

May 15, 2018



Planning for the Future

District 7010

2018 - 2019



March 28, 2018



ROTARY INTERNATIONAL STRATEGIC PLAN PRIORITIES AND GOALS

THE BASE FOR THE DISTRICT 7010 STRATEGIC PLAN

Rotary's strategic plan provides the framework for our future, ensuring that we continue to be known as a respected, dynamic organization that advances communities worldwide.

The strategic plan evolves with the aspirations of Rotarians. It is shaped by regular input from members through surveys, focus groups, committees, and meetings, so it can continue to help us achieve our goals.



Rotary's strategic plan identifies three strategic priorities supported by 16 goals. They represent what Rotarians have asked to be done to ensure a strong and vibrant Rotary going into the future.



SUPPORT AND STRENGTHEN CLUBS

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

FOCUS AND INCREASE HUMANITARIAN SERVICE

- Eradicate polio
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus
- Increase collaboration with other organizations
- Create significant projects both locally and internationally

ENHANCE PUBLIC IMAGE AND AWARENESS

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities



“Together, we see a world where people take action to create lasting change – across the globe, in our communities and in ourselves.”

RI Vision Statement

OUR MISSION

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

OUR CORE VALUES

Our values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership and include:

FELLOWSHIP AND GLOBAL UNDERSTANDING

We build lifelong relationships.

ETHICS AND INTEGRITY

We honour our commitments.

DIVERSITY

We connect diverse perspectives.

VOCATIONAL EXPERTISE, SERVICE, AND LEADERSHIP

We apply our leadership and expertise to solve social issues.



District 7010 Strategic Plan

District 7010 has developed a strategic plan to build on and support the RI vision and priorities. This is a working document and will be updated on a minimum yearly basis.

VISION

District 7010 empowers its **Clubs** to be strong and vibrant members of the Rotary community.

CORE VALUES

SERVICE

Fostering a culture of service to address the needs of others.

FELLOWSHIP

Building strong relationships between and within clubs and with the Rotary community.

DIVERSITY

Valuing differences in age, ethnicity, vocation and interests.

INTEGRITY

Living by the four-way test.

LEADERSHIP

Modeling behaviour and fostering leaders.



MISSION

To engage, educate and support District 7010 Rotarians and connect them to each other and the Rotary community.

STRATEGIC PRIORITIES

New Generations

To enable younger generations as they grow and encourage them to connect with Rotary.

Membership

To attract, engage, retain and recognize a diversity of members in flexible, vibrant clubs.

Service projects

To assist clubs in developing and implementing effective projects and to encourage local, national and international service through identifying opportunities and facilitating partnerships.

Training

To strengthen our commitment to Rotary, nurture leaders, foster a stronger understanding of Rotary and build relationships.

Public Image

To enhance Rotary's public image, attract support by telling our Rotary story and build awareness of the strengths and power of Rotary to make the world a better place.

Foundation

To enhance Rotarians' understanding of and commitment to the Rotary Foundation and optimize its use to meet Rotary's 6 areas of focus.

Administration

To be the "go to" resource to support clubs in implementing their goals and programs through enhanced communication.

District 7010 Tasks to Implement the Goals

History of Goals

	2016-17 PDG Margaret Walton	2017-18 DG Mike Kinsey	2018 – 19 DGE Susan Davidson
New Generations	<p>Develop a coordinated strategy to ensure active participation in all areas of New Generations.</p> <p>Involve Interact, Rotaract, Youth Exchange, children (or grandchildren) of Rotarians in District conference to build the family of Rotary</p> <p>Provide support to promote the youth exchange programs.</p> <p>Support existing Interact and Rotaract Clubs and provide support to establish new ones.</p>	<p>Evaluate the current programs that are offered and how we deliver on them. Strengthen the existing ones before starting new invitees.</p> <p>Have all Rotaract clubs on a mentoring program with sponsoring clubs. Match club positions.</p>	<ul style="list-style-type: none"> • Enhance position of the Rotaract representative on DAC and work to mentor and support clubs • Involve Rotaract at Rotary Weekend, conference and other rotary opportunities • Explore options to support clubs with the cost of Youth Exchange • Ensure Rotaract/Interact Clubs have necessary mentorship • Develop partnerships with other youth focussed agencies to promote Interact
Membership	<p>Strengthen the District membership recruitment, engagement and retention plan based on attracting all demographics and providing alternative meeting options that respond to a variety of needs.</p> <p>Help clubs do a community scan to identify and recruit potential members</p> <p>Encourage establishment of clubs with different profiles to accommodate more members.</p>	<p>Make retention and engagement top goals for clubs. Find and share valuable training tools for fostering retention. Have clubs follow up with exit interviews or feedback so that we can use the information to formulate club strategies on retention.</p> <p>Manage the information so it can be used</p> <p>Reach out to other service clubs for potential recruitment.</p>	<ul style="list-style-type: none"> • Approach alumni for possible membership • Work with Rotaract Clubs to encourage and enhance transition into Rotary • Support clubs in implementing flexibility allowed in COL to attract and maintain members: meeting structure, schedules and content etc. • Promote alternate forms of membership (satellite clubs, family membership, corporate etc.) and make sure templates are updated on the website • Ensure membership goals are recorded in RCC and membership chair is identified
Service Projects	<p>Have each Committee identify a project in their area of focus that could be implemented by the District (with club participation) or which</p>	<p>Have a central site for sharing all clubs projects so that successes can be used and failures can be learned from.</p> <p>Encourage projects that can be shared by</p>	<ul style="list-style-type: none"> • Highlight district projects and opportunity for clubs to be involved: RELAY, Adventure in Understanding and Assistive Devices for special needs youth

