



## Summary

### Strategic Plan – 2014-2016

#### Board Goals

1. To ensure the development and implementation of the District 4 Advocacy /Service project.
2. To increase net membership in the District during the biennium.
3. To develop leadership and succession planning at the club level as well as at the District level.
4. To create a strong alignment with Zonta International, Zonta International Foundation, District 4 clubs and individual members.

#### Plans of Action/Initiatives

**Goal 1:** To ensure the development and implementation of the District 4 Advocacy /Service project.

- a) define the project
- b) develop a communication plan
- c) develop a 'how to manual'
- d) distribute a template for the District poster
- e) monitor usage by clubs including adherence to the ZI Branding Guidelines
- f) evaluate effectiveness of project
- g) offer further support to clubs to facilitate involvement in the project where needed

**Goal 2:** To increase net membership in the District during the biennium.

- a) provide support to clubs around recruitment, retention and rejuvenation
- b) present at Area meetings (Spring Workshops) and Fall Conference

**Goal 3:** To develop leadership and succession planning at the club level as well as the District level.

- a) develop a survey for our members to establish development needs
- b) ensure that all clubs and members have access to all development opportunities in Zonta
- c) provide presentations at Area meetings and Fall Conference to meet the needs of our members
- d) develop a succession plan providing training for Presidents as an example

**Goal 4:** To create a strong alignment with Zonta International, Zonta International Foundation, District 4 clubs and individual members.

- a) provide strong support through communication with clubs on a regular basis
- b) presentations are made at Area meetings as well as Fall conference
- c) visitations by Board and Committee chairs to provide leadership as well as information regarding Zonta and the Zonta Foundation

The above is a summary of the major goals of District 4. Every committee within the District also has written goals to support the goals of the District as well as the goals of Zonta International. As members of the District Board and Committee Chairs, we consider that:

- our action plan is a 'living' document which must be visited throughout the biennium to ensure we are working to achieve our goals
- in some cases we may need to adjust our timelines to best achieve our goals and meet the needs of the members of our District and the goals of Zonta International.
- in addition, with the support of the Lt. Governor, this living document is and will be supported next biennium.

Respectfully submitted,

Joanne Raymond  
Governor  
Zonta International  
District 4