ROTARY DISTRICT 7630
STRATEGIC PLAN

2021 – 2024

Rotary District 7630 Strategic Plan
2021-2024

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Acronyms and Definitions

AG	Assistant Governor
DACdb	District and Club database
DG	District Governor
DGC	District Governor Chain. (The leadership group consisting of the Immediate Past District Governor, District Governor, District Governor Elect, District Governor Nominee, and the District Governor Nominee Designate.)
RI	Rotary International
ROP	Rules of Procedure
SWOT	Strengths, weaknesses, opportunities, and threats

Rotary District 7630 Strategic Plan
2021-2024

Introduction

A strategic plan sets the future direction of an organization and identifies the resources that will need to be allocated to achieve that future reality. This Rotary District 7630 Strategic Plan establishes the goals, objectives, tactics, and measures necessary to achieve our mission in support of our clubs and Rotary International, and thus, grow our organization into the future.

District 7630 has not had a Strategic Plan since 2013. Therefore, this effort represents a new initiative rather than an update of our previous direction. This plan has been based on input we received from the District survey we conducted in March 2021 (the District 7630 Strategic Planning Survey Report is attached as Appendix 1). From that survey, we developed a Mission Statement for our District and developed three goals for inclusion in this plan.

Vision, Mission, Values

The **Vision** of Rotary International is: "Together we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves."

The **Mission** of District 7630 is to support and advance the Vision of Rotary International by providing leadership, guidance, and support to the Rotary Clubs of the District and to serve as a liaison between the Clubs and Rotary International and the public.

The **Values** of Rotary International are also the values of our District: Fellowship, Integrity, Diversity, Service, and Leadership.

Goals

The three **Goals** of this strategic plan are:

1. Support the District's clubs.
2. Enhance the District's communications and public image.
3. Strengthen the District's leadership and administration.

The **Objectives** within these Goals are:

Goal 1: Support the District's clubs.

Objective 1.1.: Establish an on-line resource center that will serve as a "one stop" location for Clubs to find all the information necessary to run a Rotary Club.

Objective 1.2.: Provide interactive communication between the District and clubs, and among clubs, to share best practices and provide mutual support.

Objective 1.3.: Provide club leaders and members with training on the key functions and programs of Rotary, using a variety of on-line, virtual, and in-person forums.

Objective 1.4.: Provide specialized administrative support to small clubs.

Goal 2: Enhance the District's communications and public image.

Objective 2.1.: Establish a District-driven approach to promoting Club and District activities and accomplishments to the public.

Objective 2.2.: Provide guidance and training to the clubs on how to best utilize a variety of tools to communicate with their members and their community.

Objective 2.3.: Provide continuing communications to all District Rotarians regarding Club, District, and Rotary International initiatives and issues.

Goal 3: Strengthen the District's leadership and administration.

Objective 3.1.: Evaluate the effectiveness of the District's structure and administration, and implement improvements where necessary.

Objective 3.2.: Create a District Leadership Team that is well trained, visible, and accessible.

Objective 3.3.: Create a District Succession Plan for adding new members to Leadership and Committee positions.

Tactics and Measures

Within each of the above goals and objectives, we have developed tactics whereby the District can accomplish our goals, and measures whereby we can evaluate our success. These tactics and measures appear in the subsequent charts.

Monitoring

The progress and success of achieving the goals of this plan should be evaluated every six months by the District Governor Chain and the plan should be updated on a rolling, annual basis.

Committee

The Strategic Planning Committee included:

Cliff Berg, Chair
Marie Calafiura
Bill Ferguson
Ed Gossett
Larence Kirby
John Mager
TJ Myers

Adopted

_____ _____

Date H. Hugh Dawkins, Jr., District Governor

Goal 1: Support the District's Clubs.

Objective and Measures	*Tactics*
Objective 1.1. *Establish an on-line resource center that will serve as a "one stop" location for Clubs to find all the information necessary to run a Rotary Club.* ***Measures*** ***1.1.a.*** *Within six months of adoption of this Strategic Plan, the Website subcommittee will have been established and will submit to the DG Chain a plan for development, implementation, and funding of the District Resource Center.* ***1.1.b.*** *Within 12 months of adoption of this Strategic Plan, the Website Subcommittee and Training Committee will announce the successful launch the Resource Center.* ***1.1.c.*** *Successful use of the resource center will be monitored through an evaluation of the increased use of the District's website and any decrease in requests for information directed to the District.*	**1.1.1.** The Public Image Committee will create a Website Subcommittee charged with the task of overseeing the development and implementation of an on-line resource center (see Appendix 1). This would be accomplished preferably through DACdb or another service run by a Rotarian. **1.1.2.** The Public Image Committee will coordinate with the Finance Committee and the DG Chain to assure the resource center is adequately funded. **1.1.3.** The Website Subcommittee will review the Resource Center at least annually to ensure all information is current and all links to other websites are functional. **1.1.4.** The Training Committee will develop and implement communication materials to inform the Clubs and members of the availability and utility of the resource center.

Objective and Measures	*Tactics*
Objective 1.2. *Provide interactive communication between the District and Clubs, and among Clubs, to share best practices and provide mutual support.* ***Measure*** ***1.2.*** *The AGs will report examples of information sharing and collaboration between Clubs during their quarterly meetings with the District Governor (see Tactic 3.2.4.).*	**1.2.1.** Along with Tactic 1.3.3 (quarterly AG-Club Presidents meetings), the Assistant Governors (AGs) will provide Presidents in their Area email or other updates on Club activities within the Area and identify opportunities for collaboration and sharing of resources between Clubs. **1.2.2.** AGs will attend a meeting of each Club in their Area (either in person or virtually) at least quarterly.

Objective and Measures	*Tactics*
Objective 1.3. *Provide club leaders and members with training on the key functions and programs of Rotary, using a variety of on-line, virtual, and in-person forums.* ***Measure*** ***1.3. F****eedback collected at the training sessions themselves and from the Assistant Governors' meetings with Club Presidents will be compiled, and these positive and negative comments will be provided to the DG Chain, Training Committee, and other Committee Chairs for use in improving future training.*	**1.3.1.** The Training Committee, working with other relevant committees (e.g., Membership; Foundation; Public Image; etc.) will evaluate all the training modules used in the District for their relevance and effectiveness and make improvements where necessary. Additionally, new training areas should be identified for development where needed and outmoded or unnecessary training should be eliminated. **1.3.2.** District Committee Chairs will communicate to all Clubs their availability to meet with individual Clubs, either in person or virtually, to discuss their Committee's activities, available training, and to answer questions and address concerns. **1.3.3.** The Assistant Governors will meet quarterly by Zoom with the Club Presidents in their Area to discuss Club issues and needs and promote training.