	<p>could be a prototype for clubs to use in their communities.</p> <p>Provide an opportunity for sharing project ideas between clubs and members.</p> <p>Assist clubs in developing and implementing local projects</p> <p>Implement District projects to draw Rotarians together</p>	<p>clubs so that workload and success can be shared</p>	<ul style="list-style-type: none"> • Ensure clubs are aware of the projects and resources on the website • Ensure clubs are aware of district grants and global grants
Training Building Leadership Continuity	<p>Implement a program to identify and train future leaders for District positions based on a succession plan.</p> <p>Use DTTS to build a unified team with common goals for the year</p> <p>Focus on Rotary weekend to engage all Rotarians</p> <p>Use District conference as an inspiration to educate and engage all Rotarians</p> <p>Promote RLI</p> <p>Encourage participation in International convention as a way of educating and inspiring leaders.</p>	<p>Find a way to use or share the training that has been done.</p> <p>Step up investment of resources in future leader program. Have AG's assist in identifying potential leaders that we have in our existing membership.</p> <p>Share how FUN and informative the programs we offer are. Leadership training, district conference, R.I. conventions).</p>	<ul style="list-style-type: none"> • Develop a process for identifying and encouraging future leaders and communicate to district • Work with District Leadership team to identify training needs and support • Respond to needs of clubs or areas with seminars as needed: membership, foundation, grant writing etc. • Have a speaker's list to support clubs with meeting agenda etc.
Public Image	<p>Develop and implement a District Image Campaign to raise Rotary's profile amongst both members and the public.</p> <p>Provide support and draw on RI resources to help the clubs do local PR campaigns</p> <p>Celebrate and strengthen Rotary by showcasing what we do and assisting the clubs in showcasing Rotary in their communities.</p> <p>Maintain strong communication with and between the clubs. Encourage the use of social media with attractive up</p>	<p>Have clubs share PR efforts.</p> <p>Educate membership on the use of PR tools that are available to them.</p>	<ul style="list-style-type: none"> • Develop a district public image strategy • Build awareness of "People of Action" campaign and support clubs in using RI resources • "Rotary Day": encourage clubs to participate in a 7010 Rotary Day to highlight Rotary in their community

	<p>to date and vibrant website and media tools.</p> <p>Establish a District committee to work with the web master to update the district website and Facebook Page (i.e. Social Media) - to keep them current, vibrant and relevant.</p>		
Foundation	<p>Promote Foundation giving by demonstrating its benefits – set targets for clubs.</p> <p>Manage Foundation resources to maximize the benefit to clubs.</p> <p>Hold District events to come together to celebrate and educate about the Foundation</p> <p>Provide support to clubs in understanding and accessing the Foundation.</p> <p>Hold one District wide Foundation event per annum.</p> <p>Identify and implement a VTT in 2016 - 17</p>	<p>Make foundation dinners part of the goals for every club.</p> <p>Gather interesting informative media and encourage every club to dedicate one meeting per year in foundation month to sharing the information provided.</p> <p>Make sure each club has a foundation champion that is aware of all the programs offered</p>	<ul style="list-style-type: none"> • Host a District 7010 Foundation Dinner • Increase foundation per person giving • Meet goal of 100% of DDF allocated to District and global grants • Hold a polio awareness day event • Ensure club foundation goals are recorded in RCC and the foundation chair is identified
Planning for the Future	<p>Based on input from Committee Chairs and Directors and in accordance with RI goals work with District team at DTTS to confirm goals and develop an implementation plan for the year.</p> <p>Present the plan at Rotary Weekend and get the presidents input and support.</p> <p>Charge the AGs with the responsibility to promote and implement goals</p> <p>Based on input from Committee Chairs and Directors and in accordance with RI goals work with District team at DTTS to confirm goals</p>	<p>After everyone has input in the form of the reports at DAC set time in the agenda to set goals and budget for the goals.</p> <p>Facilitate a way of making sure the priorities are getting the effort they require</p> <p>After everyone has input in the form of the reports at DAC set time in the agenda to set goals and budget for the goals.</p> <p>Facilitate a way of making sure the priorities</p>	<ul style="list-style-type: none"> • Develop dedicated position to oversee and manage strategic plan • Review plan quarterly and use as the basis for discussion at DAC meetings • Provide time at DTTS for committees to meet to establish goals

