

2022-2025 DISTRICT ACTION PLAN

Implementation Dashboard

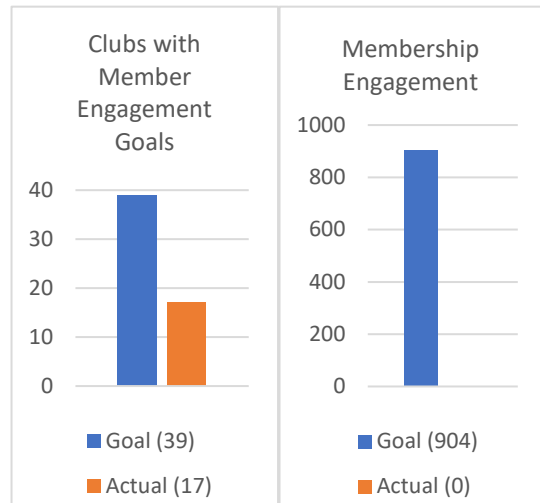
(as of October 1, 2022)



Membership Objectives

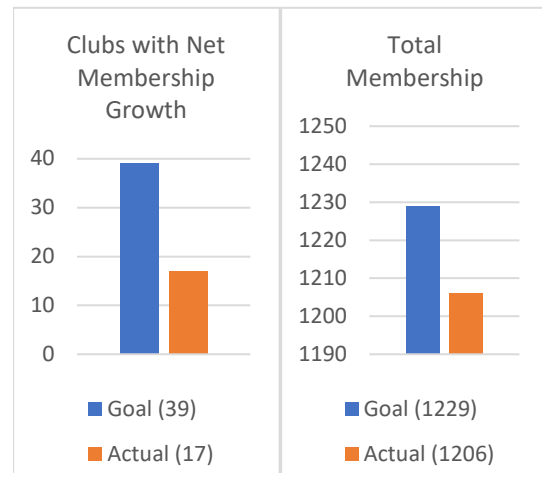
Membership Engagement – Encourage Clubs to achieve a minimum average of seventy-five percent (75%) of members in each club to participate in club activities.

Status – The District Membership Committee will be developing a plan to encourage clubs to measure and report membership engagement. As of this report, approximately 18% of the District’s 39 clubs (7) have at least one “Membership Engagement” goal entered into Rotary Club Central and no clubs have reported engagement.



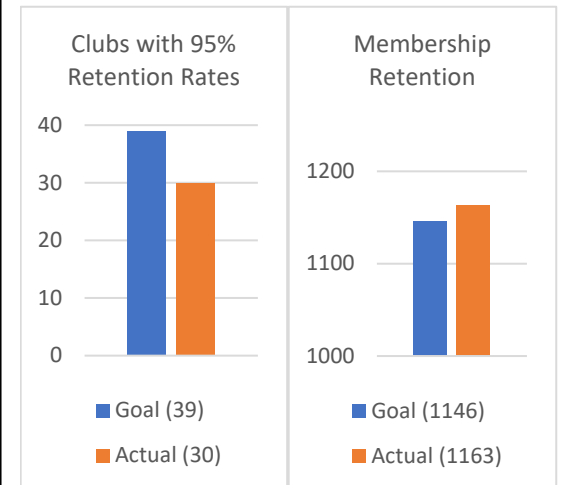
Membership Growth – Assist each club in the District to achieve a net average gain of at least one member per club in each Rotary year, or 39 members district-wide annually (measured at the District level).

Status – As of this report, district-wide membership has increased from 1158 to 1206, or approximately 1.33%. 17 Clubs have experienced net membership growth of at least one. Approximately 13% of the District’s 39 clubs (5) have a “Membership Goal” entered into Rotary Club Central



Membership Retention – Assist each club in the District to achieve a minimum average ninety-five (95%) Retention of members in each of the next three years.

Status – District Membership Committee will be developing a plan to encourage clubs to measure and report membership retention. Currently, 30 clubs have a 95% retention rate and 1163 members of our district’s 1206 members are being retained.



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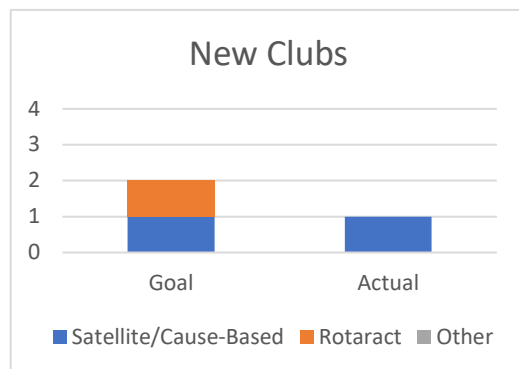
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(as of October 1, 2022)

Membership Objectives (continued)

