Supplementary Zoom Meeting

During a supplementary Zoom Business Meeting convened by DG Joe Kashi on 5/6/21 the attached Rotary District 5010, Strategic Plan 2021 t0 2024, dated 4/27/21 was accepted by a vote of Rotarians present at the meeting. PDG Andre Layral moved that such Strategic Plan be accepted. The motion was seconded by PDG Ted Trueblood.

This is supplementary to the 2021 Annual Business Meeting Agenda and Minutes approved on May 4, 2021.

Don Poulton
District Secretary 2020 - 2023
Admin Chair 2018 - 2021

ROTARY DISTRICT 5010

Strategic Plan 2021 to 2024

April 27, 2021

District Five-Year General Goals: Within five years, District 5010 and its constituent clubs will:

1. Have increased long-term member retention, recruitment of new members, and partnership with diverse groups representative of our communities across the District so as to increase energy, engagement, innovation, and diversity within District 5010 so as to grow District 5010 to not less than 1,650 current members and not fewer than 40 active and vibrant clubs within three years.

2. Be recognized throughout Alaska and our Rotary Zone as a highly active, strong, and positive force for the well-being of our local communities and state, as well as in international project areas,

3. Consistently develop and operationally implement successful, highly cost-effective, and innovative service projects by the District and its clubs.

This strategic plan is a distillation of broad long-term goals and general guiding principles. In view of the rapidly changing environment in which District 5010 and its constituent clubs exist, this strategic plan is intentionally focused upon providing multi-year strategic direction, with a more specific implementing operational plan to be devised annually by incoming District and club leadership teams.

STRATEGIC OBJECTIVES:

1. **Priority 1: Stronger, More Effective Clubs**
    - ***Support and strengthen Clubs through recruitment of high-quality District and club leadership and excellent training of those persons.***
    - ***Help challenged clubs stabilize membership and finances.***
    - ***Broaden club membership base by partnership with, and outreach to, under-represented groups of potential new Rotarians in Alaska and elsewhere, particularly in service areas of mutual interest.***
    - ***Identify the evolving hybrid "new normal" Rotary and assist club adaptation to the changing cultural environment.***
    - ***Help develop and sustain energetic and innovative cultures at the club level.***
    - ***Facilitating partnership with, and outreach to, diverse underrepresented groups of potential new Rotarians in our communities and throughout Alaska, particularly in service areas of mutual interest.***
    - ***Broadly engage District 5010 Rotarians and clubs in actively setting and implementing District-wide goals and activities that have a measurably positive impact upon our communities and our State and that assist and reinforce the efforts of local clubs.***
    - ***Continue and expand efforts to reach all Rotarians and provide awareness and clarity regarding Rotary's goals and activities within our District and world-wide, making use of both traditional and new capabilities as appropriate.***

2. **Priority 2: A Stronger, More Operationally Effective District**
    - ***Provide a clear and consistent multiyear consensus direction***
    - ***Continually develop and improve consistent District management, policies, and operating systems, finding the right balance of personal interactions and technology tools.***
    - ***Retain District 5010's Financial Stability.***
    - ***Encourage innovation and flexibility at all levels in terms of more efficient, highly cost-effective club and district operations and service projects.***

3. **Priority 3: Greater Impact**
    - ***Increase humanitarian service at the Club and District level through highly cost-effective actions and projects that help and improve our Alaskan communities statewide through thematically related, mutually supporting club and district/club service projects.***
    - ***Develop and implement knowledge-development international demonstration projects that can be scaled up by other districts.***

4. **Priority 4: Greater Visibility & Influence**
    - ***Increase public awareness of Rotary District 5010 and its clubs as an active force for the betterment of local communities and our state.***
    - ***Enhance Rotary District 5010's general public image in-state and awareness of Rotary's service in our communities and world-wide.***

IMPLEMENTATION

PRIORITY 1: STRONGER, MORE EFFECTIVE CLUBS – ACTION STEPS:

A. Assist clubs with leadership training and mentoring opportunities
    - Increase availability of online training programs for Club Officers (President, Secretary, Treasurer) and committee chairs

B. Promote the development and use of innovative club efforts and meetings
    - Both live and web-based meetings and other formats including simultaneous live and web meetings
    - Consider the formation of satellite clubs for members with schedules that do not conform to traditional club meeting arrangements

C. Help Clubs build a culture of membership growth and retention
    - Use innovative club formats including TRF Area of Focus or other defined purpose Clubs
    - Strengthen club fellowship, including inter-personal skills for club officers.
    - Develop Young Professionals initiatives and theme-based satellite clubs.
    - Tap into Rotary Alumni (Rotaract, Interact, Youth Exchange, etc. for future member recruitment
    - Work with Rotarians leaving the club to consider new clubs if they are moving, or to join a District e-Club
    - Continue and expand focus upon increasing diversity and engagement with diverse groups across the State who are representative of their communities.

