2013-14 Regional Membership Plan Executive Summary and Action Plan
Region: RIBI

Profile

Region	RIBI
Zones	Zones 17 and 18A
Director(s)	Michael F. Webb
Project Lead(s):	David J. Houghton
Rotary Coordinators	Chris Garner, Zone 17 Peter Davey, Zone 18A

Goals

Criteria:	
A. Data Analysis	**M. Active Alumni Recruitment**
B. Surveys and Focus Groups	**N. Extension of Enquiries Database**
C. Analysis of RIBI Public Image and Awareness Campaign	**O. Review Information Sheets/Resources**
D. Member Engagement Education/Training Programmes	**P. RIBI website review**
E. Ambassador Development and Support	**Q. Feedback from Pilot Clubs**
F. Accessing Professionals on Career Breaks and Increasing Flexibility	**R. Extend Satellite opportunities**
G. Generation of New Clubs and Satellite Meetings	**S. Expansion of e-clubs**
H. Districts to Link with Local Employers	**T. Integrate RIBI Equality and Diversity Policy**
I. Retention Strategies	**U. Research into other RI Zone Plans**
J. Professional networking	**V. Seek External Partners for Potential Membership Opportunities**
K. Mentoring Programmes	**W. Implementation of Change Management Programmes**
L. Promotion of Club Leadership Plan	**X. Redistricting of RIBI**

	GOALS/STEPS FOR ACHIEVING GOAL	RESPONSIBILITY	TARGET COMPLETION DATE
	A. Data Analysis		
A1	Review data currently available, update and extend i.e. death rate by age profile, exit by age profile, exit by years membership, professions/sector analysis	Secretariat (part-time member of staff)	Completed
A2	Telephone liaison with staff member, ad-hoc meetings	Expenses required for MDR link to travel to Alcester	Completed
A3	Assistance to districts to compare local demographic data with current membership data (from local authorities) – provides insight to target groups	Secretariat	Dec-13

A4	Benchmarking with peer-group organisations	Warwick MBA Students	Dec-13
	B. Surveys and Focus Groups		
B1	Ascertain the real reasons for exit e.g. if 40% leave new clubs and 25% leave established clubs within 2 years, WHY? Contact ex-Rotarians to create a focus group aimed at un-raveling the experiences they have had as members, why they left and how they could be brought back into Rotary (eClubs/general extension/satellite meetings?)	MDR/ AGs/Club secs	Completed
B2	Member satisfaction surveys.	Secretariat	Feb-14
	C. Analysis of RIBI Public Image and Awareness Campaign		
C1	Analysis of current marketing campaign, to ascertain media coverage (how many people were reached), social media conversation activity and membership enquiries.	Secretariat	First Phase Complete
C2	RIBI 3 year plan currently being developed - funded through £2.75 membership levy	Secretariat (already budgeted)	First Phase Complete
C3	Enquiry Conversion Analysis - to cross-reference enquiry activity against marketing activity as well as cultural reinforcement why are enquirers not choosing to join, what damage is being caused by non-conversions?	Secretariat	Dec-13
C4	Review of how RIBI can demonstrate that the minority groups are welcomed into Rotary.	MDR/Equality Officer	Jun-13
	D. Member Engagement Education/Training Programmes		
D1	Training of facilitators to support the roll-out of the Club Visioning programme to produce effective Club Strategic plans , to improve the attractiveness of clubs and, thus, to aid recruitment and retention.	MDR/ LDTC/ RCs	Completed
D2	Implementation of Club Visioning across Districts	MDR/LDTC/RCs	Nov 2012 ongoing
D3	Assistant Governor Training for roll out of membership plan across clubs	MDR/LDTC/RCs	First Phase Complete
D4	Converting enquiries into members. (Moodle)	AGs/Clubs	Sep-13
D5	How do members increase ability/motivation to assist people in joining Rotary 'locally'?	MDR Committee for DMDR Chairs andClubs	Second round scheduled
D6	Managing the first encounter/meeting including other club members. (Moodle/Webinar)	As 4.3 delivered by team.	Second round scheduled
D7	Handling diversity issues – female/ethnicity/age e.g. how to stop active discouragement if not 'seen' as right 'fit' for their club.	RIBI Leadership/ MDR/ LDTC/ RIBI Eq & Div Officer	Jul-13
	E. Ambassador Development and Support		
E1	National event to promote Women in Rotary (as per Australia)	MDR/RCs	First Phase Complete
E2	Membership development criteria i.e. female, ethnic minority and younger generations. (Moodle)	MDR/RCs	Nov-13