	<p>and develop an implementation plan for the year. Present the plan at Rotary Weekend and get the presidents input and support. Charge the AGs with the responsibility to promote and implement goals</p> <p>Link the District plan for the year to the budget. Report on progress to clubs on an ongoing basis and show results</p>	<p>are getting the effort they require</p> <p>Make clubs more aware of the district budget.</p>	<ul style="list-style-type: none"> Align budget with program goals
Build District Community	<p>Present a conference which engages and inspires in unexpected ways. Ensure every club president and at least one other member attend the District conference. Pull together strategic plan, all District job descriptions, policies and procedures and post in prominent (and organized way on District web site and work to ensure all 7010 Rotarians know what is is and where it is . Post minutes of District meetings so they are available to all Rotarians.</p>	<p>Build more excitement into events. Offer quality programs that suit the present needs and conditions. Engage AG's to promote district events at the club level. Make communicate more direct to club members.</p>	
RI	<p>Promote and build to Toronto Conduct Friendship exchange to New Zealand</p>	<p>Make all club members aware of friendship exchanges and international opportunities. Promote the quality of speakers at RI events.</p>	<ul style="list-style-type: none"> Promote International Convention, Zone opportunities and international project opportunities Plan a friendship exchange



District Governor's Goals 2018 – 2019



Support and Strengthen Clubs	<ul style="list-style-type: none"> • Increase the diversity of membership: gender, age, classification, cultural background • Increase the percentage of alumni joining Rotary: Rotaract, YE, GSE/VTT, Peace Scholars • Ensure "Rotary Leads" are followed up • Increase number of Rotaract and Interact Clubs • Provide opportunities for integration of youth programs
Focus and Increase Humanitarian Service	<ul style="list-style-type: none"> • Increase contributions to the Foundation • Increase district and global grants to 100% of DDF • Highlight district and club projects and support clubs in expanding their humanitarian service • All clubs involved in local or international project in one of the six areas of emphasis • Sponsor a VTT
Enhance Public Image and Awareness	<ul style="list-style-type: none"> • Develop a comprehensive public image campaign • Build awareness and promote use of "People of Action" Campaign • 50% of clubs participate in a Rotary Day • Develop a district banner
Embrace Council on Legislation Changes	<ul style="list-style-type: none"> • Encourage clubs to take advantage of the flexibility in the new legislation to meet needs of membership: meeting times, attendance requirements, meeting formats
Promote Leadership	<ul style="list-style-type: none"> • Highlight Rotary learning opportunities: RLI, Rotary Weekend, seminars • Promote awareness of district leadership positions • Develop clear processes for interest in leadership positions. Ensure members are aware of them • Develop speakers/presenters list to support clubs to meet goals
Planning and Future Development	<ul style="list-style-type: none"> • Dedicate a district position to maintaining and updating the strategic plan and to monitor and measure implementation • Regular reporting at DAC meetings and to club presidents regarding status of the plan • Continue to work to align program spending with budget implications • Continue to work with Telpay for seamless and efficient reimbursement

OBJECTIVES, GOALS AND TASKS

1. New Generations: **To enable younger generations and encourage them to connect with Rotary.**

Director Alison Durtnall (2018-19)		Budget for Committees \$ 3500			
DG's Goals <ul style="list-style-type: none">• Provide opportunities for integration of youth programs with each other• Increase the number or Rotaract and Interact Clubs					
Tasks <ul style="list-style-type: none">• Enhance the position of the Rotaract representative on DAC and work to mentor and support clubs• Involve Rotaract at Rotary Weekend, conference and other rotary opportunities• Explore options to support clubs with the cost of Youth Exchange• Ensure Rotaract Clubs have necessary mentorship• Develop partnerships with other youth focussed agencies to promote Interact					
Committee/ Budget	Director	Goal	Action	Timeline	Status
	Alison Durtnall	Increase cross pollination between Rotary clubs, RYLA, Rotex, Rebounds, YEX, Interact, Rotaract and Adventures In programs.	1. Ensure Rotary club mentor for each Rotaract President and invite to monthly meetings – Rotaract Chair 2. Capture contact information from all programs past and present – Committee Chairs 3. Ensure Rotaract and YEX contact participates in District Conference Planning – Rotaract Chair and YEX Chair 4. Have AG's promote youth programs – NG Director		
		Succession Planning	1. Update and/or add Job descriptions for all Roles – Committee Chairs 2. Fill open positions – NG Director 3. Provide leadership opportunities at the Rotary		

			International level – NG Director 4. Develop succession plan for each program – Committee Chairs		
		Online Presence	1. Enter all events in clubrunner – Committee Chairs 2. Ensure access to clubrunner for all programs – workshop at Rotary Weekend followed by webinar – Rotaract Chair 3. Review and update all program information on our district website – Committee Chairs		
		Program Development	1. Develop an Alumni program for all youth programs in conjunction with the Membership team – New Generations Chair and Membership Chair 2. Develop new Interact clubs with YMCA partners and other applicable agencies - Interact Chair 3. Develop a Rebound program – YEX Chair 4. Develop a Rotex program – YEX Chair 5. Subsidize district dues for 1 st year of membership in Rotaract and Interact – NG Chair 6. Reduce the financial burden of small clubs to participate in YEX – NG Chair		
Rotaract: \$750	Mike Kinsey	Enhance profile and involvement of Rotaract at District events Ensure Rotaract clubs have necessary mentorship	Support with registration at events such as Rotary Weekend and Conference Provide opportunity for purposeful involvement of Rotaract members Provide strategic planning sessions when requested Provide sponsor Rotary clubs with encouragement and strategies to support and mentor Rotaract Clubs AGs and DG communicate with and visit Rotaract Clubs		
Youth Exchange \$1,500	Scott Negrych	Increase number of clubs involved in YEX	Promote YEX at RW, conference etc. DG to promote YEX during visits		

