

## 2022-23 DISTRICT VIBRANT CLUB WORKSHOP

**11 January 2023**

### OPENING SESSION

20:00-20:10 *Welcome Address.* DG JOANNE KAM. RI District 3310.

20:10-20:20 *Inspirational Address.* PDG JASON LIM. Rotary Coordinator, RI Zones 10B and 10C.

20:20-20:40 *The State of Membership in Rotary District 3310.* PP FOO KOK HING.  
District Membership Chair.

20:40-21:00 *Regionalization: Shaping Rotary's Future.* PDG MICHAEL YEE. RI Zone 10C  
Assistant Rotary Coordinator. District Trainer.

21:00-22:00 *Strategic Priority #1: Increasing Your Impact.*

Do you want to increase the impact your club has on your community? This session focuses on how you can ensure that your projects add value to the community – which helps attract members, partners, and donors. You'll learn to assess projects, measure outcomes, and evaluate your impact.

*Moderator:* DGND DR. SHAHUL HAMEED. District Rotary Foundation Chair.

#### *Learning Objectives:*

What you'll learn:

1. Assess their current and future service projects to ensure that they meet their community's needs.
2. Learn how to measure outcomes and evaluate the impact of the projects.
3. Develop strategies for collecting and measuring data.

21:00-21:20 *Golden Tips on Community Needs Assessment: Your Key to Increasing Your Impact.* WANG SHYANMEI. Regional Grants Officer (RGO), RI Zone 9 (Taiwan – 12 Districts), District 52, District 3300, District 3310, District 3450

21:20-22:00 *Assessing Needs, Interventions, Outcomes, and Impact.*

A panel presentation of four successful global grant projects and lessons learned.

*Moderator:* DGND DR. SHAHUL HAMEED.

*Resource Members:* PDG LESLIE SALEHUDDIN. RI Zones 10B and 10C Regional Rotary Foundation Coordinator. RGO WANG SHYANMEI. PDG DATUK LEE CHUEN WAN. RI Zone 10C Assistant Regional Rotary Foundation Coordinator.

Panelists:

PRESIDENT JAMES LEE. RC Singapore. *Football Plus (At-Risk Youths)*

PRESIDENT ABE JACOB. RC Sentosa. *Water, Sanitation, and Hygiene (Cambodia)*

PP MARYANN TEE. RC Puteri Lagoon. *Rotary Child Keystone: After-School Care and Monitoring Project*

PDG PHILIP CHONG. RC Likas Bay. *Gift of Sight, Sabah*

## 12 January 2023

20:00-21:00 *Strategic Priority #2: Expanding Your Reach.*

Are you looking for ways to get community members involved with your club? Collaborating with new groups makes your club more appealing, encourages a diverse membership base, and expands your service capacity. This session focuses on how you can connect with new groups and inspire them to join you in action.

*Moderators:* PP ELSIE CHUA. RI Zone 10C Assistant Rotary Public Image Coordinator.  
RTN ADELINA ADNA. District Public Image Chair.

*Learning Objectives:*

What you'll learn:

1. How to identify new groups in your community to work with.
2. Strategies for communicating and engaging with new groups.

21:00-22:00 *Strategic Priority #3: Enhancing Participant Engagement.*

Do you want to improve the club experience? Learn how to understand better the needs of your members and others who participate in club activities so you can create a club environment that adds value to their lives.

*Moderator:* PP FOO KOK HING. District Membership Chair.

*Learning Objectives:*

What you'll learn:

1. Ways to create a welcoming environment in your club.
2. Strategies for developing a participant-centered approach to engaging members and others in club activities.

## 13 January 2023

20:00-21:00 *Strategic Priority #4: Increasing Your Ability to Adapt.*

When was the last time your club reviewed its processes and activities? Evaluating our internal processes is essential to creating a strong foundation for innovation, sustainability, and growth. This session focuses on how you can adapt your activities to keep your club relevant and engaging.

*Moderators:* PP FOO KOK HING. District Membership Chair. PP TEO CHENG CHUAN. District New Club Development Chair.

*Learning Objectives:*

What you'll learn:

1. How to develop a plan to evaluate your club's activities.
2. How to create a practice of evaluating your activities regularly.

### CLOSING SESSION

21:00-21:20 *Growing Rotary Membership Through Use of the Action Plan.* PDG Tom Gump. Member, RI Membership Growth Committee 2022-25, Rotary Coordinator, RI Zones 25B and 29.

21:20-21:40 *Building Rotary's Public Image.* PP ELSIE CHUA. RI Zone 10C Assistant Rotary Public Image Coordinator.

21:40-22:00 *Rotary's Theory of Change and Logic Model Ensures Successful Foundation Global Grant Projects.* DGND DR. SHAHUL HAMEED. District Rotary Foundation Chair.

# HOW TO TALK ABOUT OUR ACTION PLAN

Like the People of Action who inspired it, Rotary's plan for the future is bold.

This glossary will help all of us at Rotary speak about our goals with one voice and one vocabulary so we can move forward and act as one.

## VISION

*"Together, we see a world where people unite and take action to create lasting change across the globe, in our communities, and in ourselves."*

## ACTION PLAN

The name for our five-year strategic plan, including four strategic priorities and 14 objectives.

## PARTICIPANTS

All Rotary members and other individuals who engage in Rotary activities.

## STRATEGIC PRIORITIES

### INCREASE OUR IMPACT

Define, measure, track, and capture data from service projects to measure our impact, improve project quality, and create lasting change.

### EXPAND OUR REACH

Develop new models of engagement to attract diverse Rotary participants and unite them in taking action.

### ENHANCE PARTICIPANT ENGAGEMENT

Create new ways to inspire participants and provide valuable experiences that make them want to stay.

### INCREASE OUR ABILITY TO ADAPT

Make Rotary's operating and governance structures more efficient, representative, flexible, and effective.

## OBJECTIVES

The specific things we want the *Action Plan* to accomplish.

## INITIATIVES

The actionable steps to achieve each objective. The Secretariat, with oversight from the Strategic Planning Committee, is responsible for accomplishing them.

### INPUTS

The resources invested in a program.  
*Example: The materials used in a literacy program.*

### OUTPUTS

The immediate results of a program.  
*Example: The number of people who complete a literacy program.*

### OUTCOMES

The short-term or intermediate results of a program.  
*Example: The number of people who gain reading proficiency in a literacy program.*

### IMPACT

The long-term effects or end results of a program.  
*Example: The changes in education outcomes for the community.*

Be part of the plan:  
[myrotary.org/strategicplan](https://myrotary.org/strategicplan)

