainer, New Generation Committee Chairs	
3. Establish one new Interact and one new Rotaract Club each year	Each Rotary year	New Generation Committee Chairs	District Leadership, New Generation Committee Chairs	
4. Have at least 120 students on District RYLA and 2 students attending District RYLA from each club each year	Each Rotary year	District RYLA Chair	District Leadership, District RYLA Chair	
5. Have at least 10 clubs participating in Youth Exchange and 8 outbound and 8 inbound Youth Exchange students each	Each Rotary year	District Youth Exchange Committee	District Leadership, District Youth Exchange Committee Chair	

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	
year				

GOAL 2: STRENGTHEN AND INCREASE FOCUS ON HUMANITARIAN SERVICE

OBJECTIVE 2.1: Continue to support polio eradication efforts. Encourage all clubs to contribute \$1000 annually to this initiative. Encourage clubs to develop and implement a Polio Eradication community fundraising plan and develop a communication plan to keep Rotarians informed on progress towards the achievement of a polio-free world.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
1.Educate clubs on the status of Polio Eradication	Rotary year 2013-14	District Polio Chair	District Foundation Committee Members	
2.Ensure that all clubs complete annually the Fund Development Club Goal Report Form	Each Rotary year	Area Governors	District Governor	
3.Keep clubs informed about the status of their contributions and the contributions of others	Each Rotary year	District Rotary Foundation Chair	District Foundation Committee Members	

OBJECTIVE 2.2: Provide training sessions on the Future Vision Plan to club leaders and communicate information about the Future Vision Plan to all District Rotarians. Encourage clubs to increase sustainable service focused on the Rotary Foundation's six areas of focus (peace & conflict prevention/resolution; disease prevention & treatment; maternal & child health; basic education & literacy; economic & community development). Provide certification training for Future Vision Plan district, global and packaged grants.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
1.Conduct training sessions for clubs and their leadership on the Future Vision Plan	Rotary year 2013-13	District Rotary Foundation Chair	District Rotary Foundation Chair and Grants Committee members	
2.Provide appropriate communications to all District Rotarians on the Future Vision Plan and its importance to all Rotarians	Rotary year 2013-14	District Rotary Foundation Chair	District Rotary Foundation Chair and Grants Committee members	
3.Incorporate the six areas of focus and the importance of sustainable plans in all Foundation materials and educate clubs on these areas through print and electronic means.	Rotary year 2013-14	District Trainer and District Foundation Chair	District Foundation Chair and Grants Committee members	
4.Prepare guidelines for clubs for grant proposals that reflect the need to incorporate sustainability and at least one of the focus areas in each humanitarian grant proposal	Rotary year 2013-14	District Foundation Chair	District Foundation Chair and Grants Committee members	
5.Conduct Future Vision Plan training sessions for clubs in	Rotary year 2013-14	District Trainer, District Foundation	District Foundation Chair, Grants Committee members	

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
grant preparation and certification		Chair		
6. Provide technical assistance to clubs as needed or requested	Rotary year 2013-14	District Foundation Chair, Grants Committee members	District Foundation Chair, Grants Committee members	

OBJECTIVE 2.3: Assist clubs to set and achieve program and giving goals to the Rotary Foundation.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	
1. Encourage all clubs to increase their annual member contributions from \$100 to \$200.	Each Rotary year	Area Governors	District Foundation Chair	
2. Review quarterly with Area Governors the progress of clubs in achieving this level of giving and develop incentives to meet this goal	Each Rotary year	District Governor-Elect, Area Governors	District Governor, District Foundation Chair	

OBJECTIVE 2.4: Conduct additional events and activities to promote awareness of and support for the Rotary Foundation.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	
1. Hold a Rotary Foundation Banquet to promote the Foundation and encourage donations	Each Rotary year	District Foundation Chair	District Foundation Chair, District Leadership Team	
2. Publish a quarterly Foundation Newsletter	Each quarter	District Foundation Chair	District Foundation Chair	
3. Encourage the use of RF Alumni as speakers and resource persons	Each Rotary year	District Foundation Chair	District Foundation Chair, District Alumni Chair, District Peace Fellowship Chair	

