



DISTRICT 7360 STRATEGIC PLAN 2020-2023

ROTARY'S VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change—across the globe, in our communities, and in ourselves.

Rotary's Strategic Priority: Expand Our Reach

Objective: Grow and diversify our membership and participation.

District Goal: We will grow and sustain our membership.

Action Steps

1. Establish a committee representing the district.
Assigned: District Membership Chair (chairing established committee)
Cost: \$0
Deadline: March 31, 2020 **Completed 3/25/20 Meetings monthly**
2. Submit plan of action to the District Governor
Assigned: District Membership Committee
Cost: \$0 **Deep Dive/Membership Summit thru 9/2020, Discover Rotary**
Deadline: June 30, 2020 **Speakers Bureau participation**
3. Using the membership plan of action, increase district membership to 2500.
Assigned: Membership committee
Cost: \$1,000/year **\$500 allocated for 2020-21, Purchased Doodle acct.**
Deadline: June 30, 2023
4. Highlight clubs who have increased membership. Increased focus via the District newsletter.
Assigned: District Membership Committee or designated Rotarian
Cost: \$0
Deadline: Quarterly announcements through 2023.

Anticipated Result: District 7360 will realize a membership total of at least 2500.

Rotary's Strategic Priority: Enhance Participant Engagement

Objective: Provide leadership development and skills training to engage members.

District Goal: Teach Rotarians about Rotary through new methods of presentation.

Action Step:

Identify committee/committee chair **Chair/committee established 4/25/20**

Assigned: District Trainer 2020-21 through 2020-23/Training Team

Cost: TBD as yearly budgets permit **Budget \$500 First meeting 5/6/20
Purchased ZOOM account. "So You Want to Be a DG" – virtual. Training provided virtually**

Deadline: June 30, 2020 for new methods and identify curriculum updates

Deadline: June 30, 2023 to measure results of new methods **Survey to clubs on 7/20/20**

Anticipated Result: Greater involvement at club and district levels. Stronger clubs and more participation will be realized through RCC goals and goal achievement.

Rotary's Strategic Priority: Increase Our Ability to Adapt

Objective: Build and streamline governance at District level.

District Goal: We will update, maintain and continually review district bylaws, and we will create a manual of procedures, to guide future district and club leaders' ability to adapt to changing needs.

Action Steps

1. Update District bylaws.

1a. Identify committee/committee chair to update bylaws.

Assigned: District Governor 2019-2020

Cost: \$0

Deadline: February 29, 2020

1b. Prepare draft for review.

Assign: Committee **Assigned to Man of Proc committee June 2020**

Cost: \$100 for administrative costs

Deadlines to present drafts for review/comments/revision:

April 16, 2020 – Present during annual meeting (District Conference)

TBD 2020 – District Training Assembly

July 15, 2020 – Send final draft to Areas/Clubs for input **Deadline extended as needed by the Manual of Procedures committee**

December 31, 2020 – District Governor – District Newsletter **Expect to forward to club presidents for comment.**

January 31, 2021 – Bylaws finalized (Anticipated result – new bylaws)

Final vote expected during annual business meeting, May 2021

- 2. Prepare District manual of procedures.
- 2a. Identify committee to prepare manual of procedures
Assigned: District Governor 2020-2021 and AG Area 16 (Co-chairs)
Cost: \$0
Deadline: June 30, 2020 **Completed 3/31/20**
- 2b. Identify documents/areas of procedures required for manual
Assigned: Committee
Cost: \$0
Deadline: June 30, 2020 **Completed 3/31/20**
- 2c. Determine existing documents for incorporation
Assigned: Committee **Completed 4/7/20 Writing & review continue**
Cost: \$100 – Administrative costs **Change in title from Manual of Procedures to District Handbook/Leadership Plan – May 2020**
Deadline: June 30, 2020
- 2d. Send the draft manual of procedures to DG, DGE, DGN, iPDG, key PDGs, AGs and other District leaders for review.
Assigned: Committee
Deadline: December 31, 2020
- 2e. Finalize District manual of procedures
Assigned: Committee
Cost: TBD (Administrative costs)
Deadline: January 31, 2021 (Anticipated result – Completed manual)

Anticipated Result: District bylaws and manual of procedures will be updated/completed and available for District membership.

Rotary's Strategic Priority: Increase Our Ability to Adapt

Objective: Build a culture of research, innovation, and willingness to take risks.

District Goal: We will task district leadership to become more involved with clubs.

Action Step

Create/update District Speakers' Bureau list twice each year.
(Speakers' Bureau defined: District leaders who are experts in Rotary-related topics. These leaders from all areas of the district will be available to speak to clubs and if requested, instruct them.)

Assigned: District Governor 2019-2020

District Governor 2018-2019 **Topics identified 4/25/20**

Cost: TBD by July 1, 2020 **Speakers list – 8/15/20. Included in District Directory, DACdb, District website. Forwarded to AGs.**

Deadline: July 1, 2020. Update every six months through June 30, 2023

Meet with speakers – DG 2018-19

Anticipated Result: Rotary experts serving on Speakers' Bureau will be available for speaking during club and District meetings. **Completed.**

Rotary's Strategic Priority: Increase Our Impact

Objective: Improve our ability to achieve and measure impact

District Goal: We will write a strategic plan, which will be carried out by assigned parties, monitored, and realized through visible and measurable results.

Action Steps

- 1.** Write the strategic plan.
Assigned: District Leadership and Strategic Planning Committee
Cost: \$0
Deadline: February 28, 2020 **Completed 2/28/20**

- 2.** Present strategic plan at PETS 2020
Assigned: District Governor 2020-2021
Cost: TBD (Printing – PETS budget)
Deadline: March 6/7/8, 2020 **Completed 3/6-7/20**

- 3.** Follow up on progress every six months beginning June 30, 2020
Assigned: District Governor/Strategic Planning Committee
Deadline: June 30, 2023

Anticipated Result: District strategic goals will be completed with positive impact.