

## ATTACHMENT 3

Extract of the minutes of the meeting of the Strategy Committee held at the home of DGE Lionel Heath, 17 Ryton Glen, Sibelius Street, Walmer Heights, Port Elizabeth on the 8 th of June 2007

### 8. REVIEW STRATEGIC PLAN

Attachment 3 to these minutes: "Updated Strategic Plan 2007/2008"

Changes to the Rotary International District 9320 Strategic Plan 2007/2008 were discussed and noted in Attachment 3.

PDG Ken Stonestreet requested that DGNN Anne Botha forward a copy of the updated plan to Rtn Barry Downs for publication on the District Website.

*Action: DGNN Anne Botha*

**Changes to the Rotary International District 9320 Strategic Plan 2007/2008 as decided at the meeting of the Strategy Committee held at the home of DGE Lionel Heath, 17 Ryton Glen, Sibelius Street, Walmer Heights, Port Elizabeth on the 8 th of June 2007 noted in Red Bold Italics.**

**Rotary International District 9320**  
**Strategic Plan 2007/ 2008**

***District Leadership Plan***  
***Strategic Objective 1.***

***Implementation of the plan at District Level.***

a. Develop a District Structure in conformity with the requirements of RI.

Action Steps	Responsibility	Timeline	Reported Action
1. Customise and incorporate District Code of Practices	DG & IPDG	Complete by 28/04/07 Present for approval at Discon 2007 To clubs 20 <sup>th</sup> August	DG Ethne IPDG John
2. Develop an organogram of the district structure as applicable to D 9320	DGE	ongoing	Completed for 2006 <b>Completed for 2007/2008</b>
3. Define terms of reference for each committee			ongoing

b. Involve the DGE and DGN for continuity

Action Steps	Responsibility	Timeline	Reported Action
1. Invite future leaders to attend all functions	DG	At each district function	ongoing

c. Empower the AGs to achieve the requirements of the DLP

Action Steps	Responsibility	Timeline	Reported Action
1. Include the DLP as a major part of training	DG and District Trainer	At each district function	ongoing

***Strategic Objective 2.***

***Improve knowledge of the DLP at club level.***

a. Empower the AGs to explain the DLP to clubs

Action Steps	Responsibility	Timeline	Reported Action
1. Specific training for AG's	District Trainer	AG's training each year	Ongoing 2007 / 2008 Done 2006 / 2007

b. Provide opportunities for interactive sessions at district functions

Action Steps	Responsibility	Timeline	Reported Action
1. DG & DGE to include these in agendas of district functions	DG, DGE, Dist. Trainers	All District Functions	Done 2006 / 2007 Ongoing for 2007 / 2008

c. Encourage clubs to hold two programs on the D L P each year.

Action Steps	Responsibility	Timeline	Reported Action
1. AG's tasked to hold at least 1 club assembly to present DLP prototype	AG's	1 per years by 30 June 2008	
2. Clubs to hold assemblies to discuss DLP	Club Presidents	1 per years by 30 June 2008	

**Strategic Objective 3**  
**Membership Development**

**Grow Rotary in D9320**

a. Institute a “Grow Rotary” campaign

Action Steps	Responsibility	Timeline	Reported Action
1. Continue the Grow Rotary campaign	District membership Development Officer and district officials	ongoing	

b. Improve membership retention

Action Steps	Responsibility	Timeline	Reported Action
1. Provide a Retention package to clubs	District membership Development Officer	annually	
2. Develop and activate a retention campaign in D9320	District membership Development Officer	ongoing	

c. Club extension.

Action Steps	Responsibility	Timeline	Reported Action
1. DG to include club extension in district goals, identify sites and appoint special representatives	DG, DGE, and DGN	ongoing	

d. Increase the awareness towards “Friends” and “Family of Rotary”

Action Steps	Responsibility	Timeline	Reported Action
1. Publicise during Training the wider field of Rotary being “Friends” and “Family”	DG and District Trainer	At every POETS <i>and “Lets Talk Rotary”</i>	
2. “Friends” and “Family of Rotary to be invited to every DG visit.	DG to remind clubs	For each club visit	

**NB.** *The Family of Rotary is defined as related clubs and organizations*

*The Friends of Rotary is defined as all the people and organizations that assist and support Rotary and have similar objectives*

**Strategic Objective 4**  
**Demographic Diversity**

**To make Rotary representative of the Community in District 9320**

a. Encourage clubs to build relationships with public representatives

Action Steps	Responsibility	Timeline	Reported Action
1. DG to publicise and encourage contact with public representatives	DG	With newsletters and visits ongoing	
2. Encourage clubs to hold public representatives meetings	DG, AGs	In newsletters and visits ongoing	

b. Improve gender ratio in clubs

Action Steps	Responsibility	Timeline	Reported Action
1. Let evolution continue	All club Presidents and club membership committees	continuous	

c. Encourage clubs to get a clearer understanding of cultural diversity as a precursor to achieving better demographic balance