Interact \$500	Natalie McDougall	Increase number of Interact Clubs	Encourage participation of Interact presidents at RW		
RYLA \$750	Dan Daoust				

DRAFT

2. Membership : To attract, engage, retain and recognize members in flexible, vibrant clubs.

Director Lise Dutrisac 2018 – 19	Total Budget \$3,500 (plus \$5000 from surplus)
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DG Goals

- Increase the diversity of membership: gender, age, classification, cultural background
- Increase the percentage of alumni joining Rotary: Rotaract, YE, GSE/VTT, Peace Scholars
- Ensure “Rotary Leads” are followed up

Tasks

- Approach alumni for possible membership (Goal 2; see # 9 & 10 below)
- Work with Rotaract Clubs to encourage and enhance transition into Rotary (Goal 2; see # 9, 10, 11, 12, 13 & 15 below)
- Support clubs in implementing flexibility allowed in COL to attract & maintain members: meeting structure, schedules & content etc. (Goal 1, 2, 3; see 1 to 15 below)
- Promote alternate forms of membership (satellite clubs, family membership, corporate etc.) and make sure templates are updated on the website (Goal 1, 2, 3: see 1 to 15 below)
- Ensure club membership goals are recorded in Rotary Club Central (RCC) and membership chair is identified (Goal 1, 2, 3; see 1, 2, 3, 5, 11, 14, 15.)

	Committee /Budget \$\$	Champion	Goal(s)	Action(s)	Timeline	Status
1		Lise & Phyllis	Membership Online content to be updated, including drop box & resources & tools	Session for committee on how to use technology Process for posting to the website and refreshing – could be a standing agenda item Bilingual content – goal is to have all bilingual (get translated OR see if available in French too) determine where best to keep minutes relevant to the committee but not for Rotary public	1 st quarter	
2		Lise Bill Pam Liz Louise Michel	Training and face to face meeting for the committee	Determine a date & location Invite committee members to central location Overnight accommodation & full day training Director & chairs to develop agenda & content	1 st quarter	
3		Pam Bill Darlene	Increase by 10 the number of club membership chairs at club level (right now 25 listed out of 41 clubs)	1. Pam to determine which clubs do not have a membership contact. 2. Liaison to contact clubs & determine name &	Throughout the year	

	Committee /Budget \$\$	Champion	Goal(s)	Action(s)	Timeline	Status
		Jeff Ken Lisa Phyllis Stephanie Lise		email as contact for membership (president or director or?) 3. Ask clubs to add this contact person (in directors & officers) on Club Runner		
4	1,000.00	Lise Brian Bill	Presentations Priority one – Brian & Lise – Do at least 2 workshops– one in the North and one in the South; this includes a manual	Lise to coordinate with Brian. Lise to reach out through liaison to clubs to invite. Lise to plan event with Presidents/Club Membership Chair	Throughout the year	
5		Pam Michel	To support DGE's goal of increasing the diversity of membership (gender, age, classification, cultural background), establish benchmarks first to then determine our starting point.	1. Determine stats with respect to diversity. 2. Request members to fill in their details on Club Runner. 3. Prepare an instruction slide for President to show at a meeting on filling it out 4. Ask club secretary to complete for members in Rotary Club Central (RCC)	1 st & 2 nd quarter	
6		Lise	Membership presence at ALL district events to share information/answer questions	Consult with committee to determine availability and schedule for each district event.	Throughout year	
7	200.00 – out of credit	Lise	"Ask me about Membership" buttons for committee to be worn at ALL district events to promote Membership.	Determine wording Logo Cost implement	1 st quarter & throughout year	
8		ALL committee members	Create speaking points for all members of the committee so that all will sing from the same song sheet i.e. "People of Action"; promote alternate forms of membership (satellite clubs, family membership, corporate...)	Research on RI Discuss with committee Make a list Adapt it	Throughout year	
9		Pam	Develop a process to continually build an inventory of alumni for potential recruitment	Pam (Katina, DAC Rep from Rotaract)	2 nd quarter	

	Committee /Budget \$\$	Champion	Goal(s)	Action(s)	Timeline	Status
10		Pam	Create Template geared to alumni specifically (for Rotaract, Youth Exchange, Group Study Exchange (GSE), Vocational Training Teams (VTT), Peace Scholars	Letter of invitation to be drafted for each group. Invite to an event or regular meeting	2nd quarter	
11	\$1000	Bill Darlene Jeff Ken Lisa Phyllis Stephanie Lise	Increase Presentations to clubs to at least 30. Include Rotaract clubs.	Liaison to coordinate with respective clubs through Presidents/Club Membership Chairs. Liaison to also coordinate with Rotaract clubs.	Throughout Rotary year	
12		Lise	Continue to Report # of Leads received in the quarter and results of each of the leads for both clubs and Rotaract.	Forward leads to clubs and to Rotaract. Follow-up with clubs and Rotaract to ensure potential member is being contacted and to obtain results.		
13	\$5000 (out of surplus)	Lise	Membership engagement event – Dare to Dream! Invite clubs and Rotaract to apply for funds to kick start a Membership Engagement event within their club. (Max of \$500/club. If ore clubs apply – prorated)	Set clear parameters. Determine timeline. Call out to clubs soliciting applications.	1 st quarter	
14		Lise	Drip method of sharing information – bit by bit (getting info from RI International)	Make it relevant to our district – add our district info i.e. links to our district	Throughout year	
15			Focus groups (club consultation) throughout district, including Rotaract.	Hosting one in each area Host to be by lottery – idea is that there is no cost to the host Will let them decide whether at regular meeting or special event (where we get pizza or coffee or donuts)	2 nd & 3 rd quarter	

	Committee /Budget \$\$	Champion	Goal(s)	Action(s)	Timeline	Status
16	Family of Rotary \$500					
17	New Club Costs \$500					
18	Awards and Regalia \$500					

Held District Membership Committee meeting on Tuesday, March 14, 2018, via Free Conference where above was adopted.

