

District 24-A
Strategic Plan and Status as of 7-19-2010
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This is a plan in development, but we believe that the multi-phased approach of using a more corporate, synergistic and business focused thrust to empower the Club Presidents and their administration to accept more responsibility for their own destiny is vitally important to our growth and survival in this District. This plan will be updated and refined by the team as we move forward throughout the year.

Membership Growth Goal Statements, Action Plan and Net Membership Growth (Overall Target) are included in this summary.

Overall Goals for 2010-2011

- Seek to build a strong team of leaders who will raise the standards of leadership, increase membership through recruitment, club expansion and new club development, and enhance retention so that membership will grow by 2 % annually. Principle focus will be on Women, family and Younger Members.

Organization

- No Regional Chairs
- 1st VDG will be responsible for Zone 1, Region 3; & Regions 4 & 5 (37 Clubs) for Zone reporting requirements.
- 2nd VDG will be responsible for Regions 1, 2 and Zones 2 & 3 of Region 3 (30 Clubs) for Zone reporting requirements.
- Common Job description for each Zone Chair
- Standard Reporting Format consistent with DG Requirements

Actions to date or plans:

- Based on a historical review of membership in the District over the last 6 years and input from a number of Clubs, we are forecasting an overall net growth of 2% or 37 new members by years end. This number will include at least 25 new women members. The net gain considers the average numbers of members lost/gained over this extended period, numbers lost due to death each year, and in reducing the numbers lost from each club per year from 3 to 2. The Net Membership Growth forecast is attached
- Continue to develop a stronger more proactive MERL Team having standard briefings for Club use with both near and longer term actionable objectives. This will increase transparency, transition, consistency and ease of update as we move into the next administration. We plan to have a stronger focus on women, family and the younger population.
- We have added a PR position/function to the MERL Team, which includes an individual(s) with a professional PR background and training. They have already accepted the assignment to develop a Corporate based PR web site in conjunction with our Cabinet IT Chair that the entire District will have access to as appropriate.

- We plan to have the MERL Extension Workshop Chair hold an extension workshop in the two month period of my term around Oct-Nov pending an appropriate speaker. This will tie into promoting a new club focused on meeting a major community requirement after a community needs assessment is completed in a local area of high population growth. Current efforts in this regard are already underway in two geographical locations including Kingstowne and Austin Ridge.
- During the last LCI BOD meeting in June, new changes in the MERL concept were instituted. Beginning later this year, the Leadership function will be separated from the team and made a separate stand alone function supported by a newly formed Global Leadership Team. Until this happens, we have been told to conduct business as usual.
- All Clubs currently have the requirement to have an active PR, Retention, and Membership Plan and to prepare a yearly Club Health assessment. We will also be adding New Member Orientation this year to help in retention. The club will be required to complete these actions to be considered for the Outstanding Lions Club award. These requirements will be emphasized during official club visits this year. The appropriate Zone Chairs will have the responsibility of making sure that each Club has complied with this requirement.
- Developed and prepared a formal Zone Chair Briefing which was presented at the incoming officers' training school in April and May. This will help insure that all Zone Chairs have a clear understanding of my vision for the District and what we hope to accomplish during the year. They will also use a standard Zone Chair reporting form that was developed this year to make sure that more consistent and uniform data needed to manage the District is received.
- New Cabinet and Administration functions have been selected for the coming year and approximately 25% of the current members replaced with new individuals who believe that change is necessary moving forward. In addition, a number of Cabinet positions have been deleted and several combined to reflect the signs of the times.

All Administrative and Cabinet Functions have a written job description. Those functions expiring on a yearly basis also have a requirement for developing a management succession plan and recommending their replacement, to the incoming DG next year should they decide not to continue.

The Handbook on Administrative and Cabinet Job Descriptions has now been completed and dispersed to the appropriate administrative and cabinet functions and posted to the 24-A website in July, 2010.

It was suggested at our first MD 24 Council meeting that the other Districts might like to use this document and a copy has been provided for their use as appropriate. It is also expected that this Document will be used in the training of future District Governors as the 2009-2010 Council works to improve the curriculum of Virginia's DGE training session. The document has been sent to the LCI English Language and Facilitated Learning Department Managers for the file. They believe that this is a first step in developing a best practices manual for use in other multiple districts around the country.