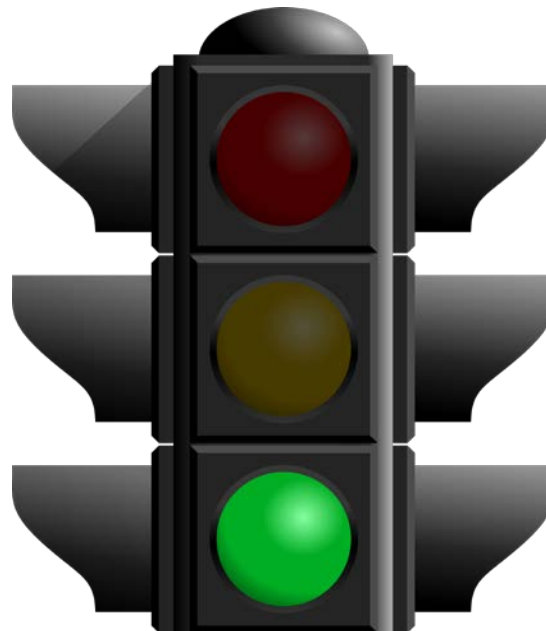
New Club Development – Work with the District Governor and local clubs to create at least one Rotaract Club and one cause-based or satellite club in the District.

Status – The District Membership Committee will be developing plan to encourage new club development and a New Club Development Chair has been appointed. Currently, one new Satellite Club has been approved (Rotary Club of Waupaca – Friends of Exchange) and there have been preliminary discussions about forming three Rotaract Clubs (Iron Mountain, Marquette, and Central Wisconsin). In addition, there have been preliminary discussions about establishing a new Rotary Club in Park Falls.



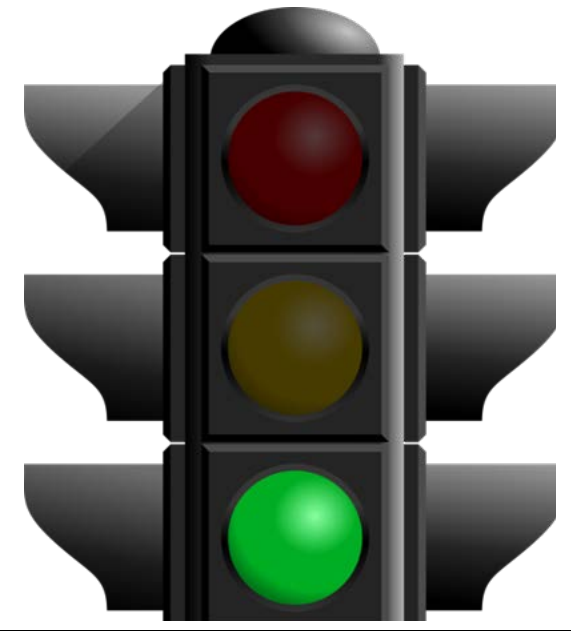
Membership Development Grants – Maintain direct support for clubs to strengthen their membership development efforts through the Membership Development Grant Program.

Status – The District Membership Committee has finalized the 2022-2023 grant guidelines and is currently accepting grant applications.



Diversity, Equity, and Inclusion (DEI) – Have a member of the Membership Team serve on the District Task Force on Diversity, Equity, and Inclusion.

Status – The District Membership Committee Chair Fran Finley has agreed to serve on the District Task Force on Diversity, Equity, and Inclusion.



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Public Image Objectives

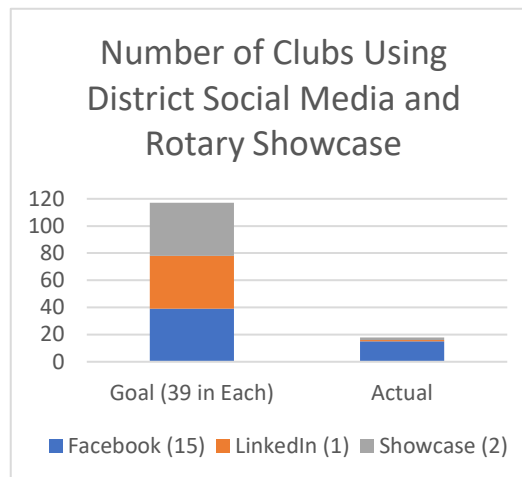
Public Image Plan - Develop and implement a comprehensive public image plan to communicate stories more effectively about Rotary successes to targeted audiences.

Status – The District Public Image Committee has been working on developing and implementing elements of a public image plan, but a comprehensive plan has not yet been developed and proposed.



