

District 7390 Strategic Plan 2022-2025

Rotary International 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.

Note: All activities noted with an asterisk will be a focus for the 2022-2023 Rotary Year theme of “IMAGINE ROTARY”.

1. Increase our Impact

- a) A **member satisfaction survey** will be conducted by every club with support made available by District staff.
- b) A **District Survey** will be launched identifying opportunities for District engagement and asking for input on club member satisfaction.
- c) **On-line evaluations** will be conducted after all District trainings and events.
- d) An **Annual Report** will be developed and shared showcasing District and Club Activities, committee/initiative outcomes, and trends in membership.

2. Expand our Reach

- a) A District 7390 **DEI Committee** will be utilized with the purpose of developing goals to support District 7390 and Clubs in creating a welcoming and inclusive club member experience.
 - A **Women in Rotary Committee** will be launched to reflect RI’s goal of diverse membership with an increase in numbers of female members and leaders to 30% by 2023. (Currently: 28% of members in D7390 are women.)*
- b) A District **Public Image Committee** will be utilized to enhance community knowledge of Rotary, support Rotary/District Strategic Priorities, and support clubs.
 - **Video Creation**
 - **Club videos** will be created during DG visits showcasing what makes each club unique and utilized as part to increase Rotary visibility in the community.
 - A **Club/Global grant video** will be created showcasing club projects.
 - **Social Media** - The number of District social media sites will be increased with enhanced utilization of all sites for routine posting of District/club events.
 - **Digital Billboard** – Lamar Billboard campaign will be promoted by D7390 for use by clubs and utilized by a minimum of half the clubs in our District.
- c) **Partnerships** will be fostered between District 7390 and clubs with hospitals/ Health systems to forward Rotary’s focus area of Disease Eradication/Treatment.*

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- STOP THE BLEED™ presentations/events will occur in 20 clubs in partnership with local hospitals.*

3. Enhance Member Engagement

- a) District 7390 Membership Committee will plan events to attract and retain members with a goal of a net increase in each club's membership including:
 - Club Membership trainings
 - Mentoring of new members through its mentoring committee
 - Community/District Membership events
 - Continuation of Bring One/Each One campaign
- b) Quarterly Rotary Means Business events will be conducted with the purpose of business networking and fun.
- c) The annual District Conference will be expanded to engage non-Rotarians and community partners with involvement of at least 30 clubs.*

4. Increase our Ability to Adapt

- a) **Club Technology** support will be provided to clubs to conduct hybrid meetings/events through provision of a technology toolkit available on the District website.
- b) **District Leadership reorganization** will be implemented focusing on **Avenues of Service**.*
- c) A **District assessment** will be conducted evaluating need for fewer or more District committees and leadership positions based on need.