Objective and Measures	*Tactics*
Objective 1.4. *Provide specialized administrative support to small clubs.* ***Measure*** ***1.4.*** *The Assistant Governors will monitor for any administrative improvements and/or problems, report them at their meetings with the District leadership (see Tactic 3.2.4.) and make recommendations for improvements to the administrative support services listed within the resource center.*	**1.4.1.** The Website Subcommittee will develop a section within the online resource center (see Objective 1.1.) which identifies administrative support services that could be utilized by clubs unable to accomplish these tasks on their own (e.g., bookkeeping, recording minutes, Government filings, fundraising coordination and 501(c)3 support, etc.). **1.4.2.** The administrative support section of the resource center will be reviewed and updated at least annually and will highlight those services provided by other Rotarians.

Goal 2: Enhance the District's Communications and Public Image.

Objective and Measures	*Tactics*
Objective 2.1. *Establish a District-driven approach to promoting Club and District activities and accomplishments to the public.* ***Measures*** ***2.1.a.*** *The District will develop and begin implementation of a public communication strategy within 12 months of the adoption of this District Strategic Plan.* ***2.1.b.*** *The Public Image Committee will establish a baseline of public media interactions (published news stories, social network views, etc.) prior to implementation of the public communication strategy for comparison to such measurements obtained on an ongoing basis after the strategy is implemented.* ***2.1.c.*** *The Public Image Committee will collaborate with the Membership Committee to track the number of potential members showing interest in Rotary and the number of new members attracted to the various Rotary Clubs in the District. These data would allow a comparison of the annual number of contacts showing interest and the number of new members acquired before and after implementation of the public communication strategy. This may also require surveying new members regarding how they learned about Rotary before joining.*	**2.1.1.** The Public Image Committee will amend its responsibilities in Article III. Section H. of the Rules of Procedure to include a new Section H.1. Part a.: "Establish and regularly update a strategic communication plan that promotes Club and District activities and accomplishments to the public." (The remaining Parts of Section H.1. would be re-lettered accordingly.) **2.1.2.** The Public Image Committee will amend its membership in Article III. Section H. of the Rules of Procedure document to include a new Section H.2. Part a.(vi).: "District Social Media Chair." **2.1.3.** The Public Image Committee will establish a planning subcommittee with representatives from the District Areas to develop a forward-looking public communication strategy. The strategy should define a public message that uses our District and Club accomplishments to encourage an interest in Rotary membership and participation. **2.1.4.** The Public Image Committee will annually evaluate the various forms of public communication (print, digital, social, etc.) currently in use by the District for their effectiveness and identify what should be continued, improved, added, or discontinued.

Objective and Measure	*Tactics*
Objective 2.2. *Provide guidance and training to the clubs on how to best utilize a variety of tools to communicate with their members and their community.* ***Measure*** ***2.2.*** *The Public Image Committee will survey clubs annually to establish a baseline and monitor progress on the use of various communication tools and their impact.*	**2.2.1.** The Public Image Committee will establish guidance documents and conduct workshops on how a club can create and maintain a source of information for the public and for club members through the use of digital and social media (web site, Facebook, Instagram, YouTube, etc.). **2.2.2.** The Public Image Committee will establish guidance documents and conduct workshops on how a club can attract media coverage (print and broadcast) to promote their achievements. **2.2.3.** The Public Image Committee will serve as a source of information and guidance on the proper use of current Rotary branding in all events and communications.

Objective and Measure	*Tactics*
Objective 2.3. *Provide continuing communications to all District Rotarians regarding Club, District, and Rotary International initiatives and issues.* ***Measure*** ***2.3.*** *The Public Image Committee, while evaluating the District's communication tools (newsletter, website, Facebook page, etc.) will establish baseline data on their current use and then periodically measure improvements in the number of "hits" these tools are receiving after any modifications or improvements are made.*	**2.3.1.** The Public Image Committee will evaluate the weekly District newsletter ("Rotary Reminders") and work with the District Governor to implement any necessary improvements. **2.3.2.** The Public Image Committee will review the District website, Facebook page, and DACdb, and work with the District Governor to implement any necessary improvements, streamlining, and updates. **2.3.3.** Through their communications to District Rotarians, the Public Image Committee, the District Governor, and the Assistant Governors will facilitate inter-club collaboration and information sharing.

Goal 3: Strengthen the District's Leadership and Administration.

Objective and Measures	*Tactics*
Objective 3.1.: *Evaluate the effectiveness of the District's structure and administration, and implement improvements where necessary.* ***Measures*** ***3.1.a.*** *Amendments to the Rules of Procedure and this Strategic Plan will be presented to the District membership annually.* ***3.1.b.*** *The District Governor Chain will track the functions and performance of all Committees and report on their effectiveness to the District membership annually.*	**3.1.1.** The District Governor Chain (DGC) will annually review the Rules of Procedure (ROP) and this Strategic Plan and make recommendations to the various District Committees on areas they identify for improvement. **3.1.2.** Each District Committee will annually review their committee's purpose, relevance, structure, and efficiency. Any areas identified by the committee or the DGC for improvement will be implemented by the committee through proposed changes to the ROP or other appropriate mechanisms. [Two examples for review by these committees are: Post-COVID, can Committees streamline District functions and costs by not reverting to a face-to-face format for every meeting? Can District Grant applications and administration be streamlined by focusing only on those criteria required by the Rotary Foundation?]

Objective and Measures	*Tactics*
Objective 3.2.: *Create a District Leadership Team that is well trained, visible, and accessible.* ***Measures*** ***3.2.a.*** *The District job descriptions will be posted on DACdb and available to all prospective candidates for these positions.* ***3.2.b.*** *The annual Leadership Training events will be recorded (Zoom) and posted on YouTube through DACdb.* ***3.2.c.*** *The quarterly DG meetings with club Presidents will be recorded (Zoom) and posted on YouTube through DACdb.*	**3.2.1.** The District Governor Elect will establish a committee (including club members and past District Governors) that will create a job description for each District leadership position and review these descriptions annually. **3.2.2.** The District Training Committee will develop and deliver training to all District officers (including the DG chain, Assistant Governors, and Committee Chairs) annually, highlighting each position's roles and responsibilities. **3.2.3.** In addition to annual visits to each club, the District Governor will hold quarterly Zoom meetings with Club Presidents to exchange information (e.g., membership efforts, Foundation issues, public image, club best practices) and to share concerns. **3.2.4.** The District Governor (and Lieutenant Governor if applicable) will meet quarterly by Zoom with the Assistant Governors to discuss Club issues and needs.