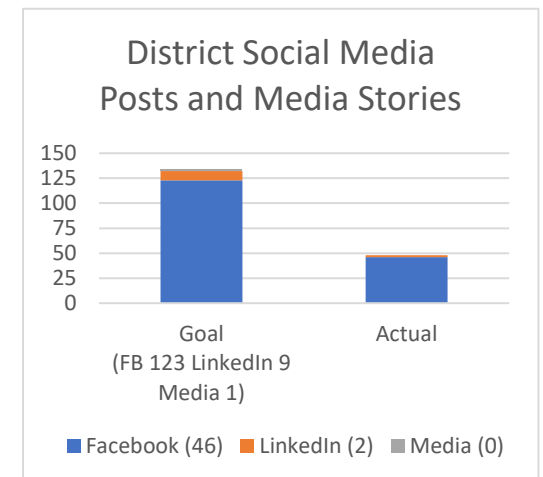
Looking Beyond One's Club – Promote club use of the District's social media platforms and "Rotary Showcase," through which members and others can access information about projects, presentations, and audio-visual recordings of events organized by other clubs.

Status – The District Public Image Committee will be developing a plan to promote club use of the District's social media platforms and "Rotary Showcase." Currently, 12 clubs have had postings on the District's Facebook page this year, one club has had a posting on the District's LinkedIn page, and two clubs have items posted in "Rotary Showcase."



Increasing Public Awareness and Strengthening Public Image – Increase positive media reports and enterprise stories using various social media and/or traditional media platforms by no less than fifteen percent (15%) each year.

Status – The District Public Image Committee will be developing a plan in increase positive media reports and enterprise stories using various social media and/or traditional media platforms. Currently, there have been no traditional media reports; Facebook posts are at 46 (compared to 107 last year); LinkedIn posts are at two (compared to 6 last year).



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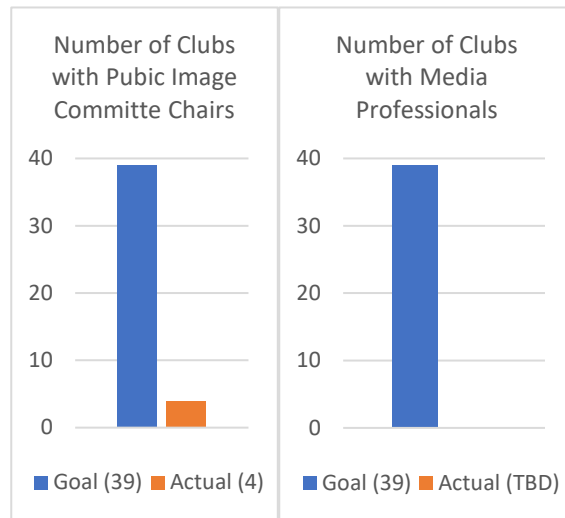
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(as of October 1, 2022)

Public Image Objectives (continued)

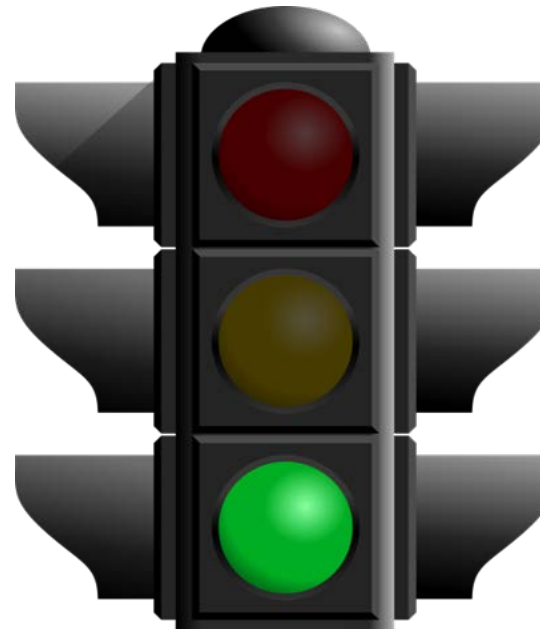
Focused Recruitment and Engagement – Encourage focused club membership recruitment and engagement of communication/media professionals and opinion shapers by clubs, with each club having at least one communications- or marketing-related member.

Status – District Public Image Committee will be developing a plan to identify club members with a professional communications/marketing background and to encourage clubs with members not possessing those skills to add at least one member who does. Four Clubs currently have reported Public Image Chairs.



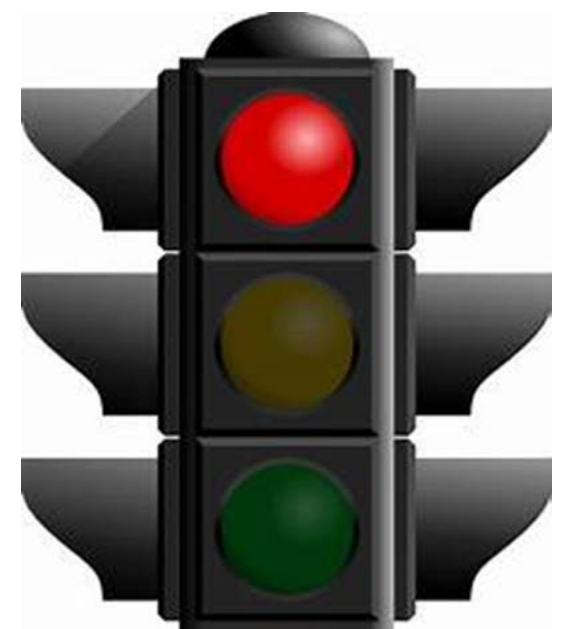
Increasing Internal Awareness – Create and maintain a stand-alone email-based approach to target the district membership with a “Meet the DLT” and “District-Wide Opportunities” newsletter on at least a bimonthly basis.

