

# Rotary District 7610 Strategic Plan 2019-2022

**Action Plan: for Communications and Public Image Strategic Priority**

Team members: PDG Jon Allan (Chair), Jim Holcombe (Special Asst. to DG), Dave Borowski, (PI Chair 2019-20), Jonathan Thomas Chadwick Lucus (DGE), and Pat Borowski, (DGDE)

**GOAL #1: Provide all Rotarians with tools to access, use and share information important to successful club and district operations.**

	What?	Who?	Degree of Change	By When?
<b>Objective #1: Ensure a complete and accurate district database</b>	Reporting to the DG is a position (Chair or Lt. Gov. level) overseeing Membership-PI-District Communication-Social Media-e-data-Recognition (awards). The PI Chair is focused on <u>content development</u> that leads to brand clarity and recognition. PI remains linked to Membership.	Clubs should similarly align with new grouping.	To expand awareness of the Rotary Brand—all components need to be synergistically aligned from the District level to the Club level. District Communication Officer (DCO) supplants and expands upon the existing DACdb Chair position (data focus).	Positions should if possible be appointed for a three-year period. Appoint separate Chair positions for each function by July 1st of each year.
	Training on the use of DACdb will be offered to the District Secretary, and all club presidents and/or club secretaries. ALL club secretaries should have mandatory DACdb training. If you want to be a secretary, you need to go. To training. They should be the contact at the club level.	Lt Gov. DCO, DCO committee and District trainer	100% of all presidents shall have multiple DACdb training opportunities. DCO to communicate in advance opportunities and venues. Both newsletters to announce.	Annually training offered at following: <ul style="list-style-type: none"> <li>• DTA</li> <li>• C-PETS</li> <li>• Zone 33 training, RLI, and</li> <li>• DACdb on-line course</li> </ul>
	Club database (DACdb) will be up-to-date by 3rd of each month. All Pres-Elect photos and personal data shall be posted	Lt. Gov., DG, DCO, AGs	100% up to date.	Pres-Elect photos and personal information must be uploaded 15 days before pre-PETS
	District Leadership positions will be up-to-date on DACdb.	DG, DCO & Committee, AGs	100% up-to-date. Need authorization to release DACdb data to leadership instead of publishing annual 'paper	All Club leadership positions uploaded by Mar 15th
	DCO and Committee shall provide assistance to all Club secretaries on DACdb.	DCO to submit a District Advisory Council report quarterly.	DCO should request AGs to follow-up with delinquent Club president prior to quarterly District Advisory Council	AGs to provide listing of delinquent Pres.-Elect posting before C-PETS
	Apply for a District grant or include \$1,000 toward database training.	DCO and DCO committee	No grant initiated in previous strategic plan.	July 1

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	What?	Who?	Degree of Change	By When?
<b>Objective #1: Increase Member usage of district data and readership of district newsletters</b>	Update general membership & Foundation data on district database and include in D7610 newsletter, and e-mail communications	DCO & Committee, News-letter editors	Membership and Foundation data should be published monthly in both newsletters. Or combined newsletters.	July 1 and continue on-going
	Update general membership data and post signature projects on Rotary Club Central and/or Showcase	DG, DCO & Committee, Awards Chair, PI Chair, and AGs	Membership review re-mains monthly in news-letter. DG should be sup-plied with an updated re-port and recommendations, quarterly, by AGs, for District Advisory Council meeting.	July 1 and continue on-going
	Develop special promotions around: TRF giving, membership development, engagement in collaborative district events, conferences, training on communications platform management and other appropriate areas	PI Chair, DCO & Committee, DRFC, District trainer, Newsletter editor (s). Consider combining two D7610 newsletters into one	Special monthly promotions already announced in both newsletters, and on the announcement 'scroll' of the D7610 website. Ad Hoc e-mails shall continue.	Beginning July 1 and on-going
	Divide the website planning into operational and longer strategic planning. Include DG budget line-item for web-site operations and longer strategic planning.	DCO & Committee, DRFC, District trainer, Website Chair. Website Chair position to continue and appoint a separate longer strategic website planner	The Website was over-hauled in 2018. The Web-site Chair handles operational activities monthly por ad hoc. D7610 needs to initiate multi-year succession planning. At present, only one Rotarian has operational control of website.	Beginning July 1 and on-going