Objective and Measures	*Tactics*
Objective 3.3.: *Create a District Succession Plan for adding new members to Leadership and Committee positions.* ***Measures*** ***3.3.a.*** *The DG Chain will review and update the roster of potential leadership names at least annually.* ***3.3.b.*** *The DG Chain will attract at least three club members into leadership or committee positions annually.* ***3.3.c.*** *The DG Chain will advertise open Leadership and Committee positions as often as necessary, but at least annually.*	**3.3.1.** The DG Chain will create a roster of the names of individuals who could potentially serve in future leadership and committee positions and encourage these individuals to both consider such service and build their competencies for entry into such positions. **3.3.2.** Each District Committee should discuss with the DG Chain the names of likely candidates to serve on their committees. **3.3.3.** The DG Chain will advertise all open District Leadership and Committee positions in the District weekly newsletter.

Appendix 1

District 7630 Strategic Planning Survey Report – March 2021

Executive Summary

The Strategic Planning Committee of Rotary District 7630 conducted a survey of members between February 22 and March 4, 2021. The survey was sent to Club officials (Presidents, Presidents-elect, and Past Presidents) and District Officers/Committee members. The survey consisted of demographic questions (Club or District position and length of Rotary service), a question on the role of the District, a SWOT analysis (strengths, weaknesses, opportunities, and threats), and appreciative inquiry questions (what activities should the District continue, stop, or start?).

The survey was sent to approximately 150 Rotarians. We received 53 responses, for an approximate return rate of 35%. Analysis of the demographic questions showed that the majority (80%) of the President-elects who responded have been members for 15 years or less, while the majority (83%) of the District Officers/Committee members who responded have been members for 16 years or more. Therefore, the subsequent narrative response questions were evaluated in two nearly equal sized groups: 15 years or less of service (28 respondents) and 16 years or more of service (25 respondents). This was done to evaluate for any response differences between recent vs. longer-term members and Club vs. District perspective.

Regarding the role of the District, the vast majority (85%) of respondents indicated that the role of the District is to both support the Clubs and to serve as a liaison between the Clubs and RI and the public.

The narrative responses to the SWOT analysis and the appreciative inquiry questions provided a rich catalog of thoughts, concerns, and ideas that the Committee will find useful as we develop goals, objectives, and tactics for the strategic plan. All the detailed responses we received are available upon request to the Strategic Planning Committee. In the results section following this executive summary, we provide an overview of those responses after categorizing like responses together and applying numerical rankings to those like responses. Based on that evaluation, some broad statements can be made:

SWOT analysis: The greatest strength identified was the District leadership. However, respondents listed the District's bureaucracy as its greatest weakness and indicated one of the top opportunities was to undertake organizational improvements. Collaboration and networking among clubs and with other organizations was identified as the second most important strength but was also identified as the most important District opportunity. Communications/public image was identified as the second most important weakness but was also identified as an important opportunity. Member recruitment and retention was identified as the most important threat, and as a key weakness, but also an important opportunity. The second most important threat identified was the ongoing COVID-19 pandemic.

Appreciative inquiry: Respondents indicated that the two most important things the District should continue to do is to support the clubs and encourage their projects. When asked what District activities should be discontinued, approximately half of the respondents could not cite something the District should stop doing. However, for those responding, directives and mandates from the District was most frequently cited as actions that should stop. Strengthening the District's administration and leadership was cited most frequently as an effort that needs to start having greater focus.

Results

Ten questions were developed by the Committee and downloaded onto the online platform "JotForm." Respondents were sent a JotForm website link by email and requested to respond. The responses to questions 1 through 3 were evaluated numerically by calculating simple percentages. The narrative responses to questions 4 through 10 were evaluated by categorizing like responses together within each question and counting and ranking those like responses.

Caveat: ***The categories used for like responses were suggested by the content of the responses and are subjective; a different analyst may have developed different categories. Therefore, anyone reading the summary below should also read the individual raw responses (available upon request to the Strategic Planning Committee) to see how they were categorized. Also, there are many suggestions, ideas, and perspectives in those raw responses that cannot be captured in the summary results below.***

Form Analytics:

- The online form was sent to approximately 150 members.
- The online form was viewed 137 times.
- We received 53 responses (conversion rate of 35% of recipients and 39% of viewers).
- The average time for a respondent to complete the form was 9:36 minutes.

Question 1: My current primary role in Rotary District 7630 is (53 responses):

- 15 (28%) Club President Elect (PE)
- 12 (23%) Club President (P)
- 8 (15%) Club Past President (PP)
- 15 (28%) District Officer (Past, current, or future Governor; Treasurer; etc.) (DO)
- 3 (6%) District Committee Chair or Member (DC)

Question 2: I have been a Rotarian for (53 responses):

- 13 (25%) 0 to 5 years.
    - Of these, 7 were PE; 3 were P; 3 were PP.
- 15 (28%) 6 to 15 years.
    - Of these, 5 were PE; 5 were P; 2 were PP; 1 was DO; 2 were DC.
- 7 (13%) 16 to 25 years.
    - Of these, 2 were PE; 4 were P; 1 was DO.
- 18 (34%) More than 25 years.
    - Of these, 1 was PE; 3 were PP; 13 were DO; 1 was DC.

Question 3: The role of District 7630 is to (53 responses):

- 6 (11%) Provide support and guidance to the Clubs in the District.
    - Of these, 3 have been members over 25 years; 1 @ 16-25; 1 @ 6-15; 1 @ 0-5.
- 1 (2%) Serve as a liaison between the Clubs and Rotary International and the public.
- 45 (85%) Both A and B.
- 1 (2%) Other: Both A and B and be a role model

Question 4: Please list three STRENGTHS of District 7630.

49 of the 53 survey respondents listed at least one strength. The top three strengths identified were:

Overall	0 to 15	16 and greater
• **District leadership 28/49 (57%)** • Collaboration and networking among clubs 19/49 (39%) • Service programs 17/49 (35%)	• Collaboration and networking among clubs 10/24 (42%) • **District leadership 9/24 (38%)** • District support for clubs 9/24 (38%)	• **District leadership 19/25 (76%)** • Service programs 10/25 (40%) • Communications 10/25 (40%)

- District leadership was the most often cited strength and the only top three strength cited by both survey groups.
- While 85% of respondents to question 3 indicated 'support and guidance to the clubs' was one of the two key roles of the District, only 15/49 (31%) listed this as a District strength.