Status – The District Public Image Committee launched the development of a monthly district-wide newsletter to be distributed by email.



Market Segmented Strategies - Provide market segmented (e.g., youth, media persons, social media savvy, etc.) communications to reach potential members and copy each club on a regular basis.

Status – The District Public Image Committee has not yet developed a plan to develop market segmented strategies to reach potential members.



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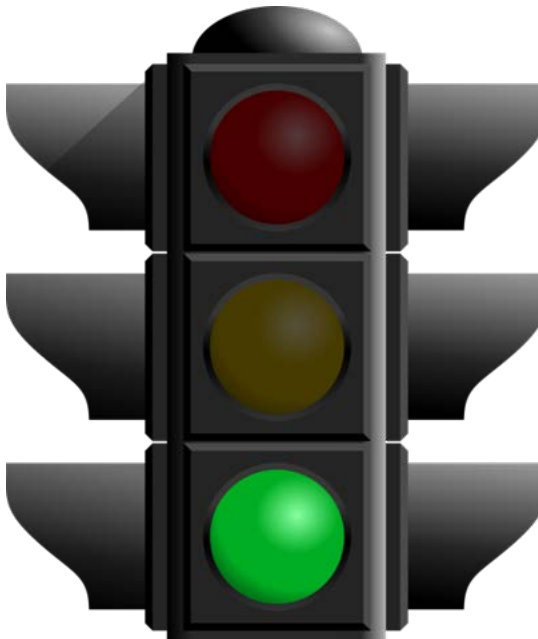
(as of October 1, 2022)



Public Image Objectives (continued)

Public Image Grants – Maintain direct support for clubs to strengthen their public image efforts through the Public Image Grant Program and develop a plan to effectively market this program to enhance club participation.

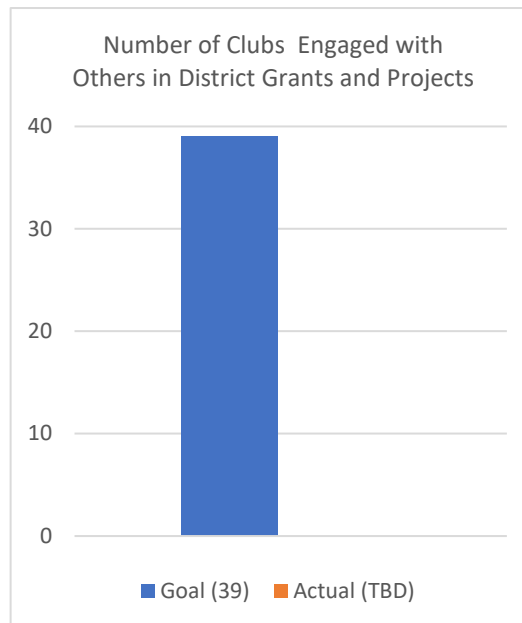
Status – The District Public Image Committee has finalized the 2022-2023 grant guidelines and is currently accepting grant applications. The program has been marketed in the District Newsletter.



Foundation and Service Objectives

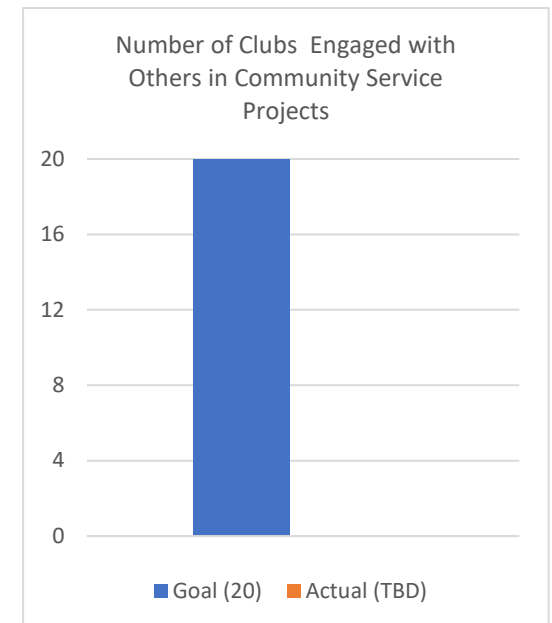
Inter-Club Collaboration – Encourage every Club to participate in at least one inter-club project per year funded by the District Grant Program or the District Project Fund and provide an incentive for clubs, through these programs, to collaborate with each other.

Status – The District Foundation Committee has not yet developed a plan to encourage inter-club district grants and projects and has not yet developed an incentive for such activity.