3. Service projects: To assist clubs in developing and implementing effective projects and to encourage local, national and international service through identifying opportunities and facilitating partnerships.

Director : Shelly Duben		Budget: 3,425 (1,250 from surplus plus 10,000 RELAY from surplus)			
DG’s Goals: <ul style="list-style-type: none">• Highlight district and club projects and support clubs in expanding their humanitarian service• All clubs involved in local or international project in one of the six areas of focus					
Tasks: <ul style="list-style-type: none">• Highlight district projects and opportunity for clubs to be involved: RELAY, Adventure in Understanding and Assistive Devices for special needs youth• Ensure clubs are aware of the projects and resources on the website• Ensure clubs are aware of district grants and global grants					
Committee	Chair	Goal(s)	Action(s)	Timeline	Status
Overall Service Budget: \$850	Shelly Duben	<ul style="list-style-type: none">• Recruit Rotarians to fulfil the roles of Community Service Chair, World Community Service Chair, Vocational Chair• Recruit a “Service Project Rep” from each area	<ul style="list-style-type: none">• Email District membership about opportunities – Subject line and message must be engaging• Engage AGs in identifying Rotarians who could be approached about a district leadership position• Contact prospective leaders regarding available positions – personal invitation (face to face, if possible)	February 2018 March 2018 March 2018	
		<ul style="list-style-type: none">• Engage Rotarians from each club by providing information to clubs and by determining who the “service project leads” are at each club	<ul style="list-style-type: none">• At Rotary Weekend, present to presidents-elect to provide information about how our committee can support, resources, funding opportunities, etc.	April 2018 April 2018	

			<ul style="list-style-type: none"> Ask presidents-elect to identify the chairs/leads of Community Service, World Community Service, Indigenous Focus, Vocational Service, as well as identify a project in each of these areas that has been successful over the past 5 years 		
		<ul style="list-style-type: none"> Highlight and promote Club projects 	<ul style="list-style-type: none"> Implement a new feature on the District website "Service Spotlight". This weekly/bi-weekly feature includes a photo of a Club's project with a short write-up and a contact for how to get further information. Email members of the club whose project is being highlighted to invite them to "check themselves" out on the website. Contact Club contacts to encourage them to update the information on the District site regarding their Club's projects 	July 2018 and ongoing	
		<ul style="list-style-type: none"> Encourage multi-club projects 	<ul style="list-style-type: none"> Work with Foundation Committee and DAC to develop a grant application for multi-club projects 	July 2018	
		<ul style="list-style-type: none"> Increase awareness of and participation in District projects 	<ul style="list-style-type: none"> Work with AGs to be sure that they understand the District projects and promote them with the Clubs 	April 2018	
		<ul style="list-style-type: none"> Increase Club awareness of 	<ul style="list-style-type: none"> At Rotary Weekend, present to 	April 2018	

		resources available to support service projects	<p>presidents-elect to provide information about how our committee can support, resources, funding opportunities, etc.</p> <ul style="list-style-type: none"> Communicate regularly with Club contacts 	July 2018 and ongoing	
Community Service					
Budget: \$500					
Indigenous Focus	Don Watkins	<ul style="list-style-type: none"> To connect with a member from at least 15 clubs at the 2018 Rotary Weekend To support the Club representatives to consider the implementation of the Adventure in Understanding template in a form suitable for their locale To encourage the planning for at least 5 new locations for the program in the summer of 2018 	<ul style="list-style-type: none"> To obtain the names of members of at least 10 District Clubs willing to continue the discussion about meeting with a leader of their neighbouring First Nations community Personal contact with representatives to discuss future activity Club visits to follow up 	<p>April 2018</p> <p>May 2018 and ongoing</p>	
Budget: \$1125 (from Surplus)					

Vocational Service					
World Community Service	Michael Duben				
Budget: \$500					
RELAY Project 10,000 (from Surplus)					

4. Training: To strengthen commitment to Rotary, nurture leaders, foster a stronger understanding of Rotary, and build relationships

