

Priority A - Increase our Impact

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

Rotary 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.

Annual Goal	Actions	Resources	Team	Timeline
Create Action Plan in line with RI objectives and communicate to members	Complete GNTS, GETS and Institute training		DG, DGE, DGN, BOD, Club Leadership	To BOD Jan. 12, 2021, to Clubs and District Leadership by District Conference
	Develop and review with BOD's and Club Leadership to get input and support			
	Encourage all members to create a My Rotary account			
Provide training for all levels of the District	Promote Learning Center	Learning Center and LC reports	District Training Chair, DGE, DGN	Jan - April, 2021. Pre-PETS, PETS and Post-PETS completed. CTA 4/19-22
	Create training for Committee Chairs and AG's, update Pre-PETS, create Post-PETS	Zoom		
		Toastmasters		
		Training materials from RI and Zone		
Provide District funds to assist clubs with updating the Rotary Brand in their communities	Notify clubs asap of deadline to update by June 30, 2022	Up to \$28,500 in budget	AG's, Public Relations Chair, Club Presidents	Article in Apr. District Newsletter. Rebranding by June 30, 2022
	Encourage Brand Center Training			
	Inventory club items through AG's to identify needs and work on volume pricing			
	Budget up to \$500 per club to assist with the transition			
	Encourage media coverage of updates			
	Provide club display to the best update and media coverage			
	Explore options to use District members as vendors			
Increase support of the Rotary Foundation to increase funds for our District and International Grants	Educate and encourage monthly on-line giving to increase Foundation programs such as EREY, Polio Plus and Society,	My Rotary Accounts	District Foundation Chair, AG's, Club Presidents, District Training Chair	Ongoing
	Educate and encourage next level giving through Triple Crown Program	Foundation education		
	Regularly monitor members level to encourage them to take the next step			
	Identify champions in the District to support			

Priority B - 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

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Establish new clubs	Create New Club Development Chair for the District	Budget to support new club developed	Membership Chair, New Club Development Chair, AG's, Rotaract Chair or DRR, Zone Membership Rep, Interact Chair	Ongoing
	Training for all members regarding opportunities for new clubs	Grow Rotary Tools		5 new clubs by June 30, 2022
	Focus on Membership Tools and new club designs, such as - Cause Based, Satellite, Passport, Elder Clubs, Community Based	Learning Center		
	Reach out to terminated members regarding new options			
	AG's act as advocates in their Areas to identify potential new clubs, and encourage existing clubs to support			
	Include Rotaract Clubs in President Meetings and DG visits			
Close District demographic gap	Continue to grow Interact			
	Create opportunities for clubs to work together:	Budget to support	Community Service Chairs, Public Image Chairs, Membership Chairs, AG's, Club Presidents and Club Community Service Chairs	Ongoing
	Service Projects, branding, identifying new clubs, joint meetings, pairing experienced clubs with those needing assistance, AG's have Area meetings and projects			One Valley and one Coastal service project by June 30, 2022
	Include Rotaract in AG's Area and include them in meetings and			
	Increase recognition of clubs around common causes and shared projects and offer assistance to other clubs to do the same			
Encourage members to attend other club's meetings				
Complete Community Needs Assessments with clubs and partners	Create a template and means for clubs to complete a Community Needs Assessment in their areas	Survey tools	Community Service Chairs, Membership Chairs, Club Presidents and Club Community Service Chairs	All clubs completed by June, 2022
	Include where new Rotary Club development would be helpful	Analysis and action planning support		
	Create Club action plans with information			
	Develop plans to coordinate with other service organizations to support the community			
Add Rotaract Chair or District Rotaract Representative (DRR) to the District BOD	Identify DRR		BOD, Rotaract Chair	By-Laws update appd. 4/6. New member to join July, 2021
	Update BOD Bylaws to include Rotaract			
	Explore other options where Rotaract can be included			

Priority C - 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

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Survey District membership regarding leadership, committee and special talents interest	Create survey to assist with member engagement, development and succession	Survey Monkey	Chief of Staff, Training Chair, Rotaract Chair, Club Presidents	Survey out Jan. 2021.
	Match interest with Chair, committee and training opportunities	Analysis and follow up		Analysis and follow up ongoing
	Include special interest topics in Speakers	Zoom		
	Include Rotaract			
Create Speakers Bureau	Include all District Chairs and leaders in a database of options for club meeting and	Website update and contact information	Public Relations Chairs, Training Chair and committees, all District Chairs, AG's, Rotaract Chair, members	Start now and continue to build through survey results and new information
	Include links for The Learning Center, Zone 26/27 and other resources to enhance			
	Include Rotaract			
Develop and provide District new member orientation and engagement	Create and send a video from District welcoming new members and providing	Public Relations expertise, DacDb set up, Zoom, budget for grants	DG, DGE, DGN, Public Relations Chair, Zoom Chair	July, 2021
	Make follow up information available for			
	Offer open sessions via Zoom for new			
	Add new members welcome to newsletter			
	Offer new member grants to start their own			
Re-establish District 5230 Yellow Pages	Develop Site, sell memberships (Rotarians in and outside of the District), promote site for Rotarians to utilize services from Rotarians. Profits will be utilized for Vocational Scholarships administered by the Clubs in the	Public Relations expertise, site management	DG, DGE, DGN, Public Relations, marketing and management support, AG's and clubs to administer scholarships	July, 2021 establish site, scholarships rewarded before June, 2022

Priority D - 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

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Update District award system and acknowledgement to highlight new priorities	Update District awards to reflect RI and District	RCC	DG, DGE, DGN, Club Presidents, AG's	July-Aug, 2021 distributed to Presidents, to be utilized for 2022
	Minimize duplication and utilize RCC and Presidential Citation priorities that reflect the			
Create on-line forums for members to share and learn from each other. Partner struggling clubs with a mentor club	Offer open forums for clubs to come together for brainstorming sessions to learn from each	Zoom	Training Chair, District Chairs, Speakers Bureau, AG's, Presidents	July, 2021
	Create schedule around monthly topics that			
Update P&P manual to include policies that reflect:	Review RI policies and personalize for District	RI policies, samples from other Districts, Committee Review	DG, DGE, DGN, BOD, AG's, Resolutions Committee, Club Presidents and Clubs	To DG by Dec. 31, 2020, to BOD's on Jan. 12, 2021, to Resolutions Committee by March 2, 2021 to District Leaders by April 1, 2021 for vote at Business Mtg on 5/1
Diversity, Equity & Inclusion, Adult Harassment, Crisis Management and Privacy	Review with DG, BOD, Resolutions Committee, Club Presidents and PDG's for input			
	Submit to Clubs for approval at Business			
Create Zoom Chair for the District	Identify expertise through member survey and make selection	Zoom license for the District	DG, DGE, DGN, Public Relations Chair, Training Chair	July, 2021
	Assure District has appropriate Zoom Contract to support District and Clubs? Provide training	Training resources		
		Learning Center		