

District Nine Strategic Plan

District Nine



Altrusa International, Inc.

April 2009

Vision

Altrusans providing leadership and service to communities throughout Texas.

Mission Statement

District Nine, Altrusa International, Inc. provides guidance in leadership development and direction for membership growth; promotes club service projects, fundraising, and the strengthening of activities that will enhance the Altrusa image throughout the District; and encourages new club development across Texas.

GOALS	OBJECTIVES	STRATEGIES	ACTION PLANS	RESPONSIBILITY/COST (if applicable)
<p>Leadership Development</p> <p>Strengthen leadership development opportunities for members.</p>	<p>Increase the number of incoming club officers attending leadership training workshops at District Conference until all clubs are represented.</p>	<p>Hold leadership development workshops annually at District Conference, providing information to workshop leaders.</p>	<ul style="list-style-type: none"> • Provide list of in-coming officers attending District Conference for Program Coordinator. • Provide comparison measurement to District Board. • Develop a list of suggested items to be included on CD's prepared for club officers and committee chairs. • Provide an evaluation form for Conference workshops to be completed by those in attendance at the conclusion of Conference. The completed forms will be shared with the District Board. • Prepare a package of "See You There" postcards, registration forms, etc to mail to each incoming club president to share with incoming officers. Include a cover letter from the District Governor encouraging her/him to lobby each incoming officer to attend as part of her/his responsibility of office. • Develop an on-line "Guide to Conference" to encourage attendance. This guide should have a special section devoted to officer training. 	<ul style="list-style-type: none"> • Conference Registration Chair • District Program Coordinator • District Officers & Committee Chairs • District Program Coordinator/\$25 - \$50 annually • District Program Coordinator/\$50 annually • District Program Coordinator & Web Coordinator
	<p>Provide leadership development information at least four times each year to local clubs.</p>	<p>Provide information on leadership development through various media resources.</p>	<ul style="list-style-type: none"> • Provide information on leadership to all club presidents. • Include leadership development articles in <i>News of Mighty Ninth</i> and a "Leadership Tips" section of District website. • Provide a list of resources available from International and the District that can be used for leadership development and post on District website. • Provide a leadership development event in addition to Conference for members of District Nine in even-numbered years. 	<ul style="list-style-type: none"> • District Governor & District Leadership Committee • District Leadership Committee & Web Coordinator • District Leadership Committee & Web Coordinator • District Governor & District Program Coordinator with assistance from District Board and Leadership Committee – registration to cover event expenses.
	<p>Increase networking opportunities by sharing members' expertise in District Nine by 2011.</p>	<p>Develop and share a directory of District members who are willing to conduct workshops or serve as an information contact and distribute to local clubs.</p>	<ul style="list-style-type: none"> • Survey District Nine members to identify areas of expertise. • Include Speakers Bureau on the District website. 	<ul style="list-style-type: none"> • District Leadership Committee • District Leadership Chair & Web Coordinator

