



District 6580 Multi-Year Planning Session

April 13, 2019
Bloomington, IN

Summary of Outcomes

Facilitator: Elizabeth Usovicz, RPIC, Zone 31

Peak Experiences

- Being involved in a 3-club collaboration to recognize a person in the community
- Putting together the history of 100 years of service for the Vincennes Rotary club
- Seeing the impact of Youth Exchange – taking an exchange student to the airport for the last time and realizing how much we all had grown from the experience
- Seeing the warmth and support in my club
- Going to Head Start to read and be a role model
- Appreciating the differences in clubs and how they serve the mission of Rotary
- Seeing all the different ways club and Rotarian participate in Rotary
- Coming together for fellowship – at the District Conference, and at the Rotary Convention
- Being inspired at PETS
- Seeing the work of the Rotary Foundation with children in Uganda
- Sharing “I Like Me” books with children
- Attending International Assembly – experiencing global Rotary

What Do We Do Well? 2019

- Responsive to needs
- Number of AGS being trained and helping to support clubs more
- Support of Global Grant scholars
- Current and future leadership – they work well with past leadership – succession
- We are supportive of each other – we share ideas, governor line communicates well/uses technology
- District grants – streamlined process
- Embrace visioning
- Interact club growth – we have about 20
- Rotaract – we have 7 or 8
- Youth programs in general – RYLA, speech contest
- Embracing change – trying new ideas
- Leadership diversity
- Starting RLI
- Engagement in grants
- Partnering with other districts

What Do We Do Well? 2016

- The visioning pilot
- Vincennes club – new members are involved in committees
- Youth Programs - 17 Interact clubs, 2 Rotaract clubs, strong Youth Exchange program
- 2013-14 – Monthly meetings among multiple clubs
- “Early adopter” clubs that are doing things differently

2019 Peak Experiences



Training

- District Assembly (7)
- Encourage RLI to be built in to club budgets (5)
- Make current webinars stronger (DacDb, My Rotary, Grants) (7)
 - add a webinar on finding grant projects
- **Help clubs set 4 times a year to have a Rotary program - like "snow days" (16)**
 - **provide ideas, info, handouts and topics**
 - **encourage at PETS**
- AG training 2.0 – expand on training in a 3-year rotation (3)

District Leadership

- Succession plan for district chairs
- Identify/ask younger Rotarians and future leaders to attend District Conferences (8)
 - use the district grant
- Use a fall Assembly as leadership development for President elects and nominees (7)
- Market PETS to clubs to send their Presidents Nominees (3)
- Empower AGs to do more visits, more club support
 - easy ways to do this
- Incentivize new members to attend District Conference – give presidents tools
- Get Presidents and President Elects together periodically

District 6580

What Could We Be Doing?

1-3 years

Grow Rotary

- Reach out to former members to re-engage (1)
- Explore technology options for membership promotions
- Talk more about engaging members (3)
 - how to teach clubs
 - give a sense of belonging and community
- **Encourage and promote different types of members based on life changes or stages, such as: -children -retirement (12)**
- Start preparing for post-millennials - They like face-to-face interaction - Develop the ASK - Tap Interact and Rotaract
- Engage millennials – go to them - social media – their roads to service – joint meetings with young leader groups – use new terms for them (NOT Millennials – young members) – be more inclusive (3)
- **Encourage clubs to "grow" – new clubs – satellite clubs- retirement communities- help clubs identify past members (11)**
- Form new clubs in non-Rotary communities (1)
- Track/reengage former Interactors (2)
- Find a way to recruit/transition Rotaracters into Rotary

Fellowship
Emotion
Connection
InnerSmile
Collaboration
Passion
Dedication
Goosebumps

Rotary Foundation

- **Coordinate a District Global Grant – multiple clubs coming together (12)**
 - cooperate with another district
 - do a project outside a club's community
 - small contribution per club (\$1,000?)
 - 2-way projects
 - Tap Heart2Heart as possible participating district
 - Invite Ron Appuhn to district conference or a meeting**
- Expand the Foundation team to include a storyteller/writer

Public Image

- Establish goals, job descriptions and tools for the district Public Image Chair and committee (5)
- Find a District Public Image leader (2)
- **Train club Public Image Chairs once they are appointed (13)**
 - Brand guidelines
 - Webinar? Conference? Assembly?
 - Share the info/People of Action
 - target clubs' own members and their communities
 - teach storytelling and Calls to Action

Notes: Categories for brainstorming are based on the categories from the district's previous strategic plan, January 2016. Numbers indicates votes the idea received in dot voting. **Bold indicates ideas selected for small group planning.**



Encourage/Promote Different Kinds of Membership	Activities	Timeline	Person(s) Responsible	Next Steps Next 60-90 Days
Year 1	Seek examples of club successes <ul style="list-style-type: none"> Gather info Compile info and reflect back to clubs 	TBD	Membership coordinator(s)	TBD
	Coordinate a network of club membership chairs <ul style="list-style-type: none"> Webinar Roundtable call 1:1 outreach (from list) by club size 	TBD	Membership coordinator(s)	
Year 2	Provide guidance and sample language for by-law updates	TBD	Membership coordinator(s)	
Year 3	Repeat Activities of Year 1		Membership coordinator(s)	

Facilitator's Notes:

- During small group planning presentations, this initiative emerged as the first step to gathering club data that could also be useful to other initiatives.
- This initiative may require more "think time" than the planning session could accommodate. The activities could benefit from discussion around specific action steps for creating the collection process, the person(s) responsible and more specific timelines for each action step in Years 1 and 2.
- The best practices that emerge could be the subject for a district webinar or program. They could also be recorded as a short video, which clubs could use as a program, for discussion, or as a resource.
- Piloting this idea with selected clubs in year one could be a time-efficient strategy to consider.

