**DISTRICT 5550 STRATEGIC PLANNING GOALS**

**Vision:** We create lasting change by uniting people of action with a passion for peace.

**GOAL #1**

That every child inD5550 has food, clean water, clothing, & education without limits of finances. This will be achieved with an emphasis on RI's six areas of focus. Essentially, this goal is meant to reduce child poverty and ensure every child has an opportunity to succeed. We are defining Poverty as the lack of secure access to:

Nutritious food – three meals per day

Shelter that is safe, including heat and up to minimum health standards

Adequate clothing

Health care

Education, including post-secondary

A sense of self-worth and no loss of dignity

We need to focus on the root causes of poverty and partner with established agencies to identify needs. These agencies can help measure our success. The private enterprise companies can provide opportunities for access to expertise and connections.

We need to identify who will do this and draw up a timeline. This applies to the goals below as well.(

1. Our District Board, in collaboration with our AGs, provides leadership and communication about this District priority and encourages clubs to work on bite-size pieces toward the achievement of this goal. We encourage all board members to share this goal. (An example of a bite size piece is the Literacy project in Big Trout Lake FN sponsored by the Rotary Clubs of Dryden, Sioux Lookout and Kenora) (Another example of bite size pieces is Habitat for Humanity builds.) We hope that there will be at least 30 club projects aimed at achieving this goal per year in our district. The District Board will review these projects at each Board meeting.
2. Our District Board, through our DG, DGE, DGN and AG’s will encourage our clubs to do an inventory assessment of the organisations in their area that are currently working on child welfare and what they are doing.
3. Our District Board, through our DG, DGE, DGN and AG’s will encourage our clubs to find out what areas are in need for child welfare and then develop plans to fill the “holes”.
4. Our District Board will encourage our clubs to communicate with youth-oriented organizations to find out what youths need to succeed. Our District Board will develop relationships with the youth organizations in the areas where our clubs are located to learn how we can help them and how to ensure they achieve what they need. We will develop at least 2 relationships per year for the next three years.
5. Our District Board will develop relationships and liaise with organizations such as Toastmasters, First Nations, Government Agencies, etc. to assist with creating means for the clubs to work with their connections in their area. Habitat for Humanity is now a Rotary partner. We will encourage clubs to work with Habitat on their builds and fund raising. We will develop at least two relationships per year for the next three years.
6. Our District Board will ask clubs to report projects that are aimed at the achievement of this goal to the DG stream through their Assistant Governors. This will be a regular reporting item at the quarterly Assistant Governor meetings.
7. Our District Board will focus on this goal and encourage our clubs to focus on it through the six areas of Focus: Peace and Understanding, Disease Prevention and Treatment, Water and Sanitation, Maternal and Child Health, Basic Education and Literacy, Economic and Community Development. This will be reported through our ~~AGs~~at their quarterly meetings.
8. Encourage each club in the district to have at least one project aimed at solving child poverty each year. Take a couple of easy steps to get some success.
9. Develop resources and contacts to help our clubs. Coordinate information from the clubs through the district.
10. Encourage each club to have a strategic plan.

The above action steps will commence on July 1, 2018. The Board will appoint members (suggest the DGE and DGN) of the District Board to focus on these action steps and reports will be part of the agenda at each Board meeting. This is a long term project that will likely last beyond the three year term of this strategic plan, so constant review and encouragement will be required.

We need to collaborate with existing agencies in our district to determine proper measurable techniques, such as graduation rates and diabetes statistics.

**GOAL #2 Membership**

1. District 5550 will work towards developing an engaged and growing membership, strong clubs, and projects that promote the six areas of focus. Net 3 new members growth for each club in our district per Rotary year.

Strategy:

Review on an ongoing basis the new styles of membership with the clubs. This will be achieved through a monthly column in the District Governor’s newsletter.

Interactive workshops on Membership at District Assemblies,. PETS, and District Conferences.

Promoting R.I. membership videos as a club program.

Getting the message to members that Rotary is built on relationships

Promoting Rotary Open Houses for prospective new members.

1. Increasing Retention by 50%

This will be achieved by engaging members at the club level.

Discussing retention issues and suggesting exit interviews if someone is

looking at leaving Rotary.

The committee will achieve these goals through constant communication with the clubs on a monthly basis.

**GOAL #3**

**Develop a consistent Rotary** **public image throughout our District.**

1. Encourage clubs to have well-planned first class events that help attract new members.
2. Work with our District PR chair to define the role of **the district public image chair.**
3. Part of the district **public image** role needs to be to encourage ~~our~~ clubs to have a PR chair and committee.
4. Help the club PR chairs/committees to develop effective PR in their area.
5. Encourage all clubs to review all signage in their area to ensure that it **represents the current** Rotary Brand.
6. Offer a District PR scholarship(s) for students in our district to study Public Image at university. Ask Clubs to donate $10/member to establish the scholarship fund.
   1. Develop a scholarship framework in order to support multiple scholarships each year.

**GOAL #4**

Develop an effective team of district and club leaders

1. Continue to promote RLI, PETS, and other learning opportunities that promote leadership development, networking and sharing of best practices.
2. Need to review how training is presented and scheduled – would it be better to have training centres in Saskatoon, Regina and Winnipeg meeting in person but linked to all three simultaneously for District wide sharing?
3. Consider meeting held in one major centre annually and rotated – ie. Saskatoon, Regina, Winnipeg hosting PETS rotated once every 3 years
4. Review of Assemblies and their effectiveness/purpose – target audience
5. Encourage clubs to take advantage of the online resources like the webinars available on websites of Rotary International, Rotary Zones 24 & 32, and District 5550.
6. Clubs need to be more in sync with the District. This will require focused communication from district leadership
7. The District should add Board positions based on what Clubs want to see achieved.
8. Identify criteria for grants to community and get it to the community

**Goal #5**

Encourage our clubs to be involved in International Service.

1. (WCS will consider this at their retreat in the fall).