



# DISTRICT 9200 STRATEGIC PLAN

84<sup>th</sup> DISTRICT CONFERENCE and ASSEMBLY  
UNITED NATIONS COMPLEX, NAIROBI  
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# Presentation Structure

1. Introduction and Background
2. The D9200 Strategic plan: the key issues
  - D9200 Vision and Mission
  - Core values
  - District priorities, goals, strategic objectives and implementation matrix
3. Conclusion

# Introduction and Background

What is a SP?

A strategic plan is a management tool used to **sharpen focus** and give consistent direction over **a long period of time**:

At the core of a SP is a **commonly shared vision** of what success will look like in future. **Where are we now? Where do we want to be in the future? How do we get there?**

# JUSTIFICATION: Why do we need strategic planning?

*“The best way to predict the future is to create it”* Peter Drucker

- We need to provide a framework for optimum use of resources in D9200
- We need to develop a general consensus in decision making, areas of focus
- Consistency and Continuity

# Background to RI SP

- Traditionally, Rotary planned in 12 month cycles to accommodate annual changes
- Comprehensive study done in 2001 called attention to the harmful effects of short-term planning noting that it prevents consistency and continuity in program administration and hinders efficient use of resources
- In 2001 RI Board agreed to have a multi-year coordinated plan to rectify this problem

# Background to D9200 SP

- Process started in 2006/7 with PDG Tusu appointing PDG Mohamed to spearhead the process
- Questionnaire sent out to all clubs in D9200 to establish the SWOT
- Results presented and discussed at DTTS in Feb 2007 in Arusha
- First draft sent out to clubs for comments later in 2007
- DGN Stephen appointed in Oct 2008 to finalize

# SWOT ANALYSIS

- Main STRENGTH: Size of D9200, Membership, Diversity of culture, Interest from other districts
- Main WEAKNESS: Size, Poor focus on growth and service projects, poor PR....
- Opportunities: Service opportunity, potential in membership, Rotary programs.....
- THREATS: Other service organizations, misconception about our work, wrong perception about Rotary....

# THE VISION OF DISTRICT 9200

- In keeping with the Vision of RI and the Object of Rotary, the Vision of D9200 is to be recognized for committed service to communities in need and for effective leadership in advancing world understanding, goodwill and peace.

# THE MISSION STATEMENT

- The mission of Rotary District 9200 is to support its member clubs in fulfilling the objectives of providing service to humanity by strengthening coordination among member clubs, expanding Rotary and communicating its work throughout the district, providing a system of district administration, developing a full appreciation and support of RI and leveraging resources for greater impact

# CORE VALUES

**These are drawn from the Core Values of RI and adapted to our district needs. They are;**

- Service
- Fellowship
- Diversity
- Integrity
- Leadership
- Participation

# District priorities for 2009-2014

- Membership
- Service projects
- Image of Rotary
- Leadership development

# DISTRICT PRIORITIES AND GOALS

- For each priority area, we set a goal
- For each goal we identified the strategic focus area
- For each strategic focus area we identified strategic objectives that are SMART
- For each strategic objective we came up with key strategies
- We also identified the key responsible persons and made some assumptions

# DISTRICT PRIORITIES AND GOALS

Priority area	Goal	
Membership	A strong and diverse m'ship in terms of quality and quantity	
Service projects	Increased capacity of clubs to deliver effective service projects	
Image of Rotary	Advance the internal & external recognition and Public image of Rotary	
Leadership development	Optimize the development & use of leadership talent for service within and beyond the district	

# MEMBERSHIP: Strategic focus

- Improved quality of Rotarians in D9200. Well informed, committed, meet their obligation, participate in rotary activities
- Extension of rotary upcountry/remote areas where the needs are greater
- Increase in number of Rotarians in D9200
- Increased diversity of membership in terms of vocations, race, gender, age, religion, political and other persuasions

# SERVICE PROJECTS: strategic focus

- Emphasizing of the 4 Avenues of service as a way to expand service
- Increased use and application of Rotarians' skills... Vocational service
- Functional relationships with strategic partners
- Joint Rotarian and community participation
- Improved support to and utilization of resources from TRF, including piloting the FVP of TRF

# IMAGE OF ROTARY: strategic focus

- Opportunities for working with fellow Rotarians and local communities
- Visibility and Profile of Rotary scaled up through partnerships

# LEADERSHIP DEVELOPMENT

- Expansion of leadership opportunities at all levels to fully utilize talents and skills of all Rotarians
- Cultivation of diversity within district leadership (age, gender, race, ethnicity etc)
- Periodic assessment of district leadership procedure to ensure best practices
- Mentoring and coaching of Rotarians in the district to serve as leaders beyond the district

# PRIORITY GOAL: A strong and diverse membership

Strategic objective	Broad strategies	Responsib person	Assumptions
<ul style="list-style-type: none"> <li>• 10 new RCs in the dist @ year, 60% in rural areas</li> </ul>	<ul style="list-style-type: none"> <li>• Give due focus to clubs with retention problems</li> <li>• Develop and implement targeted support pgms</li> <li>• Analyse &amp; project areas needing new clubs</li> </ul>	<ul style="list-style-type: none"> <li>• DG</li> <li>• District membership chair</li> <li>• District trainer</li> <li>• Country chairs</li> </ul>	<ul style="list-style-type: none"> <li>• Availability of info from clubs</li> <li>• Funding available from district for membership dev activities</li> </ul>

# PRIORITY GOAL: A strong and diverse membership

Strategic objective	Broad strategies	Officer responsibilities	Assumptions
<ul style="list-style-type: none"> <li>• 80% of clubs grow by at least 2 net members</li> <li>• 60% of clubs with at least 50% women</li> <li>• No club is terminated</li> <li>• All clubs have trainer</li> </ul>	<ul style="list-style-type: none"> <li>• Work with clubs to plan for specific membership campaigns</li> <li>• Regular district membership seminars</li> <li>• Training of club trainers</li> <li>• Develop and implement an incentive program</li> </ul>	<ul style="list-style-type: none"> <li>• DG</li> <li>• District membership chair</li> <li>• District trainer</li> <li>• Country chairs</li> </ul>	<ul style="list-style-type: none"> <li>• Availability of info from clubs</li> <li>• Funding available from district for membership dev activities</li> </ul>

# Monitoring and Evaluation

- To be done annually at District level by the District Strategic Officer
- Country chairs to do the in-country monitoring
- Specific indicators to be reported upon to depend on annual work-plan

# CONCLUSION

- We need a strategic plan for continuity and to be focused
- The RI SP is meant to give a framework which we have used to make our own SP
- Clubs in turn need to use the DSP as guideline as they develop/review their own
- District priorities and goals can be used as the basis but tailored to the club's size, varied skills of members and community needs
- This SP needs annual reviews to remain relevant

*WE NEED THIS PLAN SO THAT THE FUTURE OF ROTARY STAYS FIRM IN OUR HANDS*

Thank You.

*Thank You.*

