

**DISTRICT 7360 STRATEGIC PLAN**

**2020-2023**

**ROTARY’S VISION STATEMENT**

*Together, we see a world where people unite and take action to create lasting change—across the globe, in our communities, and in ourselves.*

**Rotary’s Strategic Priority:** Expand Our Reach

**Objective:** Grow and diversify our membership and participation.

**District Goal:** We will grow and sustain our membership.

**Action Steps**

1. Establish a committee representing the district.

Assigned: District Membership Chair (chairing established committee)

Cost: $0

Deadline: March 31, 2020  **Completed 3/25/20 Meetings monthly**

1. Submit plan of action to the District Governor

Assigned: District Membership Committee

Cost: $0 **Deep Dive/Membership Summit thru 9/2020, Discover Rotary**

Deadline: June 30, 2020 **Speakers Bureau participation**

1. Using the membership plan of action, increase district membership to 2500.

Assigned: Membership committee

Cost: $1,000/year  **$500 allocated for 2020-21, Purchased Doodle acct.**

Deadline: June 30, 2023

1. Highlight clubs who have increased membership. Increased.focus via the District newsletter.

Assigned: District Membership Committee or designated Rotarian

Cost: $0

Deadline: Quartly announcements through 2023.

**Anticipated Result:** District 7360 will realize a membership total of at least 2500.

**Rotary’s Strategic Priority:** Enhance Participant Engagement

**Objective:** Provide leadership development and skills training to engage members.

**District Goal:** Teach Rotarians about Rotary through new methods of presentation.

**Action Step:**

Identify committee/committee chair **Chair/committee established 4/25/20**

Assigned: District Trainer 2020-21 through 2020-23/Training Team

Cost: TBD as yearly budgets permit **Budget $500 First meeting 5/6/20**

**Purchased ZOOM account. “So You Want to Be a DG” – virtual. Training**

**provided virtually**

Deadline: June 30, 2020 for new methods and identify curriculum updates

Deadline: June 30, 2023 to measure results of new methods**Survey to clubs**

**on 7/20/20**

**Anticipated Result:** Greater involvement at club and district levels. Stronger clubs and more participation will be realized through RCC goals and goal achievement.

**Rotary’s Strategic Priority:** Increase Our Ability to Adapt

**Objective:** Build and streamline governance at District level**.**

**District Goal:** We will update, maintain and continually review district bylaws, and and we will create a manual of procedures, to guide future district and club leaders’ ability to adapt to changing needs.

**Action Steps**

1. Update District bylaws.

**1a.** Identify committee/committee chair to update bylaws.

Assigned: District Governor 2019-2020

Cost: $0

Deadline: February 29, 2020

**1b.** Prepare draft for review.

Assign: Committee **Assigned to Man of Proc committee June 2020**

Cost: $100 for administrative costs

Deadlines to present drafts for review/comments/revision:

April 16, 2020 – Present during annual meeting (District Conference)

TBD 2020 – District Training Assembly

July 15, 2020 – Send final draft to Areas/Clubs for input **Deadline extended as needed by the Manual of Procedures committee**

December 31, 2020 – District Governor – District Newsletter **Expect to forward to club presidents for comment.**

January 31, 2021 – Bylaws finalized (Anticipated result – new bylaws)

**Final vote expected during annual business meeting, May 2021**

1. Prepare District manual of procedures.

**2a.** Identify committee to prepare manual of procedures

Assigned: District Governor 2020-2021 and AG Area 16 (Co-chairs)

Cost: $0

Deadline: June 30, 2020 **Completed 3/31/20**

**2b.** Identify documents/areas of procedures required for manual

Assigned: Committee

Cost: $0

Deadline: June 30, 2020 **Completed 3/31/20**

**2c.** Determine existing documents for incorporation

Assigned: Committee **Completed 4/7/20 Writing & review continue**

Cost: $100 – Administrative costs **Change in title from Manual of Procedures to District Handbook/Leadership Plan – May 2020**

Deadline: June 30, 2020

**2d.** Send the draft manual of procedures to DG, DGE, DGN, iPDG, key

PDGs, AGs and other District leaders for review.

Assigned: Committee

Deadline: December 31, 2020

**2e.** Finalize District manual of procedures

Assigned: Committee

Cost: TBD (Administrative costs)

Deadline: January 31, 2021 (Anticipated result – Completed maual)

**Anticipated Result:** District bylaws and manual of procedures will

be updated/completed and available for District membership.

**Rotary’s Strategic Priority:** Increase Our Ability to Adapt

**Objective:** Build a culture of research, innovation, and willingness to take risks.

**District Goal:** We will task district leadership to become more involved with clubs.

**Action Step**

Create/update District Speakers’ Bureau list twice each year.

(Speakers’ Bureau defined: District leaders who are experts in Rotary-related

topics. These leaders from all areas of the district will be available to speak

to clubs and if requested, instruct them.)

Assigned: District Governor 2019-2020

District Governor 2018-2019 **Topics identified 4/25/20**

Cost: TBD by July 1, 2020 **Speakers list – 8/15/20. Included in District Directory, DACdb, District website. Forwarded to AGs.**

Deadline: July 1, 2020. Update every six months through June 30, 2023

Meet with speakers – DG 2018-19

**Anticipated Result:** Rotary experts serving on Speakers’ Bureau will be available for speaking during club and District meetings. **Completed.**

**Rotary’s Strategic Priority:** Increase Our Impact

**Objective:** Improve our ability to achieve and measure impact

**District Goal:** We will write a strategic plan, which will be carried out by assigned parties, monitored, and realized through visible and measurable results.

**Action Steps**

1. Write the strategic plan.

Assigned: District Leadership and Strategic Planning Committee

Cost: $0

Deadline: February 28, 2020 **Completed 2/28/20**

1. Present strategic plan at PETS 2020

Assigned: District Governor 2020-2021

Cost: TBD (Printing – PETS budget)

Deadline: March 6/7/8, 2020 **Completed 3/6-7/20**

1. Follow up on progress every six months beginning June 30, 2020

Assigned: District Governor/Strategic Planning Committee

Deadline: June 30, 2023

**Anticipated Result:** District strategic goals will be completed with positive impact.