E3	Creation of local task force champions in line with RI adoption of the Guidelines for Attracting New Generations and Younger Professionals. (Seminar)	MDR/RCs &ARCs/ New Gens	Oct-13
E4	50 Plus Show London and Glasgow	MDR/RCs &ARCs/ New Gens	Jul-14
	F. Accessing Professionals on Career Breaks and Increasing Flexibility		
F1	To fulfil development requirements it is anticipated that in year's one and two 10 regional seminars per year will be required with direct costs of £10,000 with indirect costs of £3000 per year. Years 3 - 5 expectations are for 7 seminars	MDR/RCs/LDTC/MPRC	First Phase Complete
F2	Flexibility of meeting times, attendance requirements, meals and so forth make the 'club' more attractive to target groups.	MDR	First Phase Complete
F3	Education programme to highlight benefits and 'how' Rotary service works (removing perception of attendance make-up as main benefit, particularly if attendance rules are further relaxed/removed by RI).	MDR/Voc RG	First Phase Complete
F4	Development of new groups with crèche facilities for example, cross-generational groups combining space to run Rotakids/Interact alongside Rotary (access for Family of Rotary)	MDR/New Gens (Promotional)	First Phase Complete
	G. Generation of New Clubs and Satellite Meetings		
G1	From existing 'groups' e.g. Rugby, Cricket, Hockey and Football Supporter Groups – club meets before home match to negate the need to find premises or alternative time to come together.	MDR/ DExt (Web/Seminar)	First Phase Complete
G2	Exploit potential for New Generations Rotary Clubs to be formed within Universities	MDR/New Gens (linked to 7.1)	First Phase Complete
G3	Embrace a variety of club structures and meeting patterns; linked to the RI Pilot scheme for Innovative and Flexible clubs.	MDR/ DExt	First Phase Complete
G4	Existing low member clubs to gain support by linking and creating satellite meetings under one Club Charter	MDR	First Phase Complete
G5	Gives New Club Formation a stronger chance of success; time to establish core group and own projects with less pressure to charter but gaining full membership opportunities.	MDR/Ext	First Phase Complete
G6	District will be encouraged to undertake a periodic review of new community/social developments in their area with a view to identification of new areas for potential growth e.g. new housing estates, shopping areas, industrial/business parks.	DMDR	First Phase Complete
	H. Districts to Link with Local Employers		
H1	In the corporate/public sector, armed services to offer 'slot' within the 'Preparing for Retirement' programmes on volunteering and the benefits of Rotary membership.	DMDR/DMPRC/RPICs	First Phase Complete
H2	Workshops/seminar on 'how to' make approach, content ideas and 'closing' the deal!	DMDR/DMPRC/RPICs/RCs &ARCs	First Phase Complete
	I. Retention Strategies		

I1	Utilise/develop skills at a project level (cross-fertilisation club to club to District to RIBI to RI), regular club service activity is key to creating vibrant clubs and shared learning – a skills database would be of great benefit.	MDR	First Phase Complete
I2	Identify current 'vibrant clubs' to be used as role-models/case-study.	MDR/DMDR	Dec 2012 on-going
I3	Member recognition - promotion of individual/club/district awards that are available at district/national and international levels.	MDR/DMDR	Feb 2013 ongoing
I4	Promotion of personal skill development case studies; opportunity to 'win' competition/award for service engagement (could be as simple as winning tickets to RIBI Conference).	MDR/DMDR	Feb 2013 ongoing
	J. Professional networking		
J1	How to reintroduce the concept of networking within a service organisation including the use of LinkedIn, link to skills database as in analysis above.	Secretariat/MPRC/RPICs (webinar)	Feb-14
	K. Mentoring Programmes		
K1	Continued review and development of eLearning Mentor Training Programmes.	MDR/LDTC (Moodle)	Dec 2012 on-going
K2	District Leadership Team to participate in programme and roll-out to Club Mentor Champions.	MDR	Dec 2012 on-going
	L. Promotion of Club Leadership Plan		
L1	Demonstrate the application of Club Leadership Plan and Planning Guide for Effective Rotary Clubs.	LDTC	First Phase Complete
L2	Club visioning (see 4.1)	RCs	First Phase Complete
L3	Membership Chairs in conjunction with their Assistant Governors to determine take-up and effectiveness of club visioning.	DMDR/AG/RCS and ARCs (survey)	First Phase Complete
	M. Active Alumni Recruitment		
M1	Focus group to understand why the alumni are not joining/being approached to join Rotary e.g. Interactors, Rotaractors, Peace Fellows, GSE/VTT, Ambassadorial Scholars, Youth Programme Students (RYLA/Exchange), Youth Competitors (into Interact/Rotaract).	Secretariat/MDR	Sep-13
M2	Maintaining connections with Youth Exchange and youth competition students is important especially as the families of those taking part are often overlooked as a potential source of membership plus the possibilities of recruitment into RotaKids, Interact and Rotaract for the students.	DYEA and New Generations	Oct-13
	N. Extension of Enquiries Database		
N1	Central database of ALL enquiries for Rotary membership i.e. direct to Club enquiries being logged for central analysis.	Secretariat	Dec 2012 on-going

