



District 6450
Five-Year
Strategic Plan
2020-2025

Adopted and Approved
by the District Board
November 15, 2020

Introduction

District 6450 has created a 5-year strategic plan to align with the Rotary International Strategic Plan and its Four Strategic Priorities. This plan will help establish a direction for the District over the next 5 years and will help us sharpen our focus in order to get to where we need to be. This document gives us the right goals and action steps and gives us the focus we need to ensure we meet them.

Strategic Plan Notes:

1. This strategic plan will be a “living” document that is reviewed, at least in dashboard format, at every board meeting over the next 5 years. It is intended to be read, applied and revised on a regular basis with the DG line and board reviewing it prior to each DG taking office between 2020-2025. The length of the plan allows for more aggressive District support and growth as well as goals and action steps/strategies that are more clearly defined.
2. The key question answered is How we best support the Strategic Initiatives and Plans for Rotary International and that of our District clubs. The plan follows the structure of the Rotary International Strategic Plan for alignment purposes and ensures it reflects the intent of the District.
3. The plan is designed with clear goals and action steps/strategies so it more clearly articulates roles and responsibilities, defines what success looks like and how we will track and report on the progress of the plan.

Rotary International Vision Statement and Four Strategic Priorities

TOGETHER WE SEE A WORLD WHERE PEOPLE UNITED AND TAKE ACTION TO CREATE LASTING CHANGE ACROSS THE GLOBE IN OUR COMMUNITIES AND IN OURSELVES

Rotary International's Strategic Plan has four priorities. *Four*. Each priority reflects the input, feedback, and hopes of current and former members, leadership, Rotaractors, alumni, Youth Exchange students, and Rotary staff. In all, we reached out to more than a million people who are connected to Rotary in some way to ensure that our Action Plan priorities are the right ones, and are authentically Rotary. The four priorities are:

1. Increase our impact;
2. Expand our reach;
3. Enhance participant engagement; and,
4. Increase our ability to adapt.

Objectives to these Key Priorities include the following:

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

District 6450 Supporting Goals and Action Steps

In order to increase our impact, expand our reach, enhance participant engagement and increase our ability to adapt, we must be able to prioritize our efforts and better focus on plan over the next 5 years. We will work together with the clubs in our District to implement this strategic plan together while consistently reporting on the success and status of the plan. This will give the District the “Northern Star” needed to hone its efforts on those activities that will best position it for the future. By creating clear targets, assigning leads and champions and consistent reporting and tracking will provide the accountability needed to achieve the plan. And by documenting the metrics of this plan, we will get a clear picture of what is working and what is not. And that will allow us the opportunity to replicate and scale up our successes and make changes where we need to.

The current Board of Directors and future Board Members and District leaders will need to commit to the regular review and implementation of this plan to ensure its success. Our District – and Rotary International – will be better off because of it.

ONE: INCREASE OUR IMPACT

Our supporting goals, action steps and targets will answer the following questions:

- What will our legacy be?
- How can we define and measure our impact?
- How can we do more good in the world?

Supporting Goal	Action Steps	Champion/Owner
Eradicate Polio and create a lasting legacy	Host an annual District-wide fundraiser and sponsor an annual District awareness event for PolioPlus	Polio Committee Chair
	Encourage all clubs to collaborate to maximize polio fundraising/awareness efforts and ensure donations of at least an average of \$1,000 per club on an annual basis	Foundation Chair
	Advise Rotarians of National Immunization Day opportunities	Polio Committee Chair
Focus our programs and offerings	Develop committee plans that align with strategic plan and prioritize: (1) Geographic coalitions with topical focus (2) Impact (fewer projects/programs with greater impact)	District Governor-Nominee
	Create programs and partnerships around "the Birthplace of Rotary" District, utilizing our unique positioning in the Rotary world	District Governor Line; District Board
	Support clubs with annual District opportunity for service projects with a focus that is set by the District Governor	District Governor
Improve our ability to achieve and measure impact	Measure impact of Club projects and volunteer hours/impact to community.	AG Coordinator; Assistant Governors
	Ensure all clubs have entered goals and leadership line in MyRotary to ensure every club is invested and measuring key goals.	District Governor-Elect
	Produce a District Annual Report which will include key metrics and outcomes. Publish at District Conference.	District Governor

TWO: EXPAND OUR REACH

Our supporting goals, action steps and targets will answer the following questions:

- How can we share our values with new audiences?
- How can we inspire more people to take action?
- What new models can we test that bring people together to experience the power of Rotary?