Action Steps	Responsibility	Timeline	Reported Action
1. Encourage clubs to start RCC's to assist local communities to help themselves	DG to appoint a RCC co-ordinator <i>DGE Jaap Steyn</i>	ongoing	Committee formed
2. Send a GSE team to a neighbouring country	DGE & DGN	ongoing	Receiving attention
3. Send a Friendship Exchange to a neighbouring country	District Firendship Exchange Committee	ongoing	
4. Appoint a Volunteer co-ordinator to investigate a volunteer program in a neighbouring country	DG, DGE & DGN		

**Strategic Objective 5**  
**District Leadership Training**

**To improve the level of Rotary knowledge of District Leaders**

a. Structure regular meetings between DG and district committee chairpersons

Action Steps	Responsibility	Timeline	Reported Action
1. DG to meet District Committee chairpersons in July	DG, DGE & DGN	September 2006 and ongoing	
2. DG to meet District Committees individually at least twice a year	DG, DGE & DGN	September and February	

b. Hold formal District Leadership Training sessions

Action Steps	Responsibility	Timeline	Reported Action
1. Leadership Training sessions to be held	DGE & District Trainer	Set a date each year	
2. Extend PRLS program in D9320	District Training Committee	ongoing	

c. DG to ensure that pertinent information is distributed to district leaders

Action Steps	Responsibility	Timeline	Reported Action
1. DG to include pertinent information in newsletters to leaders	DG	Monthly	

d. Redesign and review Training methods and resources

Action Steps	Responsibility	Timeline	Reported Action
1. Provide an interactive program with more <i>increasingly</i> acceptable presentations	District Trainer	At AGs training, POETS, District Assembly and Dist. Conference	

**Strategic Objective 6**

**Rotarian Service beyond Club level**

**To encourage and develop Rotarians to serve beyond club level**

a. Develop a desire to serve beyond club level

Action Steps	Responsibility	Timeline	Reported Action
1. Identify and involve more Rotarians in District activities	DG and AGs	Each Year	
2. Ask for names of capable / keen persons from Club Presidents	DG, DGE and District Trainer	At all district functions	

b. Convey the importance of serving Rotary beyond club level which also brings the added advantage of self-development opportunities

Action Steps	Responsibility	Timeline	Reported Action
1. Get current and past district leaders to talk on their experiences	DG, DGE, District Trainer to include in district conference program	At all District Functions	

**Strategic Objective 7**

**Rotary Programme Information**

**To increase the knowledge of Rotary Programmes at club level**

a. To encourage clubs to include regular information slots at club meetings

Action Steps	Responsibility	Timeline	Reported Action
1. Disseminate relevant information for clubs to use	DG	continuous	

b. Encourage attendance at District functions

Action Steps	Responsibility	Timeline	Reported Action
1. Improved marketing by host clubs	DG & AGs	Annually	
2. Program to be available at least 1 month before function	DG, DGE & District Trainer	1 Month before function	
3. pre-meeting publicity, focused on new members	DG to provide for club Presidents	1 Month before function	
4. Provide each President with a CD containing the contents of POETS and encouraging its use at club meetings	District Trainer	After each district function	

c. Encourage more use of electronic media information

Action Steps	Responsibility	Timeline	Reported Action
1. Encourage the use of the district and RI Websites, particularly e-learning	District Information Officer	After each district function	

**Strategic Objective 8**  
**Public Image**

**To improve the public image of Rotary in District 9320**

a. Encourage the display of the Rotary logo at all Rotary projects

Action Steps	Responsibility	Timeline	Reported Action
1. Show videos at District functions depicting the use of Rotary logos at Rotary projects	District Trainer	All district functions	
2. Encourage the use of Rotary vehicle license holders and decals for display on member's vehicles	District Emblem Custodian	Annually	

b. Encourage the appointment of media liaison persons at club level

Action Steps	Responsibility	Timeline	Reported Action
1. Clubs to appoint media officer	D.P.R.O	Annually	

c. Invite the press to all newsworthy Rotary activities

Action Steps	Responsibility	Timeline	Reported Action
1. Issue invitations well before function and follow-up	Club Presidents supported by AGs	At each project launch or relevant club meeting	

**Strategic Objective 9**  
**Club Leadership Plan**

*To encourage clubs to adopt the Club Leadership Plan (CLP)*

a. Implement the CLP at Club level

Action Steps	Responsibility	Timeline	Reported Action
1. Empower AGs to handle the issue	District Trainer	AGs Training	
2. DG to promote at club visits	DG	At Club Visits	
3. Promote the CLP at Club level	AGs	At club assemblies	
4. Promote the CLP at District Functions	DG, District Trainer, Senior Rotarians	District Assembly, Conference and regional sessions	

b. Plan special promotions of the CLP

Action Steps	Responsibility	Timeline	Reported Action
1. Feedback from clubs	AGs	After regular visits	
2. Identify weak clubs needing assistance and set up an assistance program	AGs to DG	At DG Visit	

c. Encourage use of Club Administration software (CAS)

Action Steps	Responsibility	Timeline	Reported Action
1. Encourage clubs to change to CAS	DG to appoint expert	By end 2009	
2. Educate clubs to use CAS by training	AGs	To check on and encourage at visits	