



# District Three Strategic Plan

## Proposed Updates for District Conference May 2005

At the District Three Midyear Board Meeting, the Board worked on updating our District Three Strategic Plan. The plan will be presented to the delegates at conference and voted on at one of our business meetings.

| Vision  | Values   | Mission   |
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| Reaching out to build and to serve women and their communities. | District Three upholds the Principles of Altrusa, the Altrusa Key, the Altrusa Ideals, and the heritage that began with Mamie L. Bass. | District Three, Altrusa International, builds leaders, encourages fellowship, provides community service, and fosters multicultural understanding through a district network of executives and professionals in diversified career classifications. |

| Goals  | Objectives   | Strategies   | Actions Steps  | Time Frame/<br>Target Date |
|--|--|--|--|----------------------------|
| Effectively lead the organization  | Maintain a balanced financial plan that supports the programs and services for our membership  | <ul style="list-style-type: none"> <li>- Maximize use of available funds</li> <li>- Look for opportunities to reduce expenses</li> <li>- Research other sources of revenues</li> </ul>   | <ul style="list-style-type: none"> <li>- Strive to maintain a balanced budget</li> <li>- Conduct comparisons of budget to actual</li> </ul>  | Semi-annually              |
|  | Maintain investment of district reserves at no less than 6 months  | <ul style="list-style-type: none"> <li>- Identify and solicit members who are in the financial field to make recommendations on investment trends</li> </ul>   | <ul style="list-style-type: none"> <li>- Review current investments</li> </ul>   | Semi-annually              |
|  | Maximize club contact by district board liaison  | <ul style="list-style-type: none"> <li>- Market increased services from district consultants</li> <li>- Provide strategic planning assistance</li> <li>- Develop effective communication and marketing strategies</li> </ul>   | <ul style="list-style-type: none"> <li>- Communicate resources available to clubs</li> <li>- Obtain input and feedback requiring board attention</li> <li>- Maximize benefit of 1 visit in 2 years with a club visit program format</li> </ul> | On-going                   |
| Provide quality conferences resulting in a 90% overall satisfaction rating | <ul style="list-style-type: none"> <li>- Direct involvement of District Consultants in conference program, as needed</li> <li>- Review of conference program by Board at mid-year meeting</li> </ul> | <ul style="list-style-type: none"> <li>- Review/update standardize conference evaluation forms based on conference committee feedback</li> <li>- Develop priority conference topics and format as identified by the membership</li> <li>- Coordinate professional workshop presenters, both internal and external to Altrusa, with conference committee</li> </ul> | Annually   |                            |

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| Regularly and systematically review the District Three Strategic Plan                               | <ul style="list-style-type: none"> <li>- Periodically review and update the district strategic plan</li> <li>- Provide Strategic Planning workshops at conference (once each biennium)</li> </ul>           | <ul style="list-style-type: none"> <li>- Engage a Strategic Planning committee consisting of an existing consultant and board member to be appointed by the governor and approved by the District Three board.</li> <li>- Solicit feedback and update the plan on a three-year cycle</li> <li>- Review the current Strategic Plan at each district board meeting</li> <li>- Provide an annual update in the District Service Bulletin (DSB)</li> </ul> | Bi-annually |
| Encourage club strategic planning   | <ul style="list-style-type: none"> <li>- Encourage regular and systematic review of club strategic plans</li> <li>- Assist clubs in the developing and implementing of a strategic plan</li> </ul>          | <ul style="list-style-type: none"> <li>- Request club Strategic Plans (annually)</li> <li>- Offer strategic planning workshops</li> </ul>  | On-going    |
| Decrease size of district board by two positions and eliminate state representatives roles on board | <ul style="list-style-type: none"> <li>- Eliminate one Director and make Past Governor a non-board position within the District</li> <li>- BRR preparation of necessary bylaw and policy changes</li> </ul> |  |             |