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<p>Service</p> <p>Provide ideas and guidelines to facilitate the strengthening of all clubs through the promotion of service projects.</p>	<p>Increase the number of clubs “showcasing” their service projects by submitting entries for the Mamie L. Bass Service Award, the Letha H. Brown Literacy Award, and the Dr. Nina Fay Calhoun International Relations Award to 75% of all clubs submitting entries for all three awards by 2011.</p>	<p>Develop/maintain a list of District service projects that can be adapted by clubs in District Nine.</p> <p>Encourage Club presidents to have projects planned around entry criteria and the award entry written upon project completion.</p>	<ul style="list-style-type: none"> • Develop a link on the District website for clubs to submit list of successful service projects. • Provide guidelines for completion of a service project and how to write entry for District awards. • Write project entry immediately upon project completion. • Provide sample evaluation sheet that will offer information on ways to improve the service project in future years. • Urge District Visitors to encourage clubs to submit service projects for District awards. • Share success stories at Conference and in <i>News of Mighty Ninth</i>, posting winning entries in each category on District website. 	<ul style="list-style-type: none"> • District Web Coordinator • District Service Committee • Club Presidents • District Service Committee • District Governor • Award Winners, District Program Coordinator, Web Coordinator
	<p>Encourage each club to participate in Make A Difference Day with a literacy-focused project.</p>	<p>Increase and promote more awareness of Make A Difference Day and Altrusa’s past participation with literacy focus.</p>	<ul style="list-style-type: none"> • Have articles in <i>News of Mighty Ninth</i> promoting literary and participation in Make a Difference Day. • Include a Make a Difference Day resources section on District website, complete with literacy project ideas and list of successful club projects of the past. 	<ul style="list-style-type: none"> • District Service Committee • District Service Committee & Web Coordinator
	<p>Encourage all clubs to develop at least one major hands-on project per club year with at least 75% member participation.</p>	<p>Encourage all clubs to evaluate and assess the success of club projects and find ways for member participation with more hands-on opportunity.</p>	<ul style="list-style-type: none"> • Showcase successful projects in each <i>News of Mighty Ninth</i> edition. 	<ul style="list-style-type: none"> • District Service Committee & <i>News of Mighty Ninth</i> Editor
	<p>Encourage all clubs to have at least one ABC Book Box by 2011.</p>	<p>Increase awareness of this project and its publicity potential.</p>	<ul style="list-style-type: none"> • Provide examples of how the collection boxes can be tied to existing projects. • Help clubs find alternative receptacles for use as ABC Book Box. 	<ul style="list-style-type: none"> • District Service Committee • District Service Committee
	<p>Increase the number of ASTRA clubs to 14 by 2011.</p>	<p>Conduct ASTRA workshops at Conference at least once per biennium.</p> <p>Hold an ASTRA retreat for ASTRA members during Fall of Convention years.</p>	<ul style="list-style-type: none"> • Provide guidelines on how to start and maintain an ASTRA club. • Have representative from clubs with successful ASTRA programs mentor other clubs considering starting their own ASTRA club. • Work with clubs sponsoring ASTRA clubs on retreat for ASTRA members. • Include ASTRA articles in <i>News of Mighty Ninth</i>. • Develop an ASTRA section on District website. Make it a useful information portal for ASTRA clubs & potential members. • Recognize clubs sponsoring new ASTRA clubs at Conference. 	<ul style="list-style-type: none"> • District ASTRA Committee • District ASTRA Committee • District ASTRA Committee • District ASTRA Committee • District ASTRA Committee & Web Coordinator • District ASTRA Chair

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<p>Communication Provide timely and useful information throughout the organization.</p>	<p>Increase the use of communication technology by Board members and District Committees to provide timely information to members of District Nine.</p>	<p>Maximize the effective use of communication technology.</p>	<ul style="list-style-type: none"> • Collect e-mail addresses of all Conference attendees. • Maintain District website. • Send monthly e-message to all club presidents. • Encourage development of club website and provide guidelines for completing this task. • Encourage District clubs to use communication tools to disseminate information on a timely basis. • Recognize clubs that creatively use internal technological communication on a regular basis. • Investigate grants for nonprofits to purchase laptop computers for the District Governor, District Treasurer, and District Secretary. • Improve District website to be a better tool for members. 	<ul style="list-style-type: none"> • Conference Registration Chair • District Web Coordinator • District Communication Chair • District Communications Committee • District Communications Committee • District Communications Committee • District Fundraising Committee • District Web Coordinator
	<p>Increase to 50 the number of First Timers attending District Conference by 2011.</p>	<p>Actively involve new members in District Nine.</p>	<ul style="list-style-type: none"> • Include Conference and Convention dates and other leadership development opportunities, including registration form to next District event, in Governor's welcome letter to new members. • Develop "First Timer's Guide to Conference" for Club presidents and sponsors to use as a mentoring tool with new members. Post on line. • Encourage each District Officer to personally invite new members to Conference during their assigned club visits. • Request information from new members asking about their first-year Altrusa experience. • Provide special recognition to new members at District events. • Present First Timer Award for club with the greatest number of First Timers and club with the largest percentage of First Timers in attendance at Conference. (Host club will not be eligible for this award.) 	<ul style="list-style-type: none"> • District Governor & District Secretary • District Governor, District Program Coordinator, & Web Coordinator • District Governor • District Governor • District Officers • Conference Registration Chair, District Program Coordinator - \$100 per Conference.
<p>Altrusa Image Improve Altrusa image throughout the District.</p>	<p>Develop an Altrusa promotion packet that will be shared with all clubs by 2011.</p>	<p>Develop/maintain guidelines for promoting Altrusa throughout the District.</p>	<ul style="list-style-type: none"> • Revamp District website to be more useable for members, potential members, and the media. • Provide information and direction for local clubs to promote the image of Altrusa through an emphasis month or day each year. Suggest Altrusa's Anniversary and Add an Altrusan Day. • Provide sample press releases, audio PSAs, Video PSAs, and instructions. 	<ul style="list-style-type: none"> • District Communications Committee • District Communications Committee • District Communications Committee