Question 5: Please list three WEAKNESSES of District 7630.

49 of the 53 survey respondents listed at least one weakness. The top three weaknesses identified were:

Overall	0 to 15	16 and greater
• **Bureaucracy, meetings, & administration 21/49 (43%)** • Communications & public image 18/49 (37%) • Member recruitment & retention 15/49 (31%)	• Bureaucracy, meetings, & administration 10/23 (43%) • Collaboration & networking among clubs 9/23 (39%) • **Communications & public image 5/23 (22%)**	• Member recruitment & retention 14/26 (54%) • **Communications & public image 13/26 (50%)** • District leadership 12/26 (46%)

- Bureaucracy, meetings, & administration was the most often cited weakness. Communications & public image was the only top three weakness cited by both survey groups.
- Shorter (0 to 15 years) and longer (16+ years) term members appear to be thinking about different things when considering weaknesses. While 14 long-term members cited member recruitment & retention as a weakness, only one short-term member did. While 12 long-term members cited District leadership as a weakness, only one short-term member did.

Question 6: Please list three OPPORTUNITIES District 7630 could address.

49 of the 53 survey respondents listed at least one opportunity. The top three opportunities identified were (with one tie in the Overall group):

Overall	0 to 15	16 and greater
• **Collaboration 21/49 (43%)** • **Organizational improvements 19/49 (39%)** • Communications & public relations 13/49 (27%) • Member recruitment 13/49 (27%)	• **Collaboration 11/24 (46%)** • **Organizational improvements 6/24 (25%)** • Communications & public image 6/24 (25%)	• **Organizational improvements 13/25 (52%)** • Member recruitment 12/25 (48%) • **Collaboration 10/25 (40%)**

- Collaboration was the most often cited opportunity and was cited as a top three opportunity by both groups.
- Organizational Improvements was a close second of the top three overall opportunities and was cited as a top three by both groups. All the organizational improvements cited by the shorter-term respondents related to taking opportunities to change how Rotary operates that have arisen due to the pandemic.
- As in the previous question, shorter (0 to 15 years) and longer (16+ years) term members appear to be thinking differently about recruiting members. While 12 long-term members cited member recruitment as an opportunity, only one short-term member did.

Question 7: Please list three THREATS District 7630 faces.

47 of the 53 survey respondents listed at least one threat. The top three threats identified were:

Overall	0 to 15	16 and greater
• **Member recruitment & retention 28/47 (60%)** • **COVID-19 pandemic 16/47 (34%)** • District leadership & structure 13/47 (28%)	• **Member recruitment & retention 13/23 (57%)** • **COVID-19 pandemic 9/23 (39%)** • Lack of diversity 6/23 (26%)	• **Member recruitment & retention 15/24 (63%)** • **COVID-19 pandemic 7/24 (29%)** • District leadership & structure 8/24 (33%)

- Member recruitment & retention was the most often cited threat and was cited as the top threat by both groups.
- The COVID-19 pandemic was cited as the second most important threat by both groups.
- All the remaining threats cited appear to relate back to the primary threat of recruiting and retaining members and keeping the Clubs and the District modern, relevant, and viable.

Question 8: What does District 7630 do now that we should CONTINUE TO DO?

45 of the 53 survey respondents listed at least one activity that should be continued. The top three opportunities identified were (with one tie in the Overall group):

Overall	0 to 15	16 and greater
• **District support of clubs 20/45 (44%)** • **Encourage projects 13/45 (29%)** • Grants & fundraising 11/45 (24%) • Communications 11/45 (24%)	• **District support of clubs 9/23 (39%)** • **Encourage projects 6/23 (26%)** • Grants & fundraising 5/23 (22%)	• **District support of clubs 11/22 (50%)** • **Encourage projects 7/22 (32%)** • Communications 7/22 (32%)

- District support of clubs was the most often cited activity that the District should continue and was cited as the top activity by both groups.
- Encouraging projects was the second most often cited activity that the District should continue by both groups.
- The two groups did not appear to differ significantly on any particular category of responses to this question.

Question 9: What does District 7630 do now that we should NO LONGER DO?

43 of the 53 survey respondents listed at least one response, although not always identifying an activity that should be discontinued. The top three responses were (with one tie in the 16 and greater group):

Overall	0 to 15	16 and greater
• **Nothing/no opinion 21/43 (49%)** • **District directives 15/43 (35%)** • Meeting expectations 7/43 (16%)	• **Nothing/no opinion 13/23 (57%)** • **District directives 6/23 (26%)** • Meeting expectations 5/23 (22%)	• **District directives 9/20 (45%)** • **Nothing/no opinion 8/20 (40%)** • Meeting expectations 2/20 (10%) • Financial requirements 2/20 (10%)

- The most frequent response overall was to not identify any activity that should be discontinued. This was the most frequent response for the 0 to 15 group and the second most frequent response for the 16 and greater group.
- The category of activities most frequently suggested that could be discontinued were directives from the District given to the clubs for action. This was the top response from the 16 and greater group and the second most cited response from the 0 to 15 group.

Question 10: What is District 7630 NOT DOING NOW that we should be doing?

45 of the 53 survey respondents listed at least one activity the District should start doing that it is not doing now. The top three response categories were:

Overall	0 to 15	16 and greater
• District administration & leadership 13/45 (29%) • **Training & guidance 10/45 (22%)** • Communications & public image 9/45 (20%)	• **Training & guidance 5/23 (22%)** • Collaboration 5/23 (22%) • Projects 5/23 (22%)	• District administration & leadership 11/22 (50%) • **Training & guidance 5/22 (23%)** • Communications & public image 5/22 (23%)

- The most frequent response overall was to strengthen District administration and leadership. However, this seemed to be primarily a concern of the 16 and greater group.
- Improved training and guidance was the second most frequent response, and is the only response that was in the top three responses for both groups.

Appendix 2

Objective 2.1. of this Strategic Plan calls for the development of an on-line resource center that will serve as a "one stop" location for Clubs to find all the information necessary to run a Rotary Club. The following list was developed as an example of the information that could be included in such a resource center, using as a template a similar resource center currently found on the website of neighboring District 7620. Most of the items on this list exist as hyperlinks to information already extant and scattered within the websites of Rotary International, District 7630, and DACdb (such locations are noted parenthetically below). In addition to this list, a "chat" function and a Facebook Group could be added to the development of the resource center to further enhance communication within the District and among the clubs and individual members.

