**ROTARY INTERNATIONAL DISTRICT 7620 STRATEGIC PLAN 2011-2014**

**PURPOSE**: The purpose of this strategic plan is to establish overall guidance and direction for the District Governor and successive District Governors for the future growth and development of District 7620 and its member Rotary Clubs. This plan shall recognize Rotary’s core values. These represent guiding principles of the organization’s culture, including what guides members’ priorities and actions within the organization. Core values(service, fellowship, diversity, integrity and leadership) drive the intent and direction of the District’s leadership.

**MISSION:** The mission of Rotary District 7620 is to support the Mission and Strategic Plan of Rotary International, a world-wide association of Rotary Clubs; to provide service to others; to promote high ethical standards and to advance world understanding, goodwill and peace through its fellowship of business and professional and community leaders.

**VISION:** The vision of Rotary District 7620 is to support that of Rotary International to be universally recognized for our commitment of Service Above Self and to advance world understanding, goodwill and peace, both locally and globally.

**PRIMARY Goals**:

**The District shall Support and Strengthen Clubs** by

* Establishing a network of resources to include: A District Resource Coordinator as an over sight for leadership training, Area Governors, Membership Extension – Recruitment – and Retention Coordinators, Public Relations, and Service Projects.
  + 1213-Establish Rotary Resource Coordinator and define scope of function
  + 1213-Establish quarterly AG meetings to review club progress and provide feedback
  + 1213-Grow membership by net 200
  + 1213-Reduce the number of clubs under 25 by 50%
  + 1213-Reduce the number of clubs under 10 by 100%
  + 1213-Grow district by two clubs
  + 1213-Reduce loss of members by 25%
  + 1314-
  + 1415-
* Offering advice and support to enable Clubs to promote service activities and programs that will create and foster a culture of service throughout the organization.
  + 1213-Collect and publish all club service and programs on district website
  + 1314-
  + 1415-
* Encouraging attendance at District, Multi-District, Zone and Rotary International events to promote combined efforts to serve humanity. Participation knows no limitations, multiplies resources, and broadens lives and perspectives. Fellowship leads to tolerance and transcends racial, nationals, and other boundaries.
  + 1213-Have multi-district Conference and emphasize idea exchange
  + 1213 Offer registration to new members for District Conference attendance
  + 1213-Integrate Rotaract Clubs throughout the conference structure
  + 1213-Invite and follow up on invitation to Interactors attendance at District Conference
  + 1314-
  + 1415-
* Providing and promoting training programs that will promote future leaders. Our organization is a global fellowship of individuals who are leaders in their fields of endeavor. We must stress the importance of leadership development and in leadership as a quality of our members.
  + 1213-Integrate Rotaract Clubs throughout the training structure
  + 1314-
  + 1415-
* Promoting leadership at all levels that encourage diversity of vocations and clubs the reflect business and professional representation which will provide for clubs of the future.
  + 1213-Review diversity within the district membership
  + 1213-Encourage diversity through various communications between district and clubs
  + 1314-
  + 1415-
* Demonstrating at all levels integrity, which will enhance our efforts and accomplishment of our goals.
  + 1213-Provide and communicate examples and stories of integrity in district newsletter
  + 1314-
  + 1415-
* Increasing sustainable service projects focused on New Generations:

1. Promote training programs for club leadership about New Generations programs and to identify and put into place resource coordinators for all New Generation Programs.
   1. 1213-Provide New Generations training at PETS and CLT
   * 1314-
   1. 1415-
2. Have every club in the District sponsor an Interact Club in an area High School or community.
   1. 1213-Capture details of all Interact Clubs in district
   2. 1213-Start five new Interact Clubs
   * 1314-
   1. 1415-
3. Have every club send at least two high school representatives to RYLA annually.
   1. 1213-Have 160 attendees at RYLA in Feb 2013
   2. 1213-bring the administration of RYLA NA under district administration
   * 1314-
   1. 1415-
4. Have every club sponsor a Rotaract Club.
   1. 1213-Start two Rotaract Clubs
   * 1314-
   1. 1415-
5. Have clubs participate in the Youth Exchange Program with the goal of doubling the number of inbound and outbound students every year.
   1. 1213-Establish process by which this can be achieved
   * 1314-
   1. 1415-

