

District 6270 Strategic Plan

(Work update – August 7, 2008)

Goal #1 – Eradicate Polio

Current Efforts: Rick DeBee is visiting all clubs in the district to inform them of the current status of the effort. DG Ted has been on 3 National Immunization Days and has reported on those days to many clubs. And the district is creating a video about the Polio program.

Future Efforts:

Planned activity	Action taken – 6-4-08
1. The revised district web site will have additional information on the Polio Project.	Bob Nolan will contact Rick Debee to add these materials to the web site.
2. We will encourage clubs to have an annual report on the Polio Project.	
3. We will solicit funds from each club to support the Polio Project.	Ted and Tamie will ask AGs to communicate with PEs about putting the annual \$1000 contribution in their budget
4. We will train district members in the functioning of the RI Foundation so they understand how contributions are assigned to various funds.	This will be part of the program at the fall Seminar
5. We will give talks on Polio at the District Conference and spring assembly.	This will be part of the program at the spring assembly.

Goal #2 – Advance Internal and external recognition and public image of Rotary

Current Efforts: The new web site should help. We are also planning to continue grants to clubs for PR efforts. Clubs have also helped by creating poster boards with their activities to display at meetings and at fundraising events, and one club does regular radio spots.

Future Efforts:

Planned activity	Action taken – 6-4-08

1. Each District Conference will have a “House of Friendship” that will display current service activities so current members become more aware of Rotary efforts.	This was done well at the May District conference and will be repeated at future district conferences.
2. There will be a “Best Practices” session at each spring assembly to help build awareness.	This will be a break-out session at spring assembly.
3. The annual Foundation Dinner will highlight supported service activities.	The District and the Hartland club will coordinate on a Foundation Dinner in November 2009.

Goal #3 – Increase Rotary’s capacity to provide service to others

Current Efforts: AG training is identifying clubs in need of help and connecting clubs across zones. District coordinators are helping to share information with clubs.

Future Efforts:

Planned Activity	Action taken 8/6/08
1. The district will identify a person to help clubs write grants. Mike Slawney will serve first in this function.	Mike Slawney will present on this at the Fall Seminar.
2. PETS will continue to have special services to smaller clubs which are frequently the most in need of help.	We will continue to have special breakout session by club size at PETS.
3. AG training will occur each year so AGs can better support clubs.	Betsy and Paul will do this again this year.
4. Committee chairs will also receive training.	Paul will do facilitator training again. We will check to see if committee chairs are getting all the information being sent out by RI in their area.
5. An annual meeting will bring AGs, committee chairs, and coordinators	Tamie’s May meeting went very well. Bill will repeat this

<p>together to better understand their role.</p> <p>6. The district will create a Training Committee to help do the training and to build training capacity.</p> <p>7. Clubs will be encouraged to improve their own succession planning.</p>	<p>meeting in the spring, probably at the same venue Tamie used.</p> <p>We will try to identify a third person to add to the training team.</p> <p>We will have a session on this at the fall seminar</p>
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Goal #4 – Expand membership globally in both numbers and quality

Current Efforts: Each club is encouraged to review its own activities to determine how they create value for members. Are they welcoming? Do they have good programs?

Future Efforts:

Planned Activity	Action taken 8/6/08
<p>1. The Membership Committee will be revitalized with at least one member from each zone.</p> <p>2. Best practices from best clubs will be shared by the DG at PETS and Zone meetings.</p> <p>3. The Membership Committee will define metrics for successful clubs, including such measures as attendance at RI functions, Foundation levels, engagement in service activities.</p> <p>4. The District will support existing and new Rotoract and Interact Clubs.</p> <p>5. The District will continue to communicate successful program</p>	<p>Brian Monroe of the Mequon Thiensville club is the new Membership Committee chair. He is making progress on items 1-3.</p> <p>Ted will continue work on this. We will also invite these clubs to participate in the Spring Assembly. We need to create a list of their contacts/advisors in order to better coordinate these clubs.</p> <p>The last newsletter had great program ideas. We will repeat</p>

ideas to clubs via the Governor's Newsletter.	such lists in future newsletters.
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Goal #5 – Emphasize Rotary's unique vocational service commitment

Current Efforts: Many clubs are involved with vocational programs at local schools.

Future Efforts:

1. The Spring assembly will emphasize the 4-Way Test.
2. District will encourage clubs to hold off-site meetings and reclassification talks to learn more about local business.
3. The District will evaluate the possibility of hosting a business ethics seminar.

Goal #6 – Optimize the use and development of leadership talents within RI

Current Efforts: PETS and AG training. Current RYE efforts are very successful.

Future Efforts:

1. Interact leaders will be brought to spring assembly
2. The DG will visit two RYLAs this summer to explore that opportunity
3. World Affairs Seminar is being rebuilt
4. The DG is helping create a new Rotoract Club in Milwaukee

Goal #7 – Fully implement the strategic planning process

Future Efforts:

1. The district will have an annual strategic planning session to update this plan.
2. The plan will be shared with the district executive committee and portions will be reported on at each EC meeting to ensure that progress is being made.
3. The plan will be shared with district membership via the web page and newsletter.

Goal #8 – Support the RI Foundation

Current Efforts: The District has new efforts to create additional Paul Harris Society members, has an existing World Community Service Committee, and has one or more GSE teams each year.

Future Efforts:

1. The district will create a speakers bureau for Foundation topics
2. The district will create a one-page flyer to describe the foundation
3. The Foundation Committee will create a list of current giving levels for EREY, PHS, major donors and benefactors, and set annual goals to increase participation rates.
4. The district will celebrate those clubs that exceed district goals, and ask them to describe best practices at the fall seminar.
5. The district will have an annual Foundation Celebration Dinner (normally scheduled in November at the start of Foundation Month)
6. The district will annually contribute district designated funds to Polio Plus.