- Revamped the Lions Reporter and downsized the current staff from 4 to 2 with more accountability and responsibility to enhance the operation and make it more efficient. This change was reported in the March Addition of the Reporter. We will no longer be sending out hard copies of the publication and this responsibility will be passed down to the various Club Presidents who might have members that do not use the internet to receive the publication.
- I will be deploying both the 1st and 2nd VDG's in accordance with the updated Standard District Constitutions and Bylaws Revised Oct 4, 2009 so that clubs needing attention can get assistance

from a dedicated senior executive during the course of the year. There are some 21 of these clubs in the District.

The 1st VDG will be responsible for visiting Clubs that want to sponsor a new club, or need help in leadership or membership growth while the 2nd VDG will focus on and visit Clubs with retention issues particularly due to inactive club administrations, financial or other problems. There are some 21 of these clubs in the District.

The DG will visit the rest of the Clubs in the District. The official draft visitation schedule has been drawn up and we will be using this for our planning with a focus on visiting the weaker clubs first.

- As part of the IPDG's assignment in the Long Range Planning Function, We have specifically asked him to focus on institutionalizing the "Club Excellence Process" across the District through a series of workshops during the year. He will be assisted by the 2nd VDG in this effort and perhaps one or two more facilitators. The process puts the responsibility for the Clubs growth and survival squarely in the hands of the Club President and his administration and builds on what we have already started this year in a much more structured way. This effort will be closely coordinated with the actions of the MERL Team and other relevant administrative functions to insure optimal impact.
- We have added a new position to the Cabinet for this coming year called the "Speakers Bureau" Chair. The function of this position will be to book relevant Lions briefings to other local Community organizations that do not compete with us. I believe that it is absolutely critical that we make an effort to get outside of our organization and let the local community know what we do and help dispel the greatest secret in the world as to what we are about.

We believe that a small team of 3-4 of us "evangelizing" what we do would raise our public awareness, increase our visibility, provide role models, recruit new members or volunteers, attract press coverage and help raise funds for significant community needs programs. This will be a major effort and will require a lot of work if we are to be successful.

- The focal point of this year's Presidential Theme "A Beacon of Hope" is service. To show the strength of our worldwide network and to shine our light even brighter, Lions have the opportunity to participate in special service action campaigns. Accordingly, we will support the 2010-2011 Global Service Action Campaigns by encouraging our clubs to participate in LCI's four themed signature community service efforts to include:

August-Engaging our Youth,
October-Sharing the Vision,
December/January-Relieving the Hunger, and
April-Protecting our planet

It is hoped that at least one or more of these efforts may turn into a request for LCIF grant funds to conduct a substantial effort with a new Strategic Partner.

- At the District level, and in support of the International Presidents theme on community service and sharing the vision, I have been working over the last several months with Dr. Suleiman Alibhai to reestablish the Low Vision Center we had with Inova until last year. When they went out of business, VLEI was given \$168,000 worth of high value Low Vision Equipment. This has been in storage for the last several months while we have been seeking various partners to join in the development of the Center.

We have decided to form an initial partnership using part of the equipment, with the VA Department for the Blind and Visually Impaired (DBVI) at their Local Fairfax Office as the site for an expanded Low Vision Center. An MOU has been developed that outlines the focus of the partnership and partner obligations to support a Low Vision Center that will support the Northern

VA area with a catchment of approximately 2.3 million people. The equipment used in this part of the plan would be only that needed to meet the standard State Low Vision Screening assessment. The MOU will be signed late July or early August and the expanded facility will be open for business in early September. Partners in this venture would be DBVI, and the Virginia Lions Eye Institute (VLEI).

The remaining equipment, which goes beyond what the State requires, will be used to set up additional remote sites with the Retina Group of Washington (RGW), and the Prevention of Blindness Society (PBS). Partners in this venture would be VLEI and RGW and PBS. As with DBVI, these expanded facilities will be open for business in early September.

