

The Ohio District of Kiwanis International

Strategic Plan (Approved 8/9/2013)

Our Vision—We are the premier organization of dedicated volunteers, providing service to improve the lives of children and adults in the Ohio District of Kiwanis International.

Our Mission—The Ohio District of Kiwanis International will help and support the Kiwanis Clubs of the Ohio District to provide service and improve their communities.

Goal—The Ohio District will implement strategies in the areas of Leadership, Service, Education, Communications, Membership Growth and Retention, and support of Service Leadership Programs. Each year, the Governor-Elect, will develop action plans to implement these strategies to improve the effectiveness of local clubs in providing service to their communities.

LEADERSHIP

	Strategy: The District will	Responsible party	Accountability
1	Continue to provide club leadership education workshops throughout the district and evaluate these efforts on a regular basis. Strive to increase participation to include a higher percentage of club leaders receiving this education.	Planned and implemented by a committee appointed by the Governor and Governor-Elect and delivered by Kiwanis International certified instructors.	Increase participation each year based on Kiwanis International participation reports. Feedback collected from participants both immediately following instruction and later in the administrative year will be used to improve the training.
2	Continue to provide leadership education to Lt. Governors through structured events prior to the date of their taking office and throughout the year.	Planned and implemented by the Governor-Elect and those who he/she appoints to assist. Once in office the Governor-Elect will continue to plan for the education of Lt. Governors. Include the President of the previous class of Lt. Governors in the planning.	Feedback collected from participants. All Lt. Governors will receive education regarding their duties and expectations even if they are unable to attend the scheduled session(s).
3	Provide leadership education through Mid-Year and Convention forums for club leaders serving as committee chairs and project leaders.	Planned by education committee and delivered by instructors/facilitators chosen by the committee.	Feedback collected from participants. Track levels of participation with the goal of increasing participation levels.
4	Provide leadership education at the regional, division, and/or club levels as invited.	Provided by district chairs, district administrators, regional chairs and special appointees. Such personnel will actively seek invitations to provide such service.	Feedback collected from participants.
5	Provide leadership education for district chairs, administrators, regional, and special district appointees to ensure that such appointees understands the expectations of the assignment and have the opportunity to learn the skills to carry out the assignment.	Planned by the education committee and delivered by qualified instructors as appointed by the Governor.	Feedback collected from participants.

6	Promote the use of Kiwanis International resources for leadership education such as the online seminars and workshops, attending forums at the international convention, information from publications of Kiwanis International.	Such promotion will be provided by Lt. Governors through their division communications, by district personnel, through promotional items in the district bulletin, and on the district website.	Participation data gathered by Kiwanis International.
7	Encourage members to seek and accept leadership positions at all levels.	Governor, Lt. Governors, Past District Officers, Past Lt. Governor Groups	Data gathered and reported to the district board regarding club and division elections. Surveys.
8	Encourage Past Lt. Governor groups at the district and division levels to encourage and mentor potential leaders.	Past Lt. Governors Association leadership.	Informal and formal surveys conducted by the board of the Past Lt. Governors Association

SERVICE

	Strategy: The District will	Responsible party	Accountability
1	Publish service project ideas in the district bulletin as a regular feature in each issue.	District chairs as identified by the Governor. The Governor may appoint a special designee to oversee this strategy. Immediate Past Governors may be very familiar with recent successful projects and should be asked for input.	The Governor and Bulletin Editor will monitor this activity
2	Provide service project ideas in the context of forums at Mid-Year and District Convention.	Education committee	Feedback from participants
3	Provide recognition to clubs for service delivered.	Governor will appoint a district committee to oversee this strategy.	Committee chair will report to the Governor and District Board.
4	Promote the concept of a “hands-on” service activity to be part of the District event schedules include Mid-Year Education Day and District Convention.	Governor and the event planning committees.	Feedback from participants, record as shown in the convention program.
5	Promote participation by clubs in the annual Ohio District Foundation project.	Governor, Lt. Governors	Review of monthly reports by the Governor or designee.
6	Promote participation by clubs in the Kiwanis International Service Project	Governor, Lt. Governors, District Chairs, Special appointees	Review of participation data as provided by district and Kiwanis International sources.
7	Promote applications for service grants from the Ohio District Foundation and the Kiwanis International Foundation	Governor, Lt. Governors, Designees of the Ohio District Kiwanis Foundation.	Monitor and report on the number of applications for grants. Note whether number increases or decreases.