DISTRICT 7630 RESOURCE & COMMUNICATION CENTER – Sample Template

ABOUT ROTARY

- Rotary Basics (Rotary Learning Center) - Designed for new members, but it can also be a great refresher for other members or potential members who simply want to know what Rotary is all about.
- Rotary's Area of Focus (Rotary Learning Center) - Learn about Rotary's areas of focus.
    - Rotary's Areas of Focus
    - Peace and Conflict Prevention/Resolution
    - Disease Prevention and Treatment
    - Water and Sanitation
    - Maternal and Child Health
    - Basic Education and Literacy
    - Economic and Community Development
    - Supporting the Environment
- Rotary's Action Plan and You (Rotary Learning Center) - Learn how Rotary's Action Plan can help your club increase its impact, expand its reach, better engage its members, and keep adapting to a changing world. Our research shows that clubs that develop and follow a strategic plan are stronger than clubs that don't. Their members are more satisfied and view their clubs and Rotary more positively.
    - Strategic Planning Guide
    - Rotary's Action Plan What Clubs Can Do
    - Action Plan Glossary
- Committing to Diversity, Equity, and Inclusion (Rotary Learning Center) - We are committed to putting diversity, equity and inclusion (DEI) at the core of the Rotary experience. Learn more about Rotary's DEI statement, what DEI means, and how you can put it into practice to create positive experiences.
- Rotary Foundation Basics (Rotary Learning Center) - Learn about the work of The Rotary Foundation including grants, programs, and giving opportunities.
        - District recordings about District Grants
- All About Rotary Peace Fellowships (Rotary Learning Center) - Learn about the Rotary Peace Fellowship program and how we develop leaders in peacebuilding and conflict prevention. Find out how you can help identify talented applicants, and which universities work with RI to host the Rotary Peace Centers. You'll also learn how you can get involved with the program as an individual member or with your club or district.

GENERAL

- Protecting Personal Data (Rotary Learning Center) - Learn how to identify and protect the personal data of Rotary participants. The course will review why data privacy is important; the definition of personal data, and the different levels of data sensitivity; and how to protect personal data at any level of the organization.
- Protecting Youth Program Participants (Rotary Learning Center) - Effective youth protection policies may not prevent all incidents, but they can support the young people participating in Rotary programs and reduce negative outcomes. If your club works with youth in any way, this module will help you to apply and address youth policies in your club.
- Preventing and Addressing Harassment (Rotary Learning Center) - Learn how you can create a harassment-free environment in your club. Review Rotary's policy on a harassment-free environment. It defines harassment, provides steps for those being harassed, and for those receiving allegations.
- Rotary Action Groups (Rotary Learning Center) - Rotary Action Groups connect Rotary members and friends around a shared area of expertise and allow them to use their skills to support clubs and districts with international service projects.

CLUB & DISTRICT FOUNDATION AND GRANTS

- Rotary Foundation Basics (Rotary Learning Center) - Learn about the work of The Rotary Foundation including grants, programs, and giving opportunities.
    - District recordings about District Grants
- Club Foundation Committee Basics (Rotary Learning Center) -Learn about your role as a club Rotary Foundation committee member and how to promote and support The Rotary Foundation.
- District Foundation Committee Basics (Rotary Learning Center) -Learn about your role and how to raise funds for the Foundation, manage grant activities, recruit and recognize donors, and steward district funds properly.
- Fundraising Basics (Rotary Learning Center) – Learn best practices, techniques, and concepts to help you in your fundraising efforts. This course covers a variety of fundraising methods but mostly focuses on identifying, building relationships with, and soliciting donors as a primary fundraising strategy.
- Grant Management
    - Global Grants (Rotary Learning Center) - Interested in applying for a global grant? These courses will look at a grant from start to finish.
    - District Grants (District recordings about District Grants) - Interested in applying for a district grant? This video will look at a district grant from start to finish.

LEADER & MEMBER PROFESSIONAL DEVELOPMENT

- Develop a Speech (Rotary Learning Center) -This focuses on developing speech content based on topic, audience, and goal. It outlines how to prepare and organize a speech so that a member can focus on delivery rather than what to say next.
- Deliver a Speech (Rotary Learning Center) -This focuses on the basics of delivering a speech. The content focuses specifically on the use of body language and the effective use of vocal variety.
- Inspirational Speech (Rotary Learning Center) -How to engage, persuade, or inspire an audience. The content focuses on the specific knowledge needed to succeed in persuasive speaking and motivational speaking.

- Conducting Training Online (Rotary Learning Center) Learn Best Practices for Virtual Training
- Managing a Training Session (Rotary Learning Center) -Learn techniques for preparing your training environment and managing it effectively.
- Interpersonal Communication and Networking (Rotary Learning Center) -Learn how to build and maintain professional relationships and networks. The topics introduced in this project include creating beneficial relationships, maintaining and building a network, and recognizing the point of view of others.
- Leadership Basics (Rotary Learning Center) -The specific goals of the course are to introduce the ideas of motivating others, leadership integrity, and team inclusiveness.
- Leading a Team (Rotary Learning Center) -Learn how to lead a small team. The topics introduced in this course will cover creating a positive environment, goal setting, and delegation.
- Leading Effective Committees (Rotary Learning Center) -Manage your committee effectively by learning how to set goals, motivate other members, plan productive meetings, delegate tasks, and cultivate leaders.
- Leading Change (Rotary Learning Center) -Every organization must adapt and evolve to stay effective and relevant, but change isn't always easy. In this course, you'll learn the basics of how to manage change, including how to succeed in leading it, how to assess people's readiness to make changes, how to plan for change, and how to respond to any resistance.
- Building Consensus (Rotary Learning Center) -Develop skills needed to demonstrate effective, inclusive leadership. The topics advanced in this course include creating an inclusive environment, listening skills, and decision making.
- Collaboration (Rotary Learning Center) -Focuses on understanding and developing leadership and collaboration skills. The topics introduced in this course will cover building trust, increasing empathy, and recognizing the strengths of others.
- Mentoring Basics (Rotary Learning Center) -Learn the role, responsibilities and benefits of being a mentor to an adult professional.
- Becoming an Effective Facilitator (Rotary Learning Center) -Learn about the value of facilitation and how effective facilitators can guide people to achieve their goals.
- The Power of Connection with Diverse Communities (Rotary Learning Center) -
- Essentials of Understanding Conflict (Rotary Learning Center) –Learn the essentials of how to understand, manage, and resolve conflict. You'll define conflict and learn about the main types of conflict. You'll explore conflict management styles, their applications, and begin to assess your own style. You'll also review steps to solve conflict and think about how you can apply that to all kinds of conflicts you encounter yourself.
- Uncovering Unconscious Bias (Rotary Learning Center) –All of us have unconscious biases that affect our decisions and interactions. Uncovering these biases and learning how to counteract them can help us create more inclusive communities and avoid unintentionally harming others.
- Design an Inclusive Plan for Your Organization (Rotary Learning Center) –This interactive framework can be used to facilitate a discussion about the diversity of your clubs and organizations.