Supporting Goal	Action Steps	Champion/Owner
Grow and diversify our membership and participation	Create affinity-based and cause-based clubs, such as Veterans or LatinX, to support the interests of the communities in the District	New Club Committee Chair
	Create lower-cost alternatives for Rotary membership, such as a passport Club	New Club Committee Chair
	Continue membership grants to District clubs for membership activities with clear actionable insight and targeted messaging (i.e. women, younger, minorities, etc.)	Membership Committee Chair
Create new channels into Rotary	Support the creation of Early Act and Interact Clubs - minimum one new Club each year - for elementary, middle and high school students	Youth Services Chair
	Support the creation of Rotaract Clubs (community/University based) as standalone or Rotary Club partners (minimum one new Club each year)	District Rotaract Chair
	Coordinate with Rotary Alumni (youth programs, scholars, etc.) to create a new bridge into Rotary membership	Appointed Chair
Increase Rotary's openness and appeal	Create a District Diversity and Inclusion committee that will allow for the District to be deliberate in broadening our diverse perspectives and intentionally engaging prospective members	Diversity/Inclusion Committee Chair
	Provide a mechanism for mentorship opportunities within the District	District Rotaract Chair
	Partner with other organizations within our District (YMCA, Bernie's Book Bank, etc.) at a District level similar to RI's partnerships (Habitat, Toastmasters, etc.) to maximize resources of our Rotary and Rotaract Clubs	District Governor-Elect
Build awareness of our impact and brand	Improve website template to better convey what Rotary is and what our Clubs and Rotarians are doing	Public Image Chair
	Promote club events and activities, acting as a public relations clearinghouse	Public Image Chair; District Administrator

THREE: ENHANCE PARTICIPATION ENGAGEMENT

Our supporting goals, action steps and targets will answer the following questions:

- How can we make sure Rotarians find long-term value in their membership?
- What would improve the Rotary experience?
- What skills could people learn through Rotary?
- How can we better develop our leaders?

Supporting Goal	Action Steps	Champion/Owner
Support clubs to better engage their members	Leverage technology for dynamic meeting options and continuously monitor for new options or enhancements	District Technology Chair; Club Support Chair
	Provide monthly 'topics' or District updates to be discussed at club meetings	District Governor
	Encourage and support all club efforts to create/maintain an active social media presence	Public Image Chair
Develop a participant-centered approach to deliver value	Create an annual District survey to provide the opportunity for regular feedback on member experiences and needs at the District level	District Governor Elect
	Hold a District assembly for all Rotarians to discuss topics of concern to the Clubs (virtual or in person)	District Governor
Offer new opportunities for personal and professional connection	Host an annual event for all District clubs with the primary focus being social or business focused	District Governor-Nominee
	Provide information and encourage members to join at least one of the many Rotary Action Groups or Rotary Fellowships devoted to causes and interests	District Governor
	Create a new chapter of the Rotary Means Business Fellowship and support it at the District level. This will allow Rotarians to support the success of their fellow Rotarians by doing business with other Rotarians and referring others to them	District Vocational Chair
Provide leadership development and skills training	Develop an awards based system that rewards District Rotarians for completing trainings and engagement at a District level to ensure participation	District Governor-Elect
	Develop training for leadership development	District Trainer
	Develop an online portal as a technological advanced option for role-based training (membership, president, secretary, etc.) that would support RI's e-learning courses and business skills.	District Trainer

FOUR: INCREASE OUR ABILITY TO ADAPT

Our supporting goals, action steps and targets will answer the following questions:

- How can we adapt faster to a changing world?
- How can new perspectives strengthen Rotary?
- What new ideas could create lasting change?

Supporting Goal	Action Steps	Champion/Owner
Build a culture of research, innovation and willingness to take risks	Create a District Technology Committee to support clubs with technology platforms with innovative options for programs and meetings. This role would also support District events (virtual conferences, board meetings, etc.) as well as ensure new technology is infused in our regular District activities	District Technology Chair
	Support the annual plan with key metrics. Budget for adaptation	District Board; District Treasurer
Streamline governance, structure and processes	Hold a transitional board retreat/annual planning meeting prior to each Rotary year to ensure review of this plan	District Governor-Elect; support by District Governor Line
	Conduct annual Review of the District bylaws, constitution and administrative structure. Ensure all Club presidents receive a copy during PETS.	District Secretary
Review governance to foster more diverse perspectives in decision-making	Promote diverse perspectives (age, gender, race, etc.), club size, and background represented at the Board level. Include a Rotaract representative on the District Board.	District Rotaract Chair; District Board Nominating Committee
	Examine and re-align (where necessary) District infrastructure to be relevant to meeting the diverse needs of the clubs	District Governor-Nominee

Implementation and Evaluation

The hardest part in ensuring the success of a strategic plan is the ability to track our success and make it a reality. We will create specific performance measures for each action step to track progress towards the supporting goals of the plan. This will include specific targets we hope to achieve for each measure – both annually and at the end of 5 years. These will be reviewed in a dashboard like format that is presented as part of the board packet for each Board meeting and will be reevaluated on an annual basis. This will allow us to reasonably achieve these supporting goals while encouraging us all to stretch our limits. The Champion/Owner will be responsible for reporting out on each supporting goal and will be tasked with its success implementation. It is important to note that not every Champion/Owner will be a board member, but they may be asked to attend board meetings to report on their supporting goals status.

For example, the progress of each action step will be tracked in a format similar to the below:

Supporting Goal	Action Steps	Champion/Owner	Status	
Support clubs to better engage their members	Leverage technology for dynamic meeting options and continuously monitor for new options or enhancements	District Technology Chair; Club Support Chair		In progress
	Provide monthly 'topics' or District updates to be discussed at club meetings	District Governor		Achieved and ongoing
	Encourage and support all club efforts to create/maintain an active social media presence	Public Image Chair		At risk/Not started