Help Clubs Set 4 Times a Year for a Rotary Program	Activities	Timeline	Person(s) Responsible	Next Steps Next 60-90 Days
Year 1 Team: Jessica, Vicki, Judy, Lukie	Develop a “WHY” statement	60-90 days	VM, JB,LU, JPH via email	
	Develop a list of topics, speakers, resources, videos	Now through District Assembly	AGs, PDGs	
	Preview examples at District Assembly	Fall 2019/TBD	SN, JPH, and 2 additional speakers	
	Create a list of 8 potential speakers or topics <ul style="list-style-type: none"> • Share with current clubs for early adoption 	Ongoing, from Fall 2019	TBD	
	Launch with all President Elects for 20-21	Spring 2020	JPH	
Year 2	Run the 2019-2020 program	TBD	TBD	
Year 3	Evaluate, adjust and repeat	TBD	TBD	

Facilitator’s Notes:

- Piloting and evaluating the speakers and topics with early adopter clubs, as well as testing the topics at District Assembly, will provide valuable information for what clubs want and need before a district-wide rollout.

Train Club Public Image Chairs	Activities	Timeline	Person(s) Responsible	Next Steps Next 60-90 Days
Year 1 Team: Laura, Santhana, Mandy, Bettye	Develop a marketing plan	90 days	Santhana, Jessika, Kirk, Laura, District Public Image Chair	First 5 activities identified
	Identify resources		TBD	
	Send out Brand Guidelines to President elect, nominees and AGs		TBD	
	Select PR Chair and committee for the District		TBD	
	Encourage clubs to select PR chairs and committee members		TBD	
	Review past Public Relations/Public Image projects <ul style="list-style-type: none"> Identify what went well/metrics 	TBD	TBD	
	Identify current Public Relations experts in District(s)	TBD	TBD	
	Development/District Assembly	Fall 2019	TBD	
Year 2	Develop a video and Webinar	TBD	TBD	
	Update Brand guidelines	TBD	TBD	
Year 3	Encourage a PR intern within clubs	TBD	TBD	

Facilitator's Notes

- This initiative may require more implementation time for the first 5 activities, as the first step could be to identify a Public Image chair.
- Tracking which clubs have a PR chair could also be a step within the initial activities. This could allow for piloting some of these activities before a full rollout or area is implemented. The intern idea is an example that could be piloted with a few clubs in year 2 before rollout in year 3. High school student and interacter i interns could be a part of this pilot.

Coordinate a District Global Grant	Activities	Timeline	Person(s) Responsible	Next Steps Next 60-90 Days
Year 1 Team: Bryan, Beverly, Kirk	Form an exploratory committee	60-90 days	EC	Form committee
	Survey Presidents and President elects for interest <ul style="list-style-type: none"> • Include the current Global Grants chair 	TBD	DGE	
	Inventory current and recent past global grants in the district	6 months	EC	
	Identify potential partner districts <ul style="list-style-type: none"> • At International Convention, Assembly 	9 months		
	PETS Presentation <ul style="list-style-type: none"> • Identify interested clubs 	March 2020	DGE	
Year 2	Form a district committee to apply for and implement a 2021 global grant	TBD		
Year 3	Implement the grant project	TBD		

Facilitator’s Notes:

- The timeline for this initiative is reasonable. The exploratory committee is a key step, as is input from clubs to ensure their interest in participating.
- After a grant project is identified, it could be beneficial to consider how clubs can become both financially and emotionally engaged in the project (for example, sponsoring a specific village, family or child who will benefit from the project).
- Laying out possible financing scenarios might be beneficial for the exploratory committee to consider, depending on the DDF carryover the district may have
- The Zone Institute and DG/DGE classmates may also be sources of potential projects and partner districts.

What Did We Plan to Do?

- Encourage clubs to “Grow”
- Help clubs set 4 times a year to have a Rotary program
- Encourage and promote different types of members based on life changes or stages, such as children, retirement
- Coordinate a District Global Grant
- Train club Public Image Chairs

Rotary



What Went Wrong?

- No ownership
- No follow-up
- We lost the flip chart sheets
- No champion –for the plan, and for each initiative
- Lack of flexibility



April 13, 2020

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How Can We Manage the Risks?

- Leaders need to talk about the plan
- District Assembly October 2019 is an opportunity
- Develop a timeline
- Expect performance and replace team members if needed
- Overall champion and initiative champions talk quarterly

*Note: Laura was identified as the overall Champion for the plan.
Bryan volunteered to be champion/lead on the district grants initiative.
Champions for each of the other four initiatives are to be determined.*