

**Strategic Priorities 2019-2020**

<b>Rotary International</b>	<b>Rotary International Strategic Priorities</b>								
	<b>Mission:</b> We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.			<b>District 5300 Strategic Priorities</b>					
	<b>Vision:</b> Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves			District 5300 is dedicated to providing leadership support to strengthen our clubs ability to advance the Mission of Rotary International through it's Strategic Priorities			<b>Club Strategic Priorities</b>		
	Our Core Values: Our values are an increasingly important component in strategic planning because they drive the intent and direction of the organizations leadership. (1) Fellowship and global understanding - We build lifelong relationships; (2) Ethics and Integrity - We honor our commitments; (3) Diversity - We connect diverse perspectives; (4) Vocational expertise, service, and leadership - We apply our leadership and expertise to solve social issues.	<b>Priority 1: Increase Our Impact</b>	Eradicate polio and leverage the legacy	Partner with Knotts, Vons, Albertsons					
			Focus our programs and offerings	Customize club relationships	job descriptions for district leadership				
			Improve our ability to achieve and measure impact	Add District Analyst Position	Leadership retreat				
		<b>Priority 2: Expand our reach</b>	Grow and diversity our membership and participation	Best Practice training					
			Create new channels into Rotary	Restructure district operations					
			Increase Rotary's openness and appeal	Host a Multi-org summit	Host a Millennial and Gen Z Summit				
			Build awareness of our impact and brand	Blue Bus	(1) Apply for Brand Grants & (2) Knotts, Vons, Albertsons	Utilize social media, print, radio, television across NV and CA			
<b>Priority 3: Enhance participant engagement</b>		Support clubs to better engage their members	Reinforce Club Analysis during PREP / PETS	AG Active engagement with clubs					
		Develop a participant-centered approach to deliver value	Consolidate training	custom club assistance based on analyst reports	Club Vision Facilitation				
		Offer new opportunities for personal and professional connections	Partner with Associations / Corporations	* Review New Regional Club Structure					
		Provide leadership development and skills training	Partner with UOPX for RLI						
<b>Priority 4: Increase our ability to adapt</b>		Build a culture of research, innovation, and willingness to take risks	Host a Multi-org summit	Host a Millennial and Gen Z Summit					
	Streamline governance, structure, and processes	Reduce district leadership positions	Develop internships						
	Review governance to foster more diverse perspectives in decision-making	Rewrite District Policies and Procedures							