High Engagement Projects – Encourage at least fifty percent (50%) of clubs to collaborate with one or more clubs on a common community service project every Rotary year over a three-year period.

Status – The District Foundation Committee has not yet developed a plan to encourage at least have the clubs in the District to work on a common community service project.



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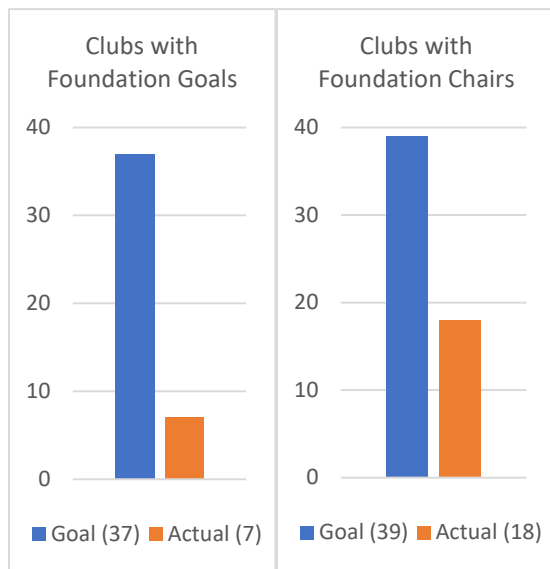


Foundation and Service Objectives (continued)

Membership Engagement in the Rotary

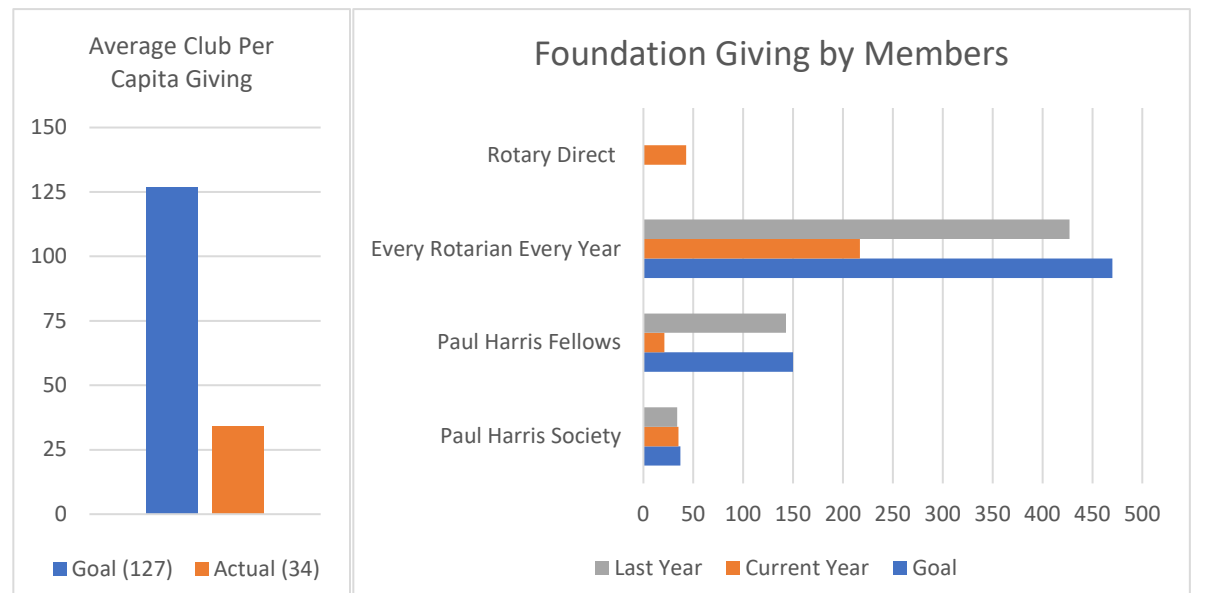
Foundation – Encourage ninety-five percent (95%) of Clubs to establish Rotary Foundation goals and assist them in developing and implementing a plan to achieve the goals that have been set.

Status – Approximately 18% of the club’s 39 clubs (7) have a Foundation goal entered into Rotary Club Central. 18 clubs also have an identified Club Foundation Chair. None have a reported Club Foundation Plan.



Increase Support for the Rotary Foundation – Work with Clubs to increase their support for the Rotary Foundation through the following: a) Increase average per capita giving by at least \$5.00; b) Increase the number of members who give through Rotary Direct by 5%; c) Increase the number of “Every Rotarian Every Year” (ERYE) by 10%; and, d) Increase the number of new Paul Harris Fellows and new Paul Harris Society Members by 5% each.

Status – Currently, the average per capita per club is \$34.04 compared to \$121.90 last year. The current number of members who give through Rotary Direct is 43 compared to XX last year. Currently, 217 District Rotarians are every “Every Rotarian Every Year” donors, compared to 427 last year. The current number of new Paul Harris Fellows is 21 compared to 143 last year, with 35 Paul Harris Society Members compared with 35 last year.