	O. Review Information Sheets/Resources		
O1	New Member Induction and Introduction Packs, utilisation of Information Sheets such as 'Know your Rotary' to be used in conjunction with RI new member resources.	MDR/MPRC	First Phase Complete
	P. RIBI website review		
P1	Ensure ease of access to all membership development and retention resources.	MDR/Secretariat	First Phase Complete
P2	Review social media activity on a frequent and regular basis as it is particularly fast changing.	MPRC	Dec 2012 on-going
P3	Encourage clubs to maintain attractive websites that encourage wider participation.	MPRC	Dec 2012 on-going
	Q. Feedback from Pilot Clubs		
Q1	Completing first year - monitor effectiveness of new club formats and determine ways to further assist/expand in line with RI proposals to increase number of pilot clubs.	MDR/Ext	Dec 2012 on-going
	R. Extend Satellite opportunities		
R1	'Volunteering Aids Employment Prospects' campaign. Employee groups within corporate/business sector may create satellite meeting opportuntites for Rotary membership as well as giving employees opportunities to develop skills and use knowledge	Voc RG/LDTC	Dec-13
	S. Expansion of e-clubs		
S1	Reviewing existing clubs and research of best practices globally to draw best practice models for RIBIwithin RIBI. Active development of eClubs	MDR/Ext/DMDR	First Phase Complete
	T. Integrate RIBI Equality and Diversity Policy		
T1	Interface with the Equality and Diversity Officer to determine success of roll out of new RIBI policy and demonstrate improving KPIs in this area.	RIBI Eq & Div Officer	Jul-13
	U. Research into other RI Zone Plans		
U1	Review of individual RI Zone Membership plans to glean further thoughts/ideas.	RID/RCs	First Phase Complete
U2	Use of Rotary Coordinator Exchange and RC Facebook group.	RID/RCs	First Phase Complete
	V. Seek External Partners for Potential Membership Opportunities		
V1	Strategic approach to groups that have a service mentality e.g. Explorer Scouts, Duke of Edinburgh, St. Johns Ambulance, Red Cross and so forth sharing synergy of ethics with a view to cross-fertilisation of membership.	RIBI Leadership/ MPRC/Secretariat	2012/13 ongoing

V2	National approach to business group who may seek to extend their offering through service to the local community e.g. Chamber of Commerce, networking groups, Federation of Small Businesses etc.	RIBI Leadership/ MPRC/Secretariat	2012/13 ongoing
V3	Given the amazing growth of Business Networking Groups, Rotary's closer links with such groups is important. Some Clubs may help host/coordinate such groups. Rotary clubs could act as a focal point/coordinator for other Community projects - not just their own, extending Rotary's influence and reputation at the same time.	MDR/DMDR/AGs/Clubs	2012/13 ongoing
V4	There is a need to obtain access to the boardrooms of significant UK companies to obtain corporate sponsorship and/or endorsement in the literature of companies such as Tesco/Morrisons/John Lewis showing new ways of expressing Rotary. Corporate Membership would be a natural springboard for this.	RIBI Leadership/MPRC/ Secretariat	2012/13 ongoing
	W. Implementation of Change Management Programmes		
W1	In conjunction with LDTC at Club and District levels promote Stop, Keep, Start i.e. what to stop doing, what to keep doing and what to start doing in order to move forward.	MDR/LDTC	Apr-14
	X. Redistricting of RIBI		
X1	Investigation of new boundaries and consultation with 29 current Districts to establish new, logical boundaries.	Redistricting Sub-Committee	Jan 2013 to Dec 2014
X2	Consultation with RIBI members in current 29 Districts	Redistricting Sub-Committee	May 2013 to Sept 2013
X3	Assitance with technical requirements to close and restructure new Districts	Leadership Team/RC/RID	July 2013 ongoing