Strategic Planning for District 4 2012-2014

Setting goals

Consider:

 ∙ Role of the district board

 ∙ Zonta International goals for this biennium

 ∙ District board responsibilities

 ∙ District committee responsibilities

 ∙ Zonta International Committee goals

 →the goals should be achievable

 →the goals should be measurable

Indicators of Success

 What will it look like when the goal is achieved?

 What is the timeline for achieving the goal? (or timelines along the way to achieving the goal)

Actions

 What actions/activities will the board or committees take to achieve the goals?

\*The most important part of strategic planning

Role of the District Board

leadership

governance

innovation

oversight

marketing

visibility

credibility

origin / history

context

inspiration

support

liaison

suggestion

administration

financial planning

Zonta International locally

accessibility

contact

educate

motivation

lead by example

encapsulate

Strengths – Weaknesses – Opportunities – Threats

Strengths

Decision-making women

International

NGO status at the UN

Long history

Accomplishments

Includes developing world

Advisory level at the UN

Make a difference for women

Women helping women

Good structure

Transparent

Totally volunteer

Leadership development

Focus on education

The foundation service projects

Address health issues affecting women

Many clubs in areas

Encourage young women in leadership

Networking

Role models

Passion

Mentoring

Fun

International conventions

Travel

Hands-on service

Youth component

Interesting programs

Sisterhood

Comradery

World class

Meeting other women

Classification

Professional diversity

Weaknesses

Inability to retain everyone we recruit

Lack of recruiting

Stuck in our ways

Behind in marketing efforts

Behind in technology efforts

Lose sight of the big pictures

expensive

younger women don’t see the need

inability to connect with younger women

not abreast of realities of volunteerism

have to raise all of our own money

cliques within clubs

gossip

low profile

lack of knowledge (of processes, procedures)

communication

poor media relations

health issues

aging members

low brand awareness

presenteeism ( present but not engaged)

inundated with paperwork, words

expectation of being entertained

unwillingness to share knowledge

exclusive

tunnel vision ( club vision not Zonta vision)

always have done it this way (rigidity)

non-productive social meeting

too many pet projects

too much micromanaging of committees

not respecting others’ ideas

one set of rules does not work for all globally

obstacle focused prevents goal focus

take ourselves too seriously

lack of local focus

lack of information re. women’s issues

Opportunities

Utilization of social media

Recruitment of younger women

Place to learn how to lead

Open to new ideas

Partnerships

To become known as the foremost (#1) organizations that advances the status of women

Diversity

Different meeting options

To meet women of varied backgrounds and interests

Make a difference globally and locally

Potential of eclubs

Part of large global organization →help more people

We know we have to change

Access to so much information

Whole generation of younger women

Leverage relationship with UN Women

Youth development

Another way to reframe ourselves

Friendships around the world

Share talents of women

Identifying talents of women

Maximize networks

Threats

Aging demographics

Lack of new members

Competition

Economic crisis

Personal time constraints

Lack of interest

Lack of knowledge

Expansion of opportunities for women

Social media

Whining

Not meeting needs of younger women

Burnout

Sandwich generation

Traditional format

Hierarchy

Set in our ways

People not living a thinking life

The view of women’s groups

A “me” society

Feeling of powerlessness

Don’t know own community

Restrictive laws

Mobility

Values of society

Short term attention span

Social issues not aligned with Zonta’s view

Virtual organizations