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Foundation and Service Objectives (continued)

District International Service Chair – Better promote the role of the District International Service Chair to the District Leadership Team and club leaders and more effectively utilize this leader to promote international service opportunities and provide resources to clubs on international service opportunities.

Status – The District Foundation Committee has not yet developed a plan to better promote the role of the District International Service Chair but will take up the issue at its October meeting.



Community Service Chair – Appoint a District Community Service Chair to the District Leadership Team who will encourage clubs to engage in community service projects and look for opportunities to engage in community projects in an inter-club basis.

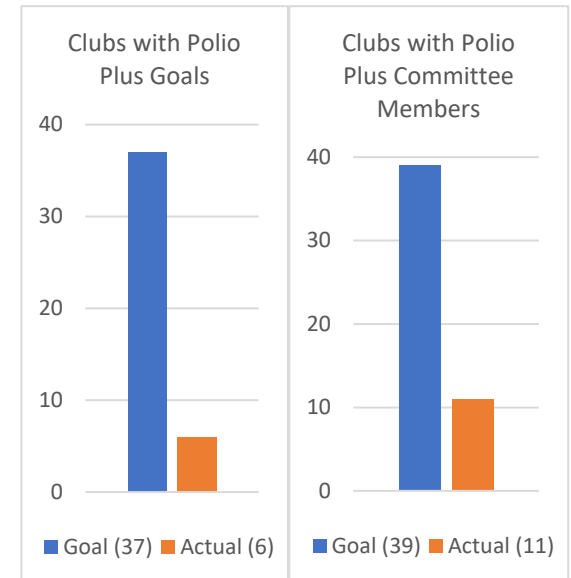
Status – The District Governor has not yet made an appointment but has been actively involved in recruitment and will be making an appointment in October.



Polio Plus Objectives

Club Engagement in Polio Plus – Encourage ninety-five percent (95%) of Clubs to establish a PolioPlus goal and assist them in developing and implementing a plan to achieve the goals that have been set.

Status – Approximately 15% of the District's 39 clubs (6) have a Polio Plus goal entered into Rotary Club Central. Approximately 29% of the District's 39 clubs (11) have identified a representative on the District Polio Plus Committee. None have a reported Club Polio Plus Plan.



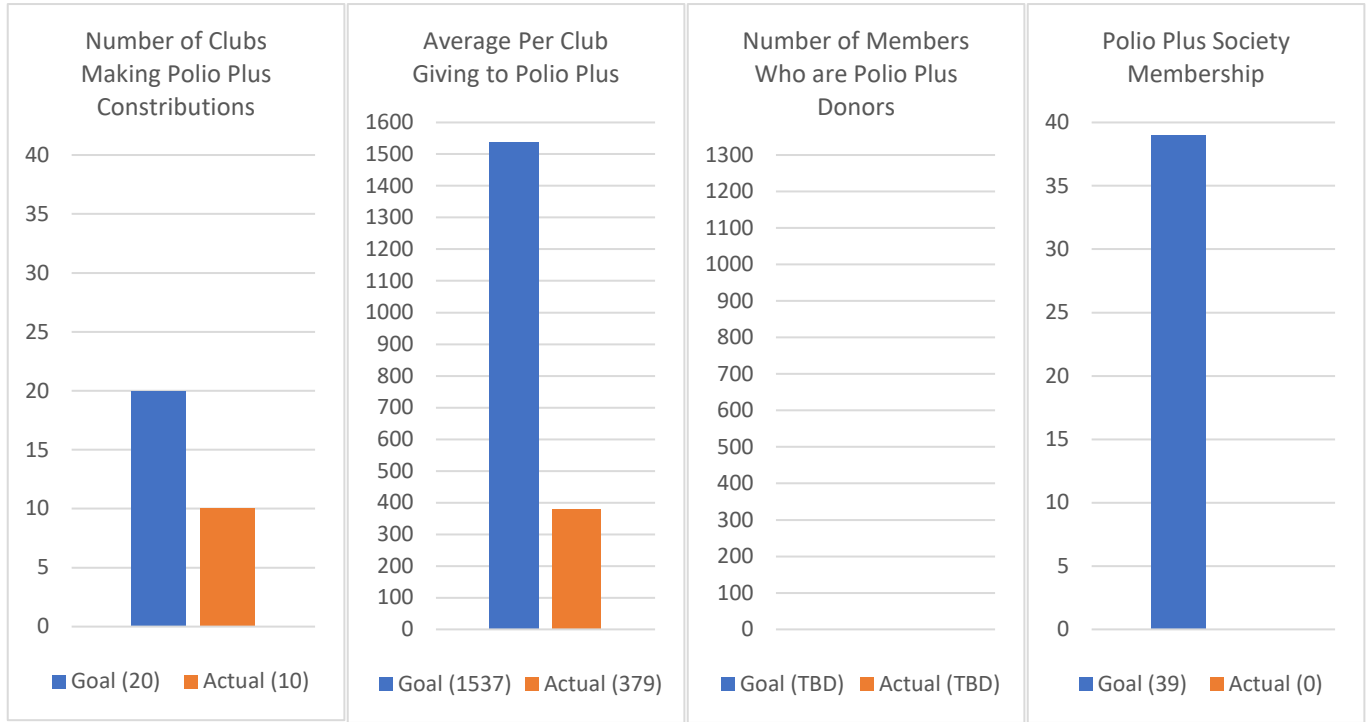
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Polio Plus Objectives (continued)

