

District 24-A Strategic Plan and Status as of 7-24-2011

This is a continuation of the Strategic Plan process that was begun last year by IPDG Dennis Brining. We continue to 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. The first year's experience with this approach has provided positive feedback from the clubs in the district and has begun a trend of positive results.

Overall Goal for 2011-2012

Seek to build a strong team of leaders who will raise the standards of leadership, increase membership through recruitment and enhance retention so that net membership will grow by 1-2 % annually. Principle focus will be on women, family and younger members. This focus will continue with a renewed emphasis on service as a means to create awareness of our organization as well as a motivating factor to recruit and retain members. We will work to grow the cadre of potential leaders in the district by supporting leadership education and mentoring.

Support the International Presidents theme, "I Believe", by encouraging a spirit of commitment, courage and action.

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:

Membership:

- Goal is to "net" 24 by end of year.
- Utilize Global Membership Team Action Plan as blueprint to drive membership growth.
- Concentrate on women and families with an emphasis on younger members.
- Require each club to have an active membership plan.
- Use I-Plan to facilitate membership growth.
- Monitor success using the WMMR report.

Retention:

- Utilize GMT to mitigate attrition.
- Reduce attrition to no greater than 4% of total membership.
- Provide retention training at Fall Conference.
- Utilize the Club Health Assessment tool to evaluate member needs.
- Monitor success using the WMMR report.

Club Growth:

- We will not actively seek to establish any new clubs this year.
- Loss of three weak clubs last year necessitates examination of weaker clubs in the district and focused support.
- Concentrate on reinforcing and strengthening current clubs.
- Will support GMT activity on club development.

Leadership:

- Multiple year club presidents and vacant Zone Chair positions are indicative of a chronic leadership challenge.
- Utilize Global Leadership Team Action Plan to drive leadership goals for the district.
- Support and promote Regional Lions Leadership Program.
- Create "Leading Lion" program, goal is to identify a minimum of one Lion per club for dedicated leadership mentoring and training.
- Training will utilize and maximize the capability of the Lions Learning Center.

Service:

- Make Service the hallmark of each club's focus.
- Capitalize on the Community Needs Assessment to develop service projects in each community.
- Implement International Service Project, "Go Tree Green"
- Develop a "Core Value" district wide service activity, children vision screening utilizing the Pedia-Vision system.
- Promote and encourage participation in the Four Global Service Action campaigns.
 - August-Engaging Our Youth
 - October-Sharing the Vision
 - December/January-Relieving the Hunger
 - April-Protecting our Environment
- Monitor club activity using the Lions Clubs Service Activity Report.
- "Celebrate Service" as the Winter Conference theme.

Create Awareness:

- Continue successful public relations campaign.
- Continue to utilize corporate based PR web site.
- Require each club to have an active PR plan.
- Encourage clubs to have eClub House web site as well as a presence on social media locations.
- Monitor club activity using the Lions Clubs Service Activity Report.

Alliances and Outreach:

- Continue to reach out to other organizations and associations.
- Exploit to maximum advantage relationships that have been already developed.
 - Prevention of Blindness Mid Atlantic-Vision Screening, LOLF
 - Prevention of Blindness Society-Low Vision Center
 - VA Department of Blind and Visually Impaired-Low Vision Center
 - National Federation of the Blind-Bell Program Support
 - Fairfax Education Association-Eye Glasses Collection, Food Drives
 - Fairfax County Public Schools-Leo's, Quest Program, etc.
 - Global Community Service Foundation -Vietnam
 - Northern VA Academy of Ophthalmology
 - Greater Merrifield Business Association
 - Phi Delta Kappa-School related programs
 - Aziza Productions-Tunisia

Virginia HOSA

International Trust Fund for Demining and Mine Victim Assistance- Vietnam, Slovenia

- Explore the possibility of opening a second low vision clinic in the southern part of the district.

Youth Outreach

- Begin the implementation the Lions Quest program in at least four school districts
- Support and encourage growth and formation of Leos Clubs
- Develop training track for Leo Officers
- Program for Leos at Fall and Winter conferences

Training:

- Continue the focus on completion of the “Club Excellence” process.
- Develop specific training sessions on “Web” based applications to include WMMR and eClub House.
- Review current district training to include district and club officers training.

Club Support:

- Deploy both the 1st and 2nd VDG 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.
- The 1st VDG will be responsible for visiting Clubs that need help in leadership or membership growth.
- The 2nd VDG will focus on and visit Clubs with retention issues particularly due to inactive club administrations, financial or other problems.
- The DG will visit the rest of the Clubs in the District.
- All club visits will be complete by the end of November. This will allow the flexibility for the senior executives of the district to provide dedicated attention to clubs needing assistance.

Communication:

- The district newsletter, The Lions Reporter, will continue to be delivered electronically.
- This newsletter will be the prime communication vehicle for the Lions in the district.
- The Handbook on Administrative and Cabinet Job Descriptions will be posted on the district web site and will be used as an educational resource for cabinet appointees.

Summary: This plan is a fluid document. It is meant to be changed and adjusted to reflect actual conditions in the district over the course of the year. It is intended as a road map to guide the district in the year ahead and serve as the basis for sound tactics that will implement these strategies.