D. Encourage district-level involvement by Club Officers and committee chairs to promote District and Club level cooperation and responsiveness.

E. Continue development and implementation of alterative fund-raising capabilities.

F. Strongly encourage and support the growth of satellite clubs, new club outreach into additional Alaska communities, and general outreach/partnership to diverse groups.

G. Encourage signature Club projects and programs in their community and beyond
    - Assist Clubs with access to District and Global grant programs

- Provide District-level encouragement and development/implementation assistance to Rotary Clubs regarding local projects and coordination with similar, broader District-wide efforts and goals.

PRIORITY 2: INCREASED DISTRICT OPERATIONAL EFFECTIVENESS – ACTION STEPS:

A. Improve internal processes and procedures, update policies, corporate documents, and contracts
    - Improve District IT systems and useability
    - Develop and regularly update position descriptions

B. Retain financial stability through good accounting and other business management processes
    - Continue excess reserves management and utilization to strengthen District systems and functionality consistent with Strategic Plan.
    - Manage District annual budget for a slightly positive bottom line

C. Continue strengthening District-level leadership development and training programs

D. Prior to July 1 of each year, the DG Team will develop, in concert with incoming Club officers, a more detailed, goal-specific annual plan implementing the broad objectives of this three-year Strategic Plan, will broadly circulate this initial annual implementation plan draft to all District Rotarians for comments and suggestions, and then adopt and publish the final plan. Clubs and Rotarians should be strongly encouraged to participate.

E. Review this Strategic Plan at least annually and update it every three years, with the annual review to occur at the District Team Training Meeting, which should be broadcast to all District Rotarians.

F. Provide District Rotarians with a clear and consistent multiyear general District approach to continuing projects, activities, and governance, minimizing dramatic year to year shifts.

G. Hold regular District-wide teleconference meetings between DG line, Rotary Club Presidents, and other District Leaders as appropriate to the meeting content and need.

H. Periodically review and update as desirable District 5010 Manual of Procedure, Bylaws, and other governance documents.

I. Continue ease of use, content development, and user interface improvements to District 5010 web site.

J. Increase District-level and club-level membership engagement and energy through regional assemblies, regular District-wide Zoom forums and programs, both Rotary-focused and otherwise, by continuing suitable technology upgrades to use where and when appropriate, and by expanding on-line, on-demand training resources and programs.

K. Conduct District-wide business meetings and substantive meetings electronically to allow all District Rotarians to participate despite distance.

PRIORITY 3: GREATER IMPACT – ACTION STEPS:

A. Support all D5010 Rotary Clubs in developing and implementing a signature service project that meets community needs, attracts community support, and promotes Club visibility
    - Assist Clubs with access to District and Global grant programs
    - Expand awareness of the availability of District resources including Service Projects Committee
    - Develop and expand a Service Committee to aid clubs in implementing successful club projects.

B. Extend District and Club outreach to promote partnerships with other state, national, or international organizations to leverage projects
    - Seek partnership opportunities with diverse community groups representative of their communities, including without limitation ANSCA corporations, for local or regional projects

C. Encourage Clubs to collaborate regionally on community projects

D. Continue District-level projects and initiatives
    - Example District-wide project:
        i. Rotary Cares for Kids
        ii. In-state emergency safe water system development
        iii. Rural grass-roots economic development
    - Example initiatives:
        i. Suicide prevention and human trafficking
        ii. Rotary Helping Our Alaska Communities
    - Example Global Grant project:
        i. Vocational Training Team working on FASD in Australia and Alaska
        ii. Kenya Water Management Project

E. Increase the entry of service, Club and TRF goals and project progress reports in Rotary Club Central

F. Promote financial support of TRF by Clubs and Rotarians
    - Encourage the use of annual, regional Foundation fund-raising events between Clubs.

PRIORITY 4: GREATER VISIBILITY AND INFLUENCE

A. Continue collaborative, District-wide service projects that include partnerships with other organizations
B. District-wide collaboration between District and Club PI Committees to promote Rotary projects at all levels
C. Strengthen District traditional mass-media relations efforts and activities.
D. Encourage Clubs to use local media and social media resources to present Club service projects to the community
E. Public information outreach using broadcast media tools
    - Utilize both paid and public service messages
F. Regularly update the District website and Facebook site
G. Utilize current Rotary brands on all print, broadcast, and digital communications
H. Encourage and assist clubs to expand and improve their use of social media.
I. Building a District that actively and flexibly supports and betters our communities throughout the State such that there is visible substance to support traditional and social media public image efforts.