DISTRICT LEADERSHIP

- Working With Your District Team (Rotary Learning Center) –Learn what the district team does and how you can work together to support clubs.
- District Governor Basics (Rotary Learning Center) –Ready to get started on your path to becoming a governor? These courses - designed to supplement your governor-nominee training – will help you prepare.

Learn about your role and responsibilities, how your district team can be successful, how to run your district events, and more. These courses are best completed before your governor-nominee training.

- District Governor Intermediate (Rotary Learning Center) – Your governor-elect year is all about planning and training. These courses, along with your in-person governor-elect training, will help you prepare for a successful term. Learn best practices for working with your team, effective club visits, managing your district, and more. These courses are best completed before your governors-elect training seminar.
- District Governor Advance (Rotary Learning Center) – This course will help you manage the challenges you may face in your role.
- Assistant Governor Basics (Rotary Learning Center) – Ready to get organized and help your clubs succeed? Learn about your responsibilities, how to prepare for your role, and working with your team to meet clubs' needs. You'll also find some of the best practices for your role and tips from past assistant governors on how to support your clubs effectively.
    - AG – Get ready (Rotary Learning Center) –Learn about your responsibilities, find tips to help you prepare for your role, and review what you can expect to do throughout your year.
    - Working With Your District Team (Rotary Learning Center) - Whether you're a returning member of the district team or a new one, take this course to learn what the district team does and how you can work together to support clubs.
    - Supporting Your Clubs (Rotary Learning Center) - Your role is to support your governor and clubs and help them succeed. Take this course to learn more about planning your visits and working with clubs in a way that meets their needs.
    - Maximizing Governor Visits (Rotary Learning Center) –This course will help you prepare to make effective visits to clubs. You'll find tips for scheduling these visits, how to prepare, and what to include in your talks.
    - Online Membership Leads (Rotary Learning Center) –Learn how membership leads work, how to turn leads into members, and how to create a consistent, positive experience for prospective members.
    - Understanding DacDB (DACdb University)
        - Keeping in Touch with your Members (DACdb University)
        - Share Your Virtual Meeting in DACdb (DACdb University)
        - Participation Data (DACdb University)
        - My Data (DACdb University)
        - Mobile DACdb (DACdb University)
        - Tips from DACdb Staff (DACdb University)
        - Member Privacy, GDPR, Member Opt-Outs (DACdb University)
        - PText PMail RI Brand Center (DACdb University)
        - Best Practices for District Leaders (DACdb University)
    - Protecting Personal Data (Rotary Learning Center) – Learn how to identify and protect the personal data of Rotary participants. The course will review why data privacy is important; the definition of personal data, and the different levels of data sensitivity; and how to protect personal data at any level of the organization.
    - Committing to Diversity, Equity, and Inclusion (Rotary Learning Center) – We are committed to putting diversity, equity and inclusion (DEI) at the core of the Rotary experience. Learn more about Rotary's DEI statement, what DEI means, and how you can put it into practice to create positive experiences.

- Preventing and Addressing Harassment (Rotary Learning Center) – Learn how you can create a harassment-free environment in your club. Review Rotary's policy on a harassment-free environment. It defines harassment, provides steps for those being harassed, and for those receiving allegations.
- Leading Change (Rotary Learning Center) – Every organization must adapt and evolve to stay effective and relevant, but change isn't always easy. In this course, you'll learn the basics of how to manage change, including how to succeed in leading it, how to assess people's readiness to make changes, how to plan for change, and how to respond to any resistance.
- Essentials of Understanding Conflict (Rotary Learning Center) – Learn the essentials of how to understand, manage, and resolve conflict. You'll define conflict and learn about the main types of conflict. You'll explore conflict management styles, their applications, and begin to assess your own style. You'll also review steps to solve conflict and think about how you can apply that to all kinds of conflicts you encounter yourself.

- District Committee Basics (Rotary Learning Center) – Get training for your role as a district committee chair. These courses are relevant to any district committee.
- District Public Image Committee Intermediate (Rotary Learning Center) – Learn more about the concepts behind Rotary's brand identity and the importance of promoting and communicating our brand and core messages in a consistent way.
- District Rotaract Committee (Rotary Learning Center) – Learn more about your role working with Rotaract clubs, how to best support them, and train them.
- District Interact Committee (Rotary Learning Center) – Learn more about your role in the district Interact committee and how the committee can develop Interact across the district. Find out how to structure your committee, lead district Interact events, and grow and promote Interact.
- District Foundation Committee (Rotary Learning Center) – As a member of the district Rotary Foundation committee, you help plan, coordinate, and evaluate Foundation activities. Learn about your role and how to raise funds for the Foundation, manage grant activities, recruit and recognize donors, and steward district funds properly.
- District Training Committee (Rotary Learning Center) – As a district trainer, you help leaders grow and give members the skills to excel in Rotary and beyond. Learn more about your role and responsibilities and gain the knowledge you need to manage training events effectively.
- District Membership Committee (Rotary Learning Center) – Learn how the district membership committee helps grow Rotary, how you can contribute to that, and how to help clubs create action plans to keep current members engaged and attract new ones.
- Your District Events (Rotary Learning Center) –Designed for district governors, assistant governors, district trainers, and district training and conference committee members. Learn about the major events you'll organize and how working together can make those events successful.

CLUB LEADERSHIP

- Club President Basics (Rotary Learning Center) –Get advice on planning for your year, creating an engaging club experience, and working with your leadership team to help your club run smoothly.
- Club Membership Committee Basics (Rotary Learning Center) –Learn more about your responsibilities in developing your club's strategic membership plan to attract and engage members.