With success in these initiatives, we will use the equipment to the maximum extent possible and reach the largest number of people in need in the Northern VA in the future. The exposure that we will receive from this will be enormous and help make the community more aware of what the lions are doing locally. I am also hoping that this effort will serve as an example for others to follow in the years ahead on what can be achieved by partnering with organizations outside of the Lions.

- We will continue to emphasize and promote increased support to LCIF. I would like to see current club donations and the number of MJF's awarded increase by 5% annually.

Membership Growth (Goal Statements)

Key Goals for the year include the following:

<ul style="list-style-type: none">• New Club Goal 1: Arrange one extension training workshop in two month period (Oct.-Nov.) of my term. Goal 2: Promote the formation of one new club by June 2011.
<ul style="list-style-type: none">• Membership Growth Goal 3: Achieve an overall net growth of 2% to include at least 25 new women members by June 2011. Goal 4: Encourage clubs to promote and implement one community service project that includes the participation of non-Lions in the community by June of 2011, which may lead to the development and submittal of an LCIF Grant application.
<ul style="list-style-type: none">• Retention Goal 5: Reduce percentage of dropped members per club from an average of 3.0 to 2.0 by June 2011.

Action Plan

Goal 1: Arrange one extension training workshop in two month period (Oct-Nov.) of initiation of my term

HOW? (Action Steps)	WHEN? (Deadline for completion)	WHO? (Person responsible for action)	HOW WILL WE KNOW? (How we will know the action step is accomplished)
Prepare request for Extension Workshop and submit to LCI	July 30, 2010	DG	When Workshop is scheduled by 24-A and LCI has assigned a workshop leader.
Secure a training location	August 15, 2010	District Extension Chair	Reservation confirmation received.
Notify MERL Team and all Cabinet Members.	August 16, 2010	District Cabinet Secretary	Email sent by Cabinet Secretary.
Secure registration for the Workshop.	September 15, 2010	1 st VDG	When invited Lions start to respond to registration request.
Complete Workshop	November 14, 2010	LCI Extension Workshop Consultant, DG, VDGs, MERL Team	Report submitted by Workshop Consultant to LCI.

Goal 2: Promote the formation of one new Lions Club by June 30, 2011

HOW? (Action Steps)	WHEN? (Deadline for completion)	WHO? (Person responsible for action)	HOW WILL WE KNOW? (How we will know the action step is accomplished)
Identify target area	August 15, 2010	DG & VDGs and other Cabinet members	One area identified.
Identify and appoint a sponsor club.	August 15, 2010	DG	Confirmation from Club President.
Conduct a community needs assessment	September 15, 2010	DG, VDGs, Appropriate Zone Chair.	When results of Community needs assessment are completed.
Identify a specific project meeting the community needs and solicit local volunteers to support the effort.	October 15, 2010	DG, VDGs, appropriate Zone Chair and sponsoring Club President.	When the input of interest is received from local volunteers supporting the project.
Conduct organizational meeting on the project, assuming a positive response from above.	December 15, 2010	DG, VDGs, appropriate sponsoring Club President	When a schedule to proceed on the project is completed.
Conduct organizational meeting on a possible new club.	January 15, 2011	Guiding Lion, Club President of sponsor club, DG, and or VDGs, Zone Chair.	Meeting completed and minutes submitted to Extension Chair and supporting Lions.
Charter New Lions Club	When 20 members are signed up.	DG, Zone Chair.	Charter received and Charter Night held.

Goal 3: Achieve and overall net growth of 2% to include 25 new women members by June 2011

HOW? (Action Steps)	WHEN? (Deadline for completion)	WHO? (Person responsible for action)	HOW WILL WE KNOW? (How we will know the action step is accomplished)
Deliver a formal briefing and training program to the Zone Chairs outlining, DG objectives and reporting requirements and specific job functions.	April 25, 2010, and May 1st 2010	DG-E	Zone Chairs participate in training class.
Develop a stronger, more focused MERL Team having a set of standard briefings for Club use with both near and longer term actionable objectives.	July 30, 2010	1 st VDG	DG receives updated MERL Team Objectives for the year.
Add a PR position to the MERL team to better publicize the activities of the District which will help draw in new members.	July 30, 2010	1 st VDG	When PR Director and Deputy Director accept invitation to join the MERL Team.
Insure that the MERL Team is proactive in supporting Membership Growth throughout the year.	Throughout the year	DG, 1 st VDG and 2 nd VDG	When MERL Team Chairs send out email requests to visit all clubs in the District.
Use the Zone Chairs	Throughout the	Zone Chairs	When Zone Chairs