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## GOAL #2: Encourage Clubs to Develop a strong Rotary image within their Community

	What?	Who?	Degree of Change	By When?
<b>Objective #1: Increase public image awareness of Rotary Service by encouraging Clubs to present a more consistent con-tent message and by advertising and</b>	Encourage Clubs to submit articles to both District newsletters and develop relationships with local radio, press/blogs. Sponsor/support the District Rotary TV Show. Need \$1,500 in District budget per year to subsidize <i>Rotary Times</i> . TV. Contact local media—including blogs (e.g., on-line Patch, Falls Church News Press ).	DCO & Committee, PI Chair, and producer of <i>Rotary Times</i> & News-letter Editor (s).	All Northern VA Clubs will be solicited to sponsor <i>Rotary Times</i> and encouraged to provide Rotarian guests to be interviewed. The estimated cost of maintaining a D7610 TV show is \$2,700 per year.	July 1st and on-going. Ad Hoc solicitation of ads for C-PETS pro-gram hand-out, and District Conference hand-out TBA.
	Provide Training focused on encouraging Clubs to focus their signature activities on: The strategic plan, the RI/Zone 33 & District awards criteria, Rotary's six areas of focus, and/or the DG's own stated 'Signature projects'. Consider Environment/Clean Water as 7th Rotary area of focus (RI initiative).	DCO, PI Chair, AG's, District Trainer, and Awards Chair. AGs responsible to encourage Clubs to align signature projects to establish a more consistent content message.	Regional training began in RY 2018-19 and shall continue. The Awards Chair shall communicate the Awards criteria and the AGs shall follow-up with Clubs quarterly and report status during District Advisory Council meetings	The Awards criteria shall be communicated within one week of release by RI and Zone 33.
	Publicize Club announcements and feature significant Club projects and events on <i>Rotary Times</i> and in both D7610 newsletters	DCO & Committee, Ah-med Selim, Producer of <i>Rotary Times</i> and Editors of both D7610 news-letters	Continue monthly. Consider combining TRF's <i>In Motion</i> and <i>Inspiration</i> District newsletter	July 1 and on-going
	Clubs should develop partnerships with local media on their own and through collaboration with other community organizations.	DCO & Committee, Club PI Chair & D7610 PI Chair	Initiated in previous strategic plan.	On-Going

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	What?	Who?	Degree of Change	By When?
<b>Objective #2: Orient District training to show clubs and leaders how to leverage the benefits of social media</b>	Get feedback from Membership-PI workshop attendees on how they use social media. Social Media Chair shall make multiple presentations about new social media innovations and share.	Social Media Chair shall report to DCO.	Social Media Chair should consider forming a social media committee	On-Going
	Use RI website and People in Action campaign as social media guidelines and promote at workshops. Clubs should develop guidelines for youth social media and posting of youth information. Need parental permission for minors.	DCO and Social media Chair	No Change from previous plan	On-Going.

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<b>Objective # 3: Promote the Rotary Brand</b>	Encourage Clubs to develop a signature project that contributes toward awards. Promote signature projects in mass media, newsletters, and on <i>Rotary Times</i> (TV). Post signature projects on Showcase.	DCO, PI Chair, Awards Chair, Newsletter Editors and <i>Rotary Times</i> Producer	Posting of signature projects are now mandatory for some RI/Zone 33 and district awards.	July 1 and on-going

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	What?	Who?	Degree of Change	By When?
<b>Objective #4: Encourage and Promote attendance at Rotary International Convention, D7610 Conference, and Membership-PI Workshops</b>	Educate membership why the Rotary International Convention, the D7610 Conference, and Membership-PI regional workshops are important.	Re-appoint PDG, ARRFC Chuck Davidson as International Convention Chair. Appoint or re-appoint a D7610 conference Chair. Membership Chair & PI Chair to pro-mote regional Member-ship-PI workshops. The DG and both Newsletter editors shall promote each event.	No Change from previous plan	Should confirm appointment of both Chairs prior to end of RY 2018-19
	DG, PI Chair to Develop a vision statement and priority focus listing and convey these to Clubs during work-shops and DG club visits. Newsletter & Website to convey/print vision statements.	DG, DCO, PI Chair, Newsletter editors	PI listing & vision statement for RY 2018-19 needs to be updated each year of the strategic plan.	Needs to be finalized by Pre-PETS