Director Lynne Chant (2018-19)		Budget: 5,400 (DTTS, RW and Zone reg. reflected in leadership)			
DG's Goals					
<ul style="list-style-type: none">Highlight Rotary learning opportunities: RIL, Rotary Weekend, seminarsPromote awareness of district leadership positionsDevelop clear processes for interest in leadership positions. Ensure members are aware of themDevelop speakers/presenters list to support clubs to meet goals					
Tasks					
<ul style="list-style-type: none">Develop a process for identifying and encouraging future leaders and communicate to membershipWork with District Leadership Team to identify training needs and supportRespond to needs of clubs or areas requiring seminars as needed: membership, foundation, grants and grant writing, etc.Have a speakers list to support clubs with meeting agendas, special events, etc.Use district and international opportunities to inspire, educate, and engage leaders					
Committee/Budget	Chair	Goal	Action	Timeline	Status
<u>District Trainer</u> DTTS \$9,000 (reflected in Leadership) Rotary Weekend \$5,000	Lynne Chant (2017-2020)	Increase awareness and understanding of the different programs to enhance Rotary understanding and knowledge Develop and implement comprehensive plan to support clubs in meeting club and district goals, including DTTS and Rotary Weekend training sessions	1/Develop promotional material to define RLI, RLA, Rotary Weekend and Rotary 101 2/Get assistance from Public Image to improve the RLI promotional material and provide French translation 3/Ensure information for all programs is on the District website and up to date 4/Use district calendar and website to promote programs 5/Promote programs, emphasizing opportunities to strengthen fellowship and friendships 6/Work with AGs and Directors to		

		<p>determine club and district needs Assist with visioning, efficacy scales, informal assessments</p> <p>7/Promote Rotary Weekend, RLI, RLA and Rotary 101</p> <p>8/Work with Rotary International Coordinators and District Leadership Team to provide training seminars (face to face and online) to respond to club needs and support achievement of goals</p> <p>9/Establish and publicise process to promote and select for district positions</p> <p>10/Establish separate position for District Recruitment Officer, above committee level</p> <p>11/Develop DTTs program to further facilitate team building and leadership skills</p> <p>12/Work with current committee chairs to ensure that they are grooming their replacement and having their successor shadow their work</p> <p>13/Work with Assistant Governors to identify potential candidates to serve on existing vacancies and near end-of-term positions</p>		
		Initiate succession planning with all levels of responsibility		

<u>District Leaders to Zone</u> \$3400 \$1700 (reflected in Leadership)		Develop and implement programs to train district leaders Develop and implement programs to send young leaders to zone conference	1/Send two of membership, Foundation, Public Image and Training to Zone Conference 2/Make young leaders aware of criteria and encourage participation		
<u>Rotary Leadership Institute:</u> \$1400	Lynda Rickard (2015-2018)	Increase the number of District Rotarians that have completed RLI Training by 10% Offer Part 1 in French in District 7010 Northern RLI Division Continue to connect with facilitators from Shining Waters	1/Deliver Parts 1, 2 and 3 of the Rotary Leadership Institute training annually. 2/Offer RLI in conjunction with other district functions (Rotary Weekend, DTTS, etc.) 3/Pilot project to present training in Northern RLI Division 4/Establish Northern co-chair and mentor that Division for one year 5/Current Chair will hold an initiation meeting with Northern stakeholders by 'GoToMeeting' and attend the initial session as a mentor 6/Work with the District translator to develop or order French Language materials 7/Facilitate the training of bilingual certified facilitators for the Northern RLI Division 8/North and South RLI Division Chairs will attend the Shining Water Annual Meeting		
<u>Logistics</u> \$1,500 -Laser Printer ink	Bill Hagborg (2016 – 2019)	Manage MyEventRunner registration system	1/Set up and maintain online registration (including arranging for translation) – DTTS, Rotary Weekend,		

-Lanyards -Registration Table supplies (paper, pens, markers, etc.)		Administer contracts with venues (DTTS, Rotary Weekend) Provide Registrar services for District - training, conferences, Foundation Dinners, etc. Assist with I.T. requirements and setup Setup/administer District Conference website (as requested) Manage GoToMeeting (GoToWebinar)	RYLA, RLI, District Conference, District Foundation Dinner (if requested), etc. 2/Manage online payment system (processing payments, refunds) 3/Arrange contracts (meals, rooms) with hotels for DTTS and Rotary Weekend; and assist with RLI 4/Assist District Trainer, DG, DGE, DGN and Directors/Chairs with communication needs as requested 5/Ensure I.T. requirements are in place for DTTS and Rotary Wknd; and assist with other functions as requested 6/Setup and oversee Registration Table for Rotary Wknd and District Conference 7/Set up GoToMeetings/Webinars as requested		
<u>Rotary 101</u>	Joyce Campbell (2016- 2019)	Provide current/relevant Rotary information to share at the club level and Rotary Weekend Offer a comparable resource in French	1/Update materials yearly and send to webmaster to post on the website 2/Work with the district translator to translate the resource		
<u>Visioning/Strategic Planning</u> \$250 – translation \$2,000 – travel for facilitators \$250.00 – office materials and photocopying	Len Lifchus (2016-2019)	To have French language facilitators and facilitators in all geographic areas of the district 14 clubs will go through the visioning/strategic planning process in the 2018-19 year Two-thirds of clubs will be on the	1/Identify and train facilitators 2/Organize a Train the Trainer session 3/Update current status of clubs regarding visioning/strategic planning in consultation with AGs. 4/Provide strategic planning/visioning		

<p><u>Club Administration</u></p> <p>New Position</p>	<p>Bert Godin (2018-2021)</p>	<p>'strategic planning cycle'</p> <p>Streamline process</p> <p>Provide support to struggling clubs</p> <p>Goal is to increase awareness of the job description and duties of the Club Administration Director</p>	<p>sessions to 14 new clubs and follow up sessions/support to those who went through the process in 2016-2017</p> <p>5/Investigate electronic recording at sessions</p> <p>6/Consult with AGs to identify struggling clubs</p> <p>7/Work with district leaders and club members to develop a strategy to provide support</p> <p>Develop a training plan and introduce said plan at this year's Rotary Leadership Weekend.</p>	
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Learning Academy: (Appraisal of Program): Based on comments from Janet Morozuk the Learning Academy is under review. The question will be presented at The DAC in April.

