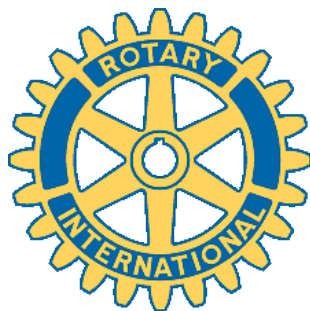


Approved by Strategic Planning Committee
December 7, 2007

(Revisions 12/18/07)
(Revisions August 22, 2009)



STRATEGIC PLAN
FOR
DISTRICT 7570
JULY 2009–JULY 2013

APPROVED: April 05, 2008

SECTION ONE

STRATEGIC FOCUS

The Aim of this Plan

The focus of this strategic plan is to be a blue print to ensure continuity and consistency of operations of District 7570; to be a roadmap for the future of District 7570 and to bring a greater understanding of the work of District 7570 and Rotary International to the member clubs of District 7570.

The Mission

The mission of District 7570 is to support its member clubs in fulfilling the Objectives* of Rotary by:

Fostering unity among member clubs
Strengthening and expanding Rotary throughout the District
Communicating the work of Rotary throughout the District
Providing a system of District administration; and
Developing a full appreciation and support of RI.

ADD

OBJECTS of Rotary

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District 7570 Core Activities

The core activities of District 7570 are:

- Identifies and charters new clubs
- Funds, identifies and recruits Ambassadorial Scholars and Peace Scholars
- Establishes Group Study Exchange [GSE] with another district(s); as such, recruits and interviews, and selects team leaders and members and hosts the visiting GSE teams and provides training for each out-bound leader and member.
- Approves and funds Community Project Grants for local clubs
- Establishes the mechanism for matching grants
- Trains the incoming club presidents
- Ensures that proper goals are set for membership and The Rotary Foundation
- Ensures that an annual district conference, membership seminar, and Foundation Recognition events are held annually
- Ensures district projects are approved in an appropriate manner
- Selects a delegate and alternate delegate to the Council of Legislation
- Sends recommendations to the Council of Legislation
- Convenes periodic meetings of the Council of Governors
- Ensures an annual review of policies and a tri-annual coordination for changes as a result of the Council of Legislation
- Ensures the required club reports on membership and attendance area submitted to Rotary International
- Trains the Assistant Governors
- Trains District Committee Chairpersons
- Support Rotary Leadership Institute
- Youth Exchanges
- Interact/Rotaract

ORGANIZATIONAL VALUES

The Four Way Test

Of the things we think, say or do!

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL, and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

DECLARATION OF ROTARIANS IN BUSINESSES AND PROFESSIONS

As a Rotarian engaged in a business or profession, I am expected to:

- 1) Consider my vocation to be another opportunity to serve;***
- 2) Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community;***
- 3) Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;***
- 4) Be fair to my employer, employees, associates, competitors, customers, the public and all those with whom I have a business or professional relationship;***
- 5) Recognize the honor and respect due to all occupations which are useful to society;***
- 6) Offer my vocational talents: to provide opportunities for young people, to work for the special needs of others, and to improve the quality of life in my community;***
- 7) Adhere to honesty in my advertising and in all representations to the public concerning my business or profession;***
- 8) Neither seek from nor grant to a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship.***

PRIORITY GOALS

GOAL ONE

Increase Rotary District 7570 effectiveness

GOAL TWO

Ensure the efficiency of District 7570

GOAL THREE

Ensure the continuity of district programs, the consistency of district performance, and promote future district leadership

GOAL FOUR

Increase awareness of the Rotary District and related Rotary International and The Rotary Foundation programs [internal awareness and public awareness]

SECTION TWO

PERFORMANCE OBJECTIVES

Goal One

Increase Rotary District 7570 effectiveness

Objective

Actions

A. Increase effectiveness of Clubs

- 1. Identify and focus on clubs with limited effectiveness. [2 attachments 1. Effective Clubs... 2. “Indicators for Clubs Who Need Assistance” attachment]*
- 2. AGs to develop and implement support programs for each identified club*

Responsibility: Assistant Governors [AGs], District Membership Committee, District Governor

When: By 12/1 each year

B. Increase membership

- 1. Membership promotion at every Rotary activity*
- 2. Outreach to minorities*
- 3. Regular district membership seminars*
- 4. Define and instruct leaders “how to conduct meetings”*
- 5. Analyze and project Areas needing new clubs*
- 6. AGs share with clubs/presidents successful methods of membership recruitment and retention.*

Responsibility: 1. – 3. AGs, District Membership Committee, 4. District Training Committee, 5. District Extension Committee

When: 1., 2., & 5 – March 30; 3. Spring; 4. PETS Retention efforts on-going

C. Quality Programs

- 1. Cross reference database of good speakers by Area*
- 2. District Committees chairs commit to assist*

Responsibility: AGs

When: At each AGs' Area meeting; provide speaker (good program) information to IT Committee after each Area Presidents meeting.