- Club Administration Basics (Rotary Learning Center) –Help your club run smoothly by learning more about your role in planning and organizing meetings and events.
- Club Secretary Basics
    - Club Secretary Basics (Rotary Learning Center) –Learn about your role as club secretary, how to work with club leaders, and how to manage your club's membership and administrative data.
    - District Recording – Secretary Training from Dist. Assembly Group
    - Understanding DacDB (DACdb University)
        - Keeping in Touch with your Members (DACdb University)
        - Member Privacy, GDPR, Member Opt-Outs (DACdb University)
        - New Member Form (DACdb University)
        - Tips on Adding a New Member (DACdb University)
        - Advanced Registration (DACdb University)
        - Invoices and Statements (DACdb University)
        - Share Your Virtual Meeting in DACdb (DACdb University)
        - Club Committees and Signup (DACdb University)
        - Club Assignments and Signup (DACdb University)
        - Participation Data (DACdb University)
        - My Data (DACdb University)
        - Speakers Calendar RSVP (DACdb University)
        - Grant Application and Final Report (DACdb University)
        - ezBulletin (DACdb University)
        - Mobile DACdb (DACdb University)
        - Adding Club Sponsors (DACdb University)
        - PText PMail RI Brand Center (DACdb University)
        - Calendar Series (DACdb University)
        - Engagement (DACdb University)
        - Preparing for New Rotary Year (DACdb University)
        - 2nd Quarter Checklist (DACdb University)
        - Year End Cleanup (DACdb University)
        - Club Verify (DACdb University)
        - Tips from DACdb Staff (DACdb University)
- Club Treasure Basics (Rotary Learning Center) –Learn more about your role in managing your club's finances and ensuring good financial stewardship. Find out what best practices you can apply to track your club's incoming and outgoing funds and manage your club's budget.
- Club Public Image Committee Basics (Rotary Learning Center) –Learn about your role, how to tell Rotary's story to the public, and ways to effectively promote your club's projects and activities.
- Club Rotary Foundation Basics (Rotary Learning Center) –Learn about your role as a club Rotary Foundation committee member and how to promote and support The Rotary Foundation.
- Club Service Projects Basics (Rotary Learning Center) –Learn about the role of a club service projects committee member, member service opportunities, how to plan service projects, and how to assess project risks.
- Event Planning Guide (Rotary Brand Center)
- Working With Your Club Leaders (Rotary Learning Center) –Learn how to perform tasks during your year and work with club leaders to organize club activities.

- Leading Effective Committees (Rotary Learning Center) –Manage your committee effectively by learning how to set goals, motivate other members, plan productive meetings, delegate tasks, and cultivate leaders.
- Public Relations and Your Club (Rotary Learning Center) –Learn about your role, how to tell Rotary's story to the public, and ways to effectively promote your club's projects and activities.
- Preventing and Addressing Harassment (Rotary Learning Center) – Take this course to learn how you can create a harassment-free environment in your club. It defines harassment, provides steps for those being harassed, and for those receiving allegations.
- Protecting Personal Data (Rotary Learning Center) – Learn how to identify and protect the personal data of Rotary participants. The course will review why data privacy is important; the definition of personal data, and the different levels of data sensitivity; and how to protect personal data at any level of the organization.
- Protecting Youth Program Participants (Rotary Learning Center) – Effective youth protection policies may not prevent all incidents, but they can support the young people participating in Rotary programs and reduce negative outcomes. If you're a club president or Rotarian who works with youth in any way, this module will help you to apply and address youth policies in your club.
- Rotary Fellowships
    - Rotary Learning Center –Rotary Fellowships help Rotary members and friends build a global community around shared hobbies, passions, professions, and identities. These courses help Rotary Fellowships officers and board members succeed as leaders of a global Rotary Fellowship.
    - District Recording Fellowships
        - Presentation Download (PowerPoint & PDF)
- How to Start a Rotaract Club (Rotary Learning Center) – Learn why community-based Rotaract clubs are a great addition to your community and how easy it is to start one. This course is for Rotarians who want to start a Rotaract club for the first time.
    - What is Rotaract?
    - Why Community-Based Rotaract?
    - tart a Community-Based Rotaract Club in 10 Steps
- Understanding DacDB (DACdb University)
    - Keeping in Touch with your Members (DACdb University)
    - Member Privacy, GDPR, Member Opt-Outs (DACdb University)
    - New Member Form (DACdb University)
    - Tips on Adding a New Member (DACdb University)
    - Advanced Registration (DACdb University)
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- Engagement (DACdb University)
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- 2nd Quarter Checklist (DACdb University)
- Year End Cleanup (DACdb University)
- Club Verify (DACdb University)
- Tips from DACdb Staff (DACdb University)

MEMBERSHIP

- Club Membership Committee Basics (Rotary Learning Center) -Learn more about your responsibilities in developing your club's strategic membership plan to attract and engage members.
- Your Membership Plan (Rotary Learning Center) -When you make a long-term membership plan, you make a commitment to your club's health. Following a long-term membership plan can help you take care of your club to keep it in good health for now and the future. Create a step-by-step plan to strengthen your club and keep it vibrant and relevant to your community.
- Strategies for Attracting New Members (Rotary Learning Center) - Learn how to attract prospective members, update the experience your club offers, and better showcase what it does well. If you can do this, you'll attract new members while having fun and thriving as a club.
- Best Practices for Engaging Members (Rotary Learning Center) -Develop strategies for engaging people at all stages of membership. You'll learn how to energize the club experience, make members happy, and keep your club from becoming stale.
- Building a Diverse Club (Rotary Learning Center) - Learn how to diversify your club so it better reflects your community, increases your club's capacity, and makes it more attractive to prospective members.
- Committing to Diversity, Equity, and Inclusion (Rotary Learning Center) - We are committed to putting diversity, equity and inclusion (DEI) at the core of the Rotary experience. Learn more about Rotary's DEI statement, what DEI means, and how you can put it into practice to create positive experiences.
- Design an Inclusive Plan for Your Organization (Rotary Learning Center) -This interactive framework can be used to facilitate a discussion about the diversity of your clubs and organizations— any actions should extend to all activities and have measurable results.
- Membership
    - Rotary Learning Center -Learn how to strengthen your club's membership by enrolling in these courses. Using real-life scenarios, our interactive learning materials let you practice making choices as a fictional club leader and see what works and what doesn't.
    - District Membership Training Video
- Kick-start Your New Member Orientation
    - (Rotary Learning Center) - Are new members leaving within a year or two? Learn how to better connect with them and help them get involved from the start.
    - District Rotary Minute Video
- Nurturing New or Struggling Clubs (Rotary Learning Center) - Club supporters can learn their roles for helping clubs achieve success. This course provides best practices for guiding clubs during their formative or rebuilding years.