5. Public Image: To enhance Rotary's public image, attract support by telling our Rotary story and build awareness of the strengths and power of Rotary to make the world a better place.

Director Goals – Budget Request \$22,750 – March 18, 2017 – reduced by \$7,000

- Unify image and brand awareness
- Publicize action-oriented service using "People of Action" campaign
- Encourage club to promote their networking opportunities and signature activities
- Create a "toolbox" of turnkey marketing campaigns
- Increase overall training of our leaders in Clubrunner and My Rotary sources for marketing.

Director: Elizabeth De Groot

Budget: 10,250 (6,000 from surplus)

DG Goals

- Develop a comprehensive public image campaign
- Build awareness and promote use of "People of Action" Campaign
- 50% of clubs participate in a Rotary Day
- Develop a district banner

Tasks

- Develop a district public image strategy
- Build awareness of "People of Action" campaign and support clubs in using RI resources
- "Rotary Day": encourage clubs to participate in a 7010 Rotary Day to highlight Rotary in their community

Committee/ Budget	Chair	Goal(s)	Action(s)	Timeline	Status
Website & Social Media & Promotion \$1000	Bill Hagborg & Alexandra McDermid	Increase Social Meeting Presense of our District Website	Purchase boosting ads on Facebook. Look at twitter as well.	Monthly	
Webmaster \$250.00	Bill Fligg	Purchase a domain for easier access to the site and purchase re-direct services.	Depending on availability buy both the com and ca domains. Example www.rotary7010.com and www.rotary7010.ca . These will get	July 31, 2018	

			pushed to our Clubrunner 7010 site. Clubrunner can provide all of these services so it will be central and not directly tied to a business for succession planning. Found a link on Facebook...see if any others http://www.rotary7010.org/		
Webmaster \$0	Bill Fligg	Create search engine optimization and optimize Google analytics on the district site.		December 2018	
Public Image Promotion \$1000 (from surplus)	Alexandra McDermid	New District 7010 trading flags (Banners)	Research and price new flags using new logo and website domain. Investigate \$7,000 credit at a North Bay printer. Initial run at least 100	End of August 2018	
Public Image Chair \$1,000	Elizabeth de Groot	Club Visits	Visit clubs and bring marketing ideas and supplies. Assist in People of Action campaign. Costs of travel and supplies.	End of July 2019	
Public Image Chair / Public Image Promotion \$1000	Elizabeth de Groot & Alexandra McDermid	Public Image Incentive Program (PIIP)	1-page simple application to apply for up to \$250 for 10 clubs. Clubs must put in equal amounts.	End of December 2018	
Public Image Committee \$1000	Elizabeth de Groot	½ day dedicated PR training seminar (North French, North Eng, South Eng)	Co-ordinate with DGE if there is an opportunity to run in co-ordination of an existing event such as District Conference. If independent costs for room rental, AV and food.	ASAP if running with Conference	
Public Image Committee \$0	Elizabeth de Groot	Update 7010 site with all of the "People of Action" material as well as links to other information	Work on downloads from RI and links	Ongoing	
Website & Social Media	Bill Hagborg	Landing Icon	Create a landing icon near the top	March 31,	

\$0			of our district site for Service to feature a club weekly and drive members to 7010 site.	2018	
Public Image Committee \$5,000 (from Surplus)	Elizabeth de Groot	Implement Strategic Marketing Plan	This will be completed once the strategic plan is completed by the end of May 2018. Goal is to develop a PI strategy that uses RI resources and is easily accessible to clubs	Ongoing	
Public Image \$0 \$Possible Income	Elizabeth de Groot	Ontario License Plates	Explore the patent and royalty payments and the possible purchase and sale of these plates at District Conference. Discuss with treasurer to change income to PI budget	End of July 2019	
Public Image/Webmaster \$0 \$Possible Income	Elizabeth de Groot	Clubrunner Ads	Sell ads to rotate on 7010 Website to all members of the district.	June 30, 2019	
Friendship Exchange \$0	Brian Menton	Promote Exchange of District Governor	To plan and implement friendship exchange	June 2019	

6. Foundation: To enhance Rotarians' understanding of and commitment to the Rotary Foundation and optimize its use to meet Rotary's 6 areas of focus