| <b>Goals</b>  | <b>Objectives</b>  | <b>Strategies</b>   | <b>Actions Steps</b>  | <b>Time Frame/ Target Date</b>   |
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| Encourage and develop membership responsiveness to Altrusa leadership needs | Create a process to develop and sustain strong leaders at the club and district levels | <ul style="list-style-type: none"> <li>- Design dynamic in-depth learning opportunities for current and future leaders</li> <li>- Develop an understanding of district roles and responsibilities</li> <li>- Provide tools and promote mentoring at the club level to develop leaders</li> <li>- Encourage participation at the district level</li> </ul> | <ul style="list-style-type: none"> <li>- Conduct a needs assessment utilizing club liaisons; results to be reported by a committee of two appointed by the governor</li> <li>- Develop plan to implement recommendations by conference 2006</li> <li>- Implement recommendations (date TBD)</li> <li>- Assess effectiveness and implement process improvement (date TBD)</li> </ul> | By Mid-year board meeting (2005) |

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|  | Provide district officers, presidents, treasurers and other officers the tools and education needed to be effective in the role | <ul style="list-style-type: none"> <li>- Offer comprehensive training to support each role</li> <li>- Promote awareness of available tools and resources</li> <li>- Encourage and promote succession planning at club and district levels</li> </ul> | <ul style="list-style-type: none"> <li>- Develop plans for a pilot program to test market in-depth learning session based on the results from the completed needs assessment (refer to previous Leadership Development objective)</li> <li>- Publish articles in DSB and update website: <ul style="list-style-type: none"> <li>o Leadership Development tools and resources</li> <li>o Promotion of sources and practical guides</li> </ul> </li> <li>- Provide President's training separately or at District Conference</li> <li>- Utilize district consultants and board members to assist clubs in succession plan development</li> </ul> | October 2006<br><br>On-going<br><br>Annually<br>On-going |
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| <b>Goals</b>   | <b>Objectives</b>   | <b>Strategies</b>  | <b>Actions Steps</b>  | <b>Time Frame/ Target Date</b> |
|--|---|--|---|--------------------------------|
| <b>Memberships</b><br>Maximize membership growth and retention   | <ul style="list-style-type: none"> <li>- Increase number of clubs in District in biennium 2005-2007</li> </ul>  | <ul style="list-style-type: none"> <li>- Identify target cities and localities</li> <li>- Assist clubs under charter strength</li> <li>- Implement district "Sister Club" program</li> </ul>   | <ul style="list-style-type: none"> <li>- Implement new club building committee to assist New Club Building Consultant. Committee members will be selected from the clubs who stated on the Club Activity Report an interest in chartering a new club.</li> <li>- Utilize New Club Building Consultant to provide resources and support.</li> <li>- Provide clubs under charter strength with tools and resources.</li> <li>- Pairing of clubs will be the responsibility of the District Three Board</li> </ul> | Conference 2007                |
| Increase membership by a net gain of 3 members per year per club | <ul style="list-style-type: none"> <li>- Provide opportunities for personal and professional development</li> <li>- Encourage nurture of individual members</li> <li>- Increase awareness of need for diversification</li> <li>- Encourage clubs to set membership targets</li> <li>- Encourage submissions of Club Activity Reports</li> <li>- Encourage attendance to district conferences and international conventions</li> <li>- Support and encourage membership drives spearheaded by International</li> </ul> | <ul style="list-style-type: none"> <li>- Utilize Membership Consultant to develop workshops to enhance membership skills in communication, leadership and community service.</li> <li>- Solicit and publish tools and resources in DSB and on website</li> <li>- Set goals and incentives around new member recruitment and retention</li> <li>- Solicit and publish club activities for "Add an Altrusan Day" in DSB</li> </ul> | <ul style="list-style-type: none"> <li>- Utilize Membership Consultant to develop workshops to enhance membership skills in communication, leadership and community service.</li> <li>- Solicit and publish tools and resources in DSB and on website</li> <li>- Set goals and incentives around new member recruitment and retention</li> <li>- Solicit and publish club activities for "Add an Altrusan Day" in DSB</li> </ul>  | On-going                       |

| <b>Goals</b>   | <b>Objectives</b> | <b>Strategies</b> | <b>