- Practicing Flexibility and Innovation (Rotary Learning Center) - A rigid club is no fun at all! If you find that your club's rules are preventing members from getting the experience they want from Rotary, try changing them.
    - Satellite Club (Rotary Learning Center)
    - Fellowships
        - Rotary Learning Center –Rotary Fellowships help Rotary members and friends build a global community around shared hobbies, passions, professions, and identities. These courses help Rotary Fellowships officers and board members succeed as leaders of a global Rotary Fellowship.
        - District Recording Fellowships
            - Presentation Download (PowerPoint & PDF)

SERVICE

- Youth Guide to Service Learning (Rotary Learning Center) - This course is for youth participants. Find out how to make an impact through service-learning, which combines community service with learning objectives that empower young people to develop real-world leadership skills.
- Club Service Projects Basics (Rotary Learning Center) –Learn about the role of a club service projects committee member, member service opportunities, how to plan service projects, and how to assess project risks.
- Grant Management
    - Global Grants (Rotary Learning Center) - Interested in applying for a global grant? These courses will look at a grant from start to finish.
    - District Grants (District recordings about District Grants) - Interested in applying for a district grant? This video will look at a district grant from start to finish.

PUBLIC IMAGE & ROTARY BRAND

- Public Relations and Your Club (Rotary Learning Center) - Outlines strategies to use media and public relations to gain visibility, increase awareness of club initiatives, and promote your impact in the community.
- Promoting Your Club as People of Action (Rotary Learning Center) - Discover how presenting your club as people of action helps to build awareness of your club and the impact you make in your community. You'll learn how to tell a compelling People of Action story, create powerful images through photography, and use the public image materials to show how your club is taking action to make the world a better place.
- Club Public Image Committee Basics (Rotary Learning Center) - Learn about your role, how to tell Rotary's story to the public, and ways to effectively promote your club's projects and activities.
- Rotary Brand Guidelines
    - Our Logo: Representing Rotary (Rotary Learning Center)
    - Rotary Public Relations Guide (Rotary Brand Center)
    - Guide for Rotary Websites (Rotary Brand Center)
    - Voice and Visual Identity (Rotary Brand Center)
- Rotary Logos (Rotary Brand Center)
    - Club Logo Template (Rotary Brand Center)
    - People of Action Facebook Post (Rotary Brand Center)

    - Rotary Programs for Young Leaders (Rotary Brand Center)
- Customized Club Brochures (Rotary Brand Center)
- Rotary Videos (Rotary Brand Center)
    - 8000K to Peace (Rotary Brand Center)
    - Women Uplifting Women (Rotary Brand Center)
    - Go Organics for Peace (Rotary Brand Center)
    - Service-learning: Rotary's new approach to Youth Service (Rotary Brand Center)
    - Providing Access to Clean Water Rotary Brand Center)
    - We Will Break Our Silence (Rotary Brand Center)
    - Polio Infrastructure (Rotary Brand Center)
    - What is a Vaccine Cold Chain (Rotary Brand Center)
    - EcoClub Membership (Rotary Brand Center)
    - Anytown (Rotary Brand Center)
    - PACT Peace Program (Rotary Brand Center)
    - Rotaract: Join the Movement! (Rotary Brand Center)
    - Power In Our Connections (Rotary Brand Center)
    - What We See (Rotary Brand Center)
- Radio Commercials (Rotary Brand Center)
    - People of Action
- Public Relation Resources
    - News Release Template: Service Project (Rotary Brand Center)
    - News Release Template: Outstanding Member (Rotary Brand Center)
    - News Release Template: Fundraiser (Rotary Brand Center)
    - News Release Template: Polio Immunization Trip (Rotary Brand Center)
    - Letter to the Editor Template: Peace (Rotary Brand Center)
    - Letter to the Editor Template: Membership (Rotary Brand Center)
    - Media Advisory Template: Event (Rotary Brand Center)
    - Media Advisory Template: Polio Fundraiser (Rotary Brand Center)
    - Media Contact List (Radio, TV) – To be developed
- Fighting Polio (Rotary Brand Center)
- People of Action (Rotary Brand Center)
- Rotary PowerPoint Template (Rotary Brand Center)
- Rotaract PowerPoint Template (Rotary Brand Center)
- Rotary Face Mask and Hand Sanitizer Guidelines (Rotary Brand Center)
- Rotary Membership Card (Rotary Brand Center)
- Rotary Membership Certificate (Rotary Brand Center)
- Rotary Letterhead (Rotary Brand Center)
- Rotary Business Card (Rotary Brand Center)

CLUB EVENTS

- Intergraded Private Facebook Group for district clubs to post upcoming events
    - EVENTS – Clubs can post upcoming events

GROUP DISCUSSION

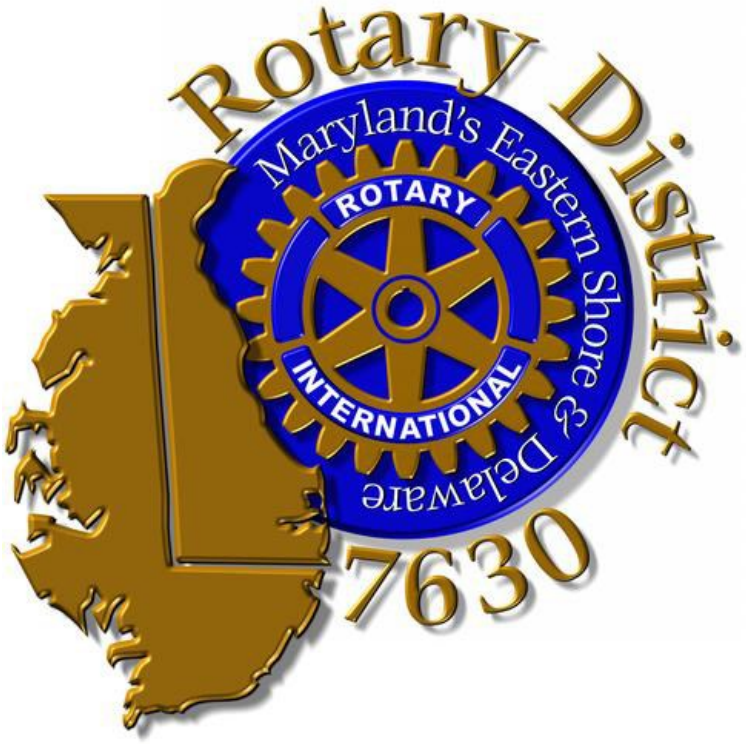
- Intergraded Private Facebook Group for district members
    - DISCUSSION – Members can ask questions to be answered by other members

RYLA

- RYLA Training
- District Videos of Past Events

ROTARY MAGAZINE

- my.rotary.org/en/rotarian-archives


Rotary District
Maryland's Eastern Shore & Delaware
ROTARY
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