* Promoting programs within New Generations Programs that focus on Water and Sanitation, Peace and Conflict Prevention and Resolution, Disease Prevention and Treatment, Maternal and Child Health, Basic Education and Literacy and Economic and Community Development.
  + 1213-One project from each Rotaract Club that addresses one of the six FV areas of focus.
  + 1314-
  + 1415-

**Focus and Increase Humanitarian Service** by

* Being a key resource on all Foundation matters, both program and financial. Through the Future Visions program support an active linkage between Rotarians and The Rotary Foundation.
  + 1213-Provide fv training so as to enable all clubs to be qualified to submit DG grant by 1 June 2013.
  + 1213-Establish the distribution of DDF and publish by 1 September 2012
  + 1314-
  + 1415-
* Developing, Implementing and Monitoring Service projects that foster and support the ideal of service that develop and maintain high ethical standards in human relations.
  + 1213-Implement data collection of time treasure and like-kind support for each club in district
  + 1213-Revoew district process for grants review to ensure ethical standards are met
  + 1314-
  + 1415-
* Assisting clubs setting and achieving program and giving goals to The Rotary Foundation.
  + Ask for an increase of 2% over 1112 club giving of all clubs and $100 per member for those not yet achieving this threshold.
  + 1213-Review quarterly with AGs the progress of clubs in achieving goals and provide incentive to meet goals in November and May
  + 1314-
  + 1415-
* Encouraging clubs to participate in the eradication of Polio efforts to include: financial support, and enhanced public relations.
  + 1213-Ask for a 2% over previous year and minimum of $1020 per club.
  + 1213-Review quarterly with AGs the progress of clubs in achieving goals and provide incentive to meet goals in November and May
  + 1314-
  + 1415-
* Encouraging Clubs to collaborate and connect with other clubs, districts and organizations to assure sustainability of projects and to promote significant projects both locally and internationally that will provide world peace and understanding.
  + 1213-Provide recognition in form of award, memento, financial offset to conference attendance
  + 1314-
  + 1415-
* Conducting District Foundation Seminars to help educate Rotarians about the Foundation.
  + 1213-Conduct Foundation seminar and as for commitment at that event
  + 1213-Conduct black-tie for Friends of Rotary to encourage major donor to klumpf donors at two sites: Washington and Baltimore
  + 1314-
  + 1415-

**Enhance Public Image and Awareness** by

* Increasing recognition of Rotary’s humanitarian efforts among both Rotarians and the general public and by helping districts and clubs communicate Rotary’s success stories to the media local government officials, civic leaders, and communities.
  + 1213-implement grant plan
  + 1213-Apply for grant for 1314
  + 1314-
  + 1415-
* Encouraging clubs to invite media to meetings that feature prominent speakers from the community.
  + 1213-Ask clubs to implement this project and get feedback on media participation
  + 1314-
  + 1415-
* Establishing standards that would assist clubs to unify Rotary’s image and brand awareness as they focus on their unique attributes to attract potential members from their community.
  + 1213-Establish standards in coordination between AGs and PR Chair
  + 1314-
  + 1415-
* Quantifying and publicizing action-oriented service.
  + 1213-Establish what this means and develop outcomes for clubs in future years
  + 1314-
  + 1415
* Promoting the core values of Rotary in conjunction with their own marketing materials.
  + 1213-Develop spreadsheet of each club marketing materials, review and add core Rotary values where needed.
  + 1314-
  + 1415-
* Emphasizing vocational service by promoting programs that involve new generations.
  + 1213-Give current multi-club projects more visibility
  + 1213-Add one new multi-club vocational service project to district tool kit
  + 1314-
  + 1415-
* Demonstrating the magnitude of Rotary by encouraging cooperative initiatives among clubs that involve networking for signature activities.
  + 1213-Establish a regional approach to project development to get to larger projects
  + 1314-
  + 1415-