Director: Sue Cook		Budget: 7,100 (4,000 from surplus for VTT)			
DG Goals <ul style="list-style-type: none">• Increase contributions to the Foundation• Increase district and global grants to 100% of DDF• Highlight district and club projects and support clubs in expanding their humanitarian service• All clubs involved in local or international project in one of the six areas of emphasis• Sponsor a VTT					
Tasks <ul style="list-style-type: none">• Host a District 7010 Foundation Dinner• Increase foundation per person giving• Meet goal of 100% of DDF allocated to District and global grants• Hold a polio awareness day event• Ensure club foundation goals are recorded in RCC and the foundation chair is identified• Establish a stewardship committee to monitor expenditures and ensure compliance with RI protocols					
Committee/ Budget	Chair	Goal(s)	Action(s)	Timeline	Status
District Grants \$500 (travel)	Kim Giffen	Use 100% of DDF funding for district grants Ensure club data entered on Rotary club Central To increase clubs receiving district grant funds	DG training to increase awareness of funding DG funding contingent on data entered into Rotary Club central. Training completed by webinar prior to district training weekend. Promotion of webinar to include awareness of grant funding available to clubs.	Ongoing to Rotary Weekend By June 30 One by end of March, Second in early April By mid March	

Global Grants \$500 (travel)	Colin Thacker	Increase awareness of global grants and funding process Increase club participation in grant program	Training completed at Rotary Weekend and ongoing through Rotary year. Offer education and support.	By Rotary Weekend Ongoing	
Scholarships \$100 for interview room \$200 for mileage	Colin Vickers	To promote awareness of scholarship program To have a successful candidate of scholarship To have an applicant for the peace scholarship	Education sent to clubs Interviews completed	Completed TBD	
Foundation Information \$500 mileage \$500 materials (credit)	TBD	To collect current and relevant information Complete displays for Rotary Weekend and District Conference And District Wide Foundation Event (e.g., dinner)	Ensure clubs are receiving timely information. Newsletter created twice per year (Nov 1 and March 1)	Ongoing	
Annual Fund \$900 travel	TBD (Michael Duben)	To increase giving to Annual fund To decrease number of non-giving clubs. To increase number of Rotarians on Rotary Direct	Education provided on benefits of annual fund spending Clubs identified and provided with specific education. Increase awareness and provide forms and education at Rotary	Ongoing By June 30, 2019 By Oct 30, 2018	

			Weekend and District Conference.		
Endowment Fund	TBD	To increase bequest society members	Education provided to club on bequest society Support to complete necessary paperwork	Ongoing	
PHS \$400 travel	TBD (Michael Christie)	To increase membership in PHS To increase awareness of PHS	To attend clubs to present certificates Promote and educate PHS membership.	Ongoing	
Polio Eradication	Brian Menton	To hold a district wide event for Polio eradication	TBD	Ongoing	
VTT - \$4000 (from Surplus)					
Foundation Dinner (should have no expense)		To hold a foundation dinner	To promote the Rotary Foundation (giving and programs)	Spring 2019	

Polio Idea; Plexiglas boxes at checkouts with End Polio Now

7. District Administration: **To be the “go to” resource to support clubs in implementing their goals and programs through enhanced communication.**

District Governor					
<ul style="list-style-type: none"> • Dedicate a district position to maintaining and updating the strategic plan • Regular reporting at DAC meetings and to club presidents regarding status of the plan • Continue to work to align program spending with budget implications • Continue to work with Telpay for seamless and efficient reimbursement 					
Tasks <ul style="list-style-type: none"> • Develop dedicated position to oversee and manage strategic plan • Review plan quarterly and use as the basis for discussion at DAC meetings • Provide time at DTTS for committees to meet to establish goals • Align budget with program goals • Develop a recruitment strategy and list of Rotarians interested in serving at the District level 					
Committee/ Budget	Chair	Goal	Action	Timeline	Status
Lead	Susan Davidson	See Above	See Above		
Assistant Governors Area 1 Area 2 Area 3 Area 4 Area 5 Area 6 Area 7 Area 8 Budget \$4500 (+/-)					
Secretary Budget \$500	Helen Robinson				
Finance Committee Budget \$14,500	Steve Meadley Margaret Walton	Budget is aligned with program goals Work with treasurer to and bookkeeper to ensure			

		seamless and efficient reimbursement			
Treasurer \$500	Scott Brumwell	Budget report aligned with program goals Telpay implemented	Work with finance committee and strategic planning to align budget with program goals Continue to follow-up with Telpay to ensure efficient and timely reimbursement		
Strategic Planning \$500	Margaret Walton	District officers and clubs are aware of and understand strategic plan and how it relates to the budget	Work with District leaders to in the development of the strategic plan Promote the plan with district and club leaders Develop reporting form for reporting to DAC consistent with status of goals and budget		
Resolutions & Protocol	Don Watkins	Update bylaws			
Insurance \$35000 (+/-)	Marlene Musclow	To assist District Clubs with insurance related questions. To act as intermediary between the Brokerage (Norwich Insurance Brokers) handling the Canadian Rotary Insurance Program and District 7010	Provide any details to DG in regards to program changes. Forward Premium calculations to the District Treasurer for individual club billings. Assist and Advise District Clubs who require assistance.		
Nominations Budget \$500	Lise Dutrisac	Develop slate of applicants to DG 2021 - 2022	Communicate upcoming position to the district and invite application Confirm interview team Set questions and		

			communicate to applicants		
District Conference	Ashley Arnold	Provide support and assistance to conference committee	Attend meetings as necessary/requested Follow up with questions/concerns or input from previous conferences		
Protection Officer	Angela Knightvanschaayk	Update Abuse and Harassment policy to reflect changes in RI policy Ensure clubs are aware of the policy, its implications and intent			
Administration	Joyce Campbell				