<p>to insure that all Clubs have an active Membership, Retention, PR plan and that each does a yearly Club Health Assessment.</p>	<p>year</p>		<p>receive the plans and health assessments from each club.</p>
<p>Assign the 1st VDG the responsibility of visiting and working with all clubs that have leadership and management issues during the year.</p>	<p>Throughout the year</p>	<p>1st VDG</p>	<p>1st VDG will visit the Clubs as required with help from the respective MERL Team lead and DG as needed.</p>
<p>Assign the 2nd VDG the responsibility of visiting and working with all clubs that have retention issues during the year.</p>	<p>Throughout the year</p>	<p>2nd VDG</p>	<p>2nd VDG will visit the Clubs as required with help from the respective MERL Team lead and DG as needed.</p>
<p>Begin “institutionalizing” the “Club Excellence Process” throughout the District.</p>	<p>Throughout the year</p>	<p>IPDG</p>	<p>IPDG to visit clubs and deliver Club Excellence Process briefing.</p>
<p>Use the “Speakers Bureau” to broaden our reach into the community to draw in new and younger members.</p>	<p>Throughout the year</p>	<p>DG, Senior Advisors</p>	<p>Deliver at least 1 outside presentation on the Lions each quarter during the year.</p>
<p>Develop Handbook on Administrative and Cabinet Job descriptions.</p>	<p>Disperse handbook at the Cabinet installation and post on District Website</p>	<p>DG</p>	<p>All Administrative and Cabinet positions acknowledge receipt of the handbook.</p>

Goal 4: Encourage clubs to promote and implement one community service project that includes the participation of non-Lions in the community by June of 2011, which may lead to the development and submittal of an LCIF Grant application.

HOW? (Action Steps)	WHEN? (Deadline for completion)	WHO? (Person responsible for action)	HOW WILL WE KNOW? (How we will know the action step is accomplished)
Prepare an article for the Lions Reporter encouraging clubs to promote and implement one community service project.	August Edition	DG	Tracking on month reports to see if clubs are accomplishing this.
Use as an example, the setting up of the District Low Vision Center with the State of VA, and the Retina Group of Washington.	Open house schedule for September 2010	DG	When open house is scheduled and completed.
Continue promoting this on a quarterly basis and in the LCIF briefings given to Clubs through out the District.	Throughout the year.	DG	Tracking on monthly reports to see if clubs are accomplishing this.

Goal 5: Reduce percentage of dropped members per club from an average of 3.0 to 2.0.

HOW? (Action Steps)	WHEN? (Deadline for completion)	WHO? (Person responsible for action)	HOW WILL WE KNOW? (How we will know the action step is accomplished)
Promote effective orientation programs in all clubs by the end of the calendar year 2011 using the MERL team orientation lead.	Throughout the year	1 st VDG, MERL Team Orientation Lead	Keep track in monthly reporting and maintaining oversight of Orientation Lead Calendar.
Insure that all Clubs have an active Membership, Retention, PR plan and that each does a yearly Club Health Assessment.	Throughout the year	VDGs and Zone Chairs	Keep track of this via standard Zone Reporting format.
Insure that the MERL Team is proactive in supporting the clubs resolve retention issues during the year.	Throughout the year	1 st & 2nd VDG	Regular communications with 1 st & 2nd VDG.
Assign the 2nd VDG the responsibility of visiting and working with all clubs that have a retention issue during the year.	Throughout the year	2 nd VDG	Regular communications with 2 nd VDG
Monitor membership drops monthly and follow up on reasons why.	Throughout the year	DG, VDGs, Zone Chairs and MERL Team Coordinator	Regular communications and input from responsible parties to the DG.