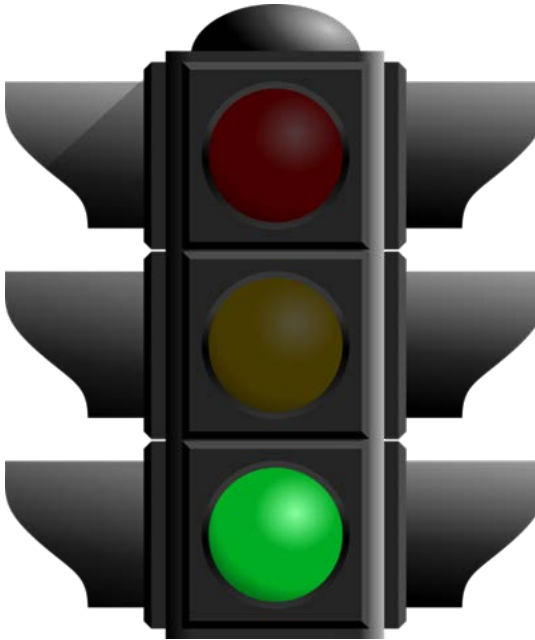
Increase Support for PolioPlus – Work with Clubs to increase their support for PolioPlus through the following: a) Increase the number of clubs who give to PolioPlus; b) Increase average per club giving over the previous year; c) Increase the number of members who give to PolioPlus by 5%; and, d) Encourage an average of one member per club in the Polio Plus Society

Status – Currently, 10 of the District’s 39 clubs have made Polio Plus contributions compared with 19 last year. The average per club giving to Polio Plus is currently \$379 compared to \$1536 for last year. Data on the number of members who were Polio Plus donors has not yet been identified. The Polio Plus Committee has also not yet launched a Polio Plus Society membership drive but will be doing so soon.



Increase Club Participation in Polio Awareness Month and World Polio Day – Encourage clubs to plan and execute an event or activity in conjunction with Polio Awareness Month and World Polio Day in October of each year.

Status – The District Polio Plus Committee met twice before World Polio Day and encouraged clubs to participate. Last year, there were eight clubs reporting activity and this year there were also eight clubs reporting activity.



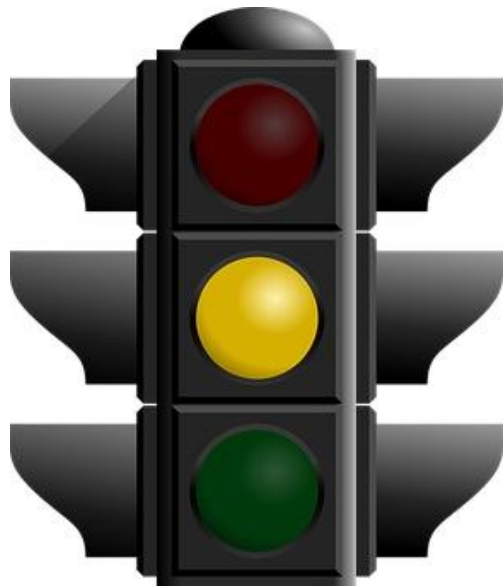
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Other Objectives

Building Stronger Relationships – Invite current club presidents and potential club leaders to attend regular District Leadership Team (DLT) meetings so club leaders understand the bigger picture and build stronger relationships.

Status – The DLT has held one in-person meeting this Rotary Year and the the two local Club Presidents attended and offer welcome remarks. The District Governor will invite all Presidents to upcoming Zoom meetings.



Club and District Collaboration – Organize at least two District-wide Presidents' meetings with the District Governor Line and Assistant Governors.

Status – The District Governor has not organized these two meeting with local Club Presidents yet but will be discussing scheduling them at the next District Governor Line meeting.



Succession Planning – Develop a succession plan for the District Leadership Team (DLT) by December 31 and maintain on an ongoing basis.

Status – Of the 32 elected and appointed members of the DLT, three are vacant, nine have no identified assistants or vice chairs and nine have an identified assistant or vice chair who can take over in case of a vacancy or continue serving when the position is vacated.



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Other Objectives (continued)

Changing the Culture – Plan two events, in addition to District Conference and routine training, that are Inter-Club, Inter-District or International in nature where multiple clubs work with one another.