D. Leadership Training and Education

- 1. Develop full training model:
DTTS
PETS
District Training Assembly-name change?
Rotary Leadership Institute*

Responsibility: District Training Committee, DG

When: Spring

E. Fellowship Activities

- 1. Promote fellowship at every District-wide activity with inclusion of spouses .*
- 2. Encourage club level fellowship and inclusion of families*
- 3. Encourage fellowship through multi-club activities*

Responsibility: DG/AG/Club Presidents

When: on-going

G. Service Project Activities

- 1. Disseminate information among clubs to better understand types of projects. Use website database. Use year-end club reports.*

Responsibility: World Community Service, Grants, & District Awards Committees; DG through Governor's Newsletter

When: on-going

H. Youth/Young Adult Activities

1. Promote youth/young adults activities

- a. District Youth Leadership conference**
- b. Drug Abuse Speech Contest**
- c. Interact, Rotaract, International Youth Exchange**

Responsibility: Youth Leadership Committee, Interact Committee, Rotaract Committee, International Youth Exchange Committee

When: Youth/Young Adult activities -on-going, Youth Leadership Conference - December

I. District/Club Interface

1. Communicate effectively with clubs/committees and club officers, and district committees; using website technology

Responsibility: Primary: IT; DG/AGs

When: on-going

Goal Two

Ensure the efficiency of District 7570

Objective

Action

A. Use of technology

1. Review and evaluate annually existing technology to see if changes are needed. Pursue phone and web-conferencing

Responsibility: IT Committee

When: on-going

B. Budget Process

*1. Develop budget annually based on target goals of membership
2. Ensure financial accuracy and transparency*

Responsibility: Finance Committee; approved by District Assembly

When: 1. By Feb each year; 2. Audit by Sept each year

C. By-Laws/Strategic Plan Interface

*1. Develop a means to monitor whether District 7570 is in conformance with RI By-Laws; make sure District By-Laws are not in conflict with RI.
2. Review COL changes [Responsibility: COL Representative]*

Responsibility: Strategic Planning Committee

When: Each three years on COL cycle

D. Continuity of Operations

1. Annual review of District policies and appointments

2. Governance documents review with recommended changes to SPC.

Responsibility: Operations Committee

When: 1. March each year; 2. Dec each year

Goal Three

Ensure the continuity and consistency of District 7570 performance and promote future District 7570 leadership

Objective

A. Develop Future Governors

Action

- 1. Assistant Governor cultivation activities and scheduled AG training events at least twice a year*
- 2. Develop a membership awareness of the duties and responsibilities of a District Governor*
- 3. Identify annually at least three DG candidates based on leadership at the club/district level*

Responsibility: Nominating Committee, DG/AGs, Council of Governors

When On-going. See schedule from District's "Policies and Procedures Management" manual –Article III, Section 1.

B. District Committee Involvement

- 1. Use DTTS to train AGs and Committee Chairs with emphasis on coordination of roles to serve clubs*

Responsibility: District Training Committee

When: Each year at DTTS

- 2. Encourage Rotarians to want to consider serving on District Committees*

Responsibility: AGs to DGE on-going

When: Complete by 12/31

- 3. Ask Rotarians to indicate their interests in serving on District Committees using a website provided form*

Responsibility: DGN

When: on-going

- 4. Have an annual District Team Training ~~session~~ event for AGs and District Committee Chairs to*

ensure all committees remain coordinated, active and effective.

Responsibility: District Training Committee

When: DTTS each year

5. Encourage clubs to sponsor candidates for Rotary Leadership Institute training

- a. Identify leaders within clubs for RLI training*
- b. Encourage identified Rotarians to participate*

Responsibility: AGs/Club Presidents

When: On-going

Oversight: AGs, Council of Governors

GOAL FOUR

Increase awareness of the Rotary District and related international and The Rotary Foundation programs [internal and public]

Objective

Action

A. Internal Awareness

1. Evaluate different types of effective communication on a trial and error basis

Responsibility: IT Committee

When: In advance of DTTS

2. Use the District's website to post Annual goals, promote programs and for utilization of email.

Responsibility: IT Committee & District Committee Chairpersons

When: By April 1 and on-going

3. Develop a schedule for reminder of calendar events and prompts for requests.

Responsibility: Ambassadorial Scholar Committee, Group Study Exchange Committee, Training Committee, Youth Exchange Committee, DG/AGs

4. Educate clubs about funds which are available for PR campaigns

Responsibility: Grants Committee

When: Prior to PETS

B. Public Awareness

1. Develop an email list of club PR chairs and utilize the list to promote district activities.

Responsibility: DG

When: By July each year

2. MOVED to 4. above

3. Encourage clubs to publicize club activities in all local media

Responsibility: District Public Relations Committee

C. Increase awareness of RI

When: On-going

1. Publicize International accomplishments of Rotary.

- a. Speak at public events**
- b. See Goal One, C. 1.**

Responsibility: All District Committees with assistance of Public Relations Committee

When: On-going

Reference: Goal One, A. 1

ROTARY DISTRICT 7570 **INDICATORS OF CLUBS NEEDING ASSISTANCE**

For any two of the last five years, in priority order

- 1. Membership below 20 – the current minimum for starting a new club**
- 2. Attendance below 50% in two reports spaced at least 5 months apart**
- 3. Absence of community service projects**
- 4. Non-attendance at PETS - must conform to standard club constitution (Art 10 Sec 5 (c))**
- 5. No President-Elect shown in District Directory**
- 6. Not represented at District Conference**
- 7. Pattern of declining membership over last five years (regardless of number of members)**
- 8. Limited support of Foundation**

ACTIONS TO OFFSET ABOVE INDICATORS

- 1. Extraordinary support of TRF**
 - a. Sustainer**
 - b. Skelton Fellows**
 - c. Exceeding District per member goals**
- 2. Strong financial position out of proportion to membership**
- 3. Extraordinary service projects or fund-raising projects**

Reference: Goal One, A. 1