OBJECTIVE 2.5: Develop and support strategic partnerships and cooperative relationships for the District and clubs with non-Rotary organizations and promote partnerships between clubs and between clubs and other Districts. Hold a District Conference annually to promote fellowship, provide recognition and support the Goals and Objectives of this Plan and of Rotary International

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	
1. Define for clubs <i>cooperating organizations</i> and <i>strategic partnerships</i> as described in the Future Vision Glossary	Rotary year 2013-15	District Governor-Elect, Area Governors	District Leadership Team,	
2. Provide examples to clubs of organizations that meet these definitions	Rotary year 2013-15	Area Governors	District Leadership Team	
3. Publicize these definitions through print and electronic means	Rotary year 2013-15	Area Governors	District Leadership Team	
4. Encourage clubs to develop at least one non-Rotary relationship	Rotary year 2013-15	Area Governors	District Leadership Team	

5. Request clubs to share their experience with such organizations with other clubs and in a report to the District Governor	Rotary year 2013-15	Area Governors	District Leadership Team	
6. Hold an annual District Conference	Every year	District Governor	District Leadership Team	

GOAL 3: ENHANCE PUBLIC IMAGE AND AWARENESS OF ROTARY

OBJECTIVE 3.1: Encourage Clubs to promote their networking opportunities and signature activities. Encourage all Clubs to submit signature projects to be posted on Club or District website, in the District newsletter and communicated to local media.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
1. Encourage all clubs to identify one of their projects as a signature project each year and provide the DG with a summary of it	Rotary year 2013-14	Area Governor	District Leadership, PR Coordinator	
2. Assist clubs in posting their project on the District website and on social networks	Rotary year 2013-14	District Website Chair, District Executive Secretary	District Leadership, PR Coordinator	
3. Encourage clubs to publicize their project through their local media	Each Rotary year	PR Coordinator	District Leadership, PR Coordinator	
4. Provide PR technical assistance to clubs as needed or requested	Each Rotary year	PR Coordinator	District Leadership, PR Coordinator	

OBJECTIVE 3.2: Encourage and assist clubs to develop a strong Rotary image within the communities they serve. Encourage all clubs to participate in a District-sponsored public image workshop.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
1. Develop a checklist of actions that can be taken by clubs to create awareness of Rotary in their communities	Rotary year 2013-14	PR Coordinator	District Leadership, PR Coordinator	
2. Promote and hold District-wide workshop on public image and internet-based social networking	Each Rotary year	PR Coordinator, District Trainer	District Leadership, PR Coordinator	
3. Provide an award for most outstanding club information brochure and internet-based social networking pages	Rotary year 2013-14	PR Coordinator, Area Governors	District Leadership, PR Coordinator	
4. Assist clubs in holding "town hall meetings" mixers with community and Rotary leaders to focus on existing and potential new signature projects	Rotary year 2013-14	Area Governors	District Leadership, PR Coordinator	

OBJECTIVE 3.3: Assist the PR Coordinator to develop and implement a District PR Plan.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
1.Develop and implement a District PR Plan	Rotary year 2013-14	PR Coordinator	District Leadership, PR Coordinator	
2.Establish a date base of PR materials to assist clubs to promote awareness of Rotary-related activities	Each Rotary year	PR Coordinator, District Executive Secretary	District Leadership, PR Coordinator	
3.Monitor and evaluate club and District PR initiatives	Each Rotary year	District Leadership, Survey Advisor	District Leadership, PR Coordinator	

OBJECTIVE 3.4: Establish a District Marketing Committee and appoint a Chair. Develop a District Communication Plan.

ACTION PLAN	TIMELINE	PERSON/GROUP RESPONSIBLE	RESOURCES	BUDGET
1.Establish District Marketing Committee and appoint Chair to coordinate District marketing and outreach activities	Rotary year 2013 -14	District Governor	District Leadership PR Coordinator	
2.Develop District Communication Plan	Rotary year 2013-14	District Marketing Committee	District Leadership	