Status – The District Governor has not organized these two events although there has been some preliminary discussion about hosting a Ukraine Assistance Roundtable and taking part in a multi-district service project in conjunction with TriCon 2023.



District Leadership Team Training – Conduct a District Leadership Training Program by June 30th each year.

Status – The District Governor Elect and the District Training Team have not organized this training session yet but will be discussing at a future Training Team Meeting.



District Committee Chair Training – Encourage/incentivize District Committee Chairs to participate in in-person or online training opportunities provided by Rotary International or the Zone.

Status – Currently, five of the District's 18 Committee Chairs have participated in in-person or online training provided by Rotary International or the Zone, with expenses paid for those attending Zone training.



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Other Objectives (continued)

Leveraging Technology - Organize at least two training sessions, one on using Zoom and another using social media.

Status – The District Training Team has not planned these two training sessions yet but will be discussing at a future Training Team meeting.



Rotary International Learning Center - Encourage and recommend use of Learning Center at RI Website.

Status – The District Training Team has not planned this training session yet but will be discussing at a future Training Team meeting. A session on this topic was held last year and was well received by those who participated.



Club Involvement in District Management and Activities – Strengthen the relationship between the District and clubs by encouraging more club members to serve on District Committees.

Status – Currently, at least four of the District's 18 Committees have more than 10 members. There are currently a total of 19 clubs are represented on District Committees with 60 members.



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(as of October 1, 2022)

Other Objectives (continued)

Increase Club Entry of Goals into Rotary Central

Central – Increase the number of clubs that enter goals in Rotary Club Central and ensure that 95% of the clubs have goals entered for membership, Foundation giving, and Polio Plus Giving.

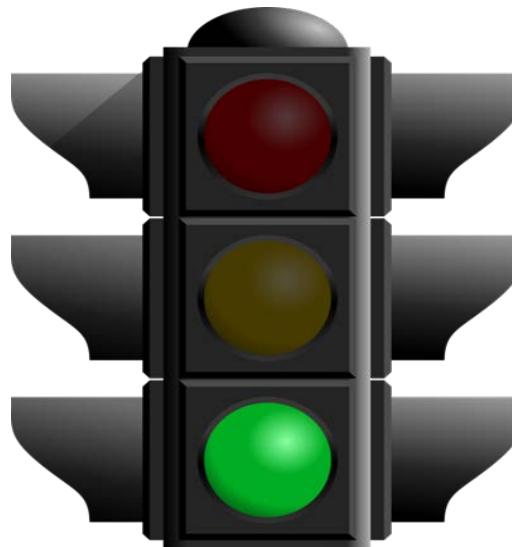
Status – Approximately 18% of the District’s 39 clubs have (7) have goals for membership, Foundation, and/or Polio Plus entered into Rotary Club Central.



Diversity, Equity, and Inclusion (DEI) –

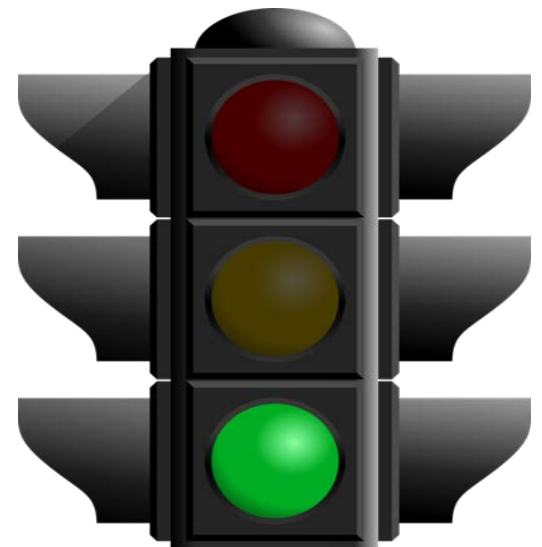
Organize at least one training session on DEI for local clubs to learn how to address related issues in a constructive and positive way, continue to work on a successful launch of the DEI Task Force, and develop a District DEI plan.

Status – The District Governor Elect and District Training Team exceeded this goal by having one training conducted as part of the “First Thursday Educational Opportunity” series and a plenary and workshop presentations at the District Training Assembly.



Task Force Support – Maintain support for the Task Force on Environmental Sustainability and the Task Force on Empowering Girls and Young Women

Status – Both Task Forces have been maintained for this Rotary Year. The Task Force on Empowering Girls and Young Women is implementing a four-part plan developed last Rotary Year and the Task Force on Environmental Sustainability has been reorganized and relaunched with new leadership.



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Dashboard Summary

	Total Number	Completed	In Progress	Uncompleted
Membership	6	1	3	2
Public Image	7	2	2	3
Foundation	6	0	2	4
Polio Plus	3	1	2	0
Other	12	2	5	5
Total District Goals	34	6	14	14