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Membership Growth Facilitate positive expansion of all clubs.	Increase the number of members in District Nine by 10% by 2011.	Develop/maintain a plan for increasing membership adaptable to all clubs in District Nine. Encourage all clubs within the District to hold a major membership event each club year. Encourage all clubs to share list of potential members with other clubs within District Nine.	<ul style="list-style-type: none"> • Identify membership event that can be adapted by all District Nine clubs. • Provide description of event and a timeline to follow. • Implement an exit interview for all clubs to conduct and give feedback to District. • Set up link on District website for referrals. 	<ul style="list-style-type: none"> • District Membership Committee • District Membership Committee • District Membership Committee • District Membership Committee and Website Coordinator
	Retain at least 95% of current membership through 2011.	Promote growth through membership retention. Develop/maintain a plan for strengthening clubs in District Nine.	<ul style="list-style-type: none"> • Encourage all clubs to have a strong focus on membership events that promote retention. 	<ul style="list-style-type: none"> • District Officers and District Membership Committee
	Bring all under charter strength clubs to charter strength by 2011.	Encourage all under-charger strength clubs to hold a major membership event each club year. Encourage club wide celebration for clubs reaching charter strength.	<ul style="list-style-type: none"> • Provide copy of District Revitalization Plan to clubs under charter strength. Post on website. • Assign a specific member of the Membership team to work with under charter strength clubs to develop a timeline for action. • Offer to sponsor a mini-orientation or workshop for each club after successful membership drive. • Work with under charter strength clubs to find potential new members and plan a membership event aimed at increasing membership. Follow-up with orientation tips for new members and personal contact. • Send a party box to clubs reaching charter strength. 	<ul style="list-style-type: none"> • District Governor & District Membership Chair • District Membership Chair • District Officers and District Membership Committee • District Membership Committee • District Membership Committee – paid for in budget/\$50 per box.
	Add two new clubs by 2011.	Promote growth through new club building. Investigate club building in smaller communities.	<ul style="list-style-type: none"> • Survey clubs for towns in outlying areas that could benefit from having an Altrusa club. 	<ul style="list-style-type: none"> • New Club Building Committee
	Encourage all members to share Altrusa.	Help all members develop a short “elevator speech” to introduce others to Altrusa.	<ul style="list-style-type: none"> • Investigate new avenues to introduce people to Altrusa, such as information booths at local craft fairs, festivals, and other public events. Put together a “festival packet” so that any club can host such as event and gather potential new members for all clubs. • Begin a referral, recruitment program for new members across Texas and develop a follow-up procedure for referral clubs to follows. 	<ul style="list-style-type: none"> • District Membership Committee and District Communications Committee • District Membership Committee