COMMUNICATIONS

	Strategy: The District will	Responsible party	Accountability
1	Continue to publish a district bulletin on a regular basis and increase distribution and readership.	District Secretary as Bulletin Editor, Governor	Governor assigns a committee to review and evaluate each issue. Feedback from members. Ensure an increase in the number receiving the bulletin by email.
2	Maintain a current and informative district website.	District Secretary, Governor appointee	Governor assign a committee to review and evaluate the district website. Feedback from members.
3	Utilize media to brand Kiwanis on a broad basis by using PSA's, billboards, broadcast news and local programs.	District Marketing Chair	Periodic report to the Governor.
4	Continue to publish a district directory on a timely basis—no later than mid October.	District Secretary with Governor oversight.	Governor will monitor.
5	Embrace social media to inform district leaders and club members and increase the Kiwanis brand.	District Secretary, Governor, Lt. Governors, District Chairs	Participation from members.
5	Develop and implement policies to ensure that social media are used responsibly and appropriately in representing the Ohio District of Kiwanis	Finance and Structure Committee with approval of the Board	Board action.
6	Promote Inter-Clubbing by all available means.	District Chair for Fellowship/Inter-Club	Recognition will be provide to clubs, reports will be used to measure and determine awards.
7	Utilize Lt. Governors to communicate on a regular basis with club presidents and division leaders.	Governor will monitor	Lt. Governors will report efforts to Governor.

E D U C A T I O N

	Strategy: The District will	Responsible party	Accountability
1	Plan and implement a comprehensive education program that includes education in the areas of leadership, club management, membership growth and retention, service, and marketing.	Education committee, CLE committee, Certified Instructors, District Chairs	Feedback from participants, annual review.
2	Ensure that Mid-Year Education Day is promoted, evaluated, and responsive to the needs of club members.	Education committee, CLE committee, Certified Instructors, District Chairs	Written evaluations will be collected from participants and reviewed by the education committee and Governor-Elect.
3	Provide recognition to clubs and individuals who participate in education activities. (Distinguished status criteria.)	Service providers	Reports to Governor and Board
4	Strengthen the education for district chairs and district administrators	Governor and education committee	Feedback from participants. Make certain all district chairs and administrators receive training even if they are unable to attend formally scheduled sessions.

Membership Growth and Retention

	Strategy: The District will	Responsible party	Accountability
1	Continue to plan and implement special learning opportunities to help clubs grow in membership through recruitment of new members and retention of current members.	District membership committee including regional leaders as appointed by the Governor.	Feedback from participants, annual review.
2	Provide recognition to clubs who grow in membership and to individuals who sponsor new members.	Governor, district membership committee	Reports to Governor and Board
3	Strengthen the education for district leaders who have responsibility for implementing membership growth and retention strategies.	Governor and district chair for membership.	Feedback from participants and reported to those responsible for planning membership growth and retention strategies.
4	Promote the use of resources from Kiwanis International.	Governor, Lt. Governors, district and regional leaders.	Reports from Kiwanis International as gathered by district leaders.
5	Seek ways to market and brand Kiwanis to the general public and to selected populations, creating greater awareness of the value of the organization thus creating an easier market for the local club.	District chair for marketing and public relations.	Report to Governor and shared with the board.
6	Promote new growth ideas and forms of membership such as family membership, satellite clubs, and corporate memberships.	Governor, Lt. Governors, Committee on Membership Growth and Retention.	Data gathered and reported regarding membership.

Support of Service Leadership Programs

	Strategy: The District will	Responsible party	Accountability
1	Support service leadership programs through the appointment of qualified district administrators.	Governor	Governor monitors activities of the district administrators. District administrators submit reports.
2	Provide appropriate financial resources to enable district administrators to perform their duties.	Governor, budget committee, district board.	District board adoption of budget
3	Include the leaders of service leadership programs in district events as prescribed in district policy.	Governor and program administrators.	Invitations and expense records as recorded by the district secretary.
4	Promote support of SLP through the district bulletin and information on the district website.	Program administrators, district bulletin editor and webmaster.	Review by Governor.
5	Provide support of SLP by district office staff.	Governor, District Secretary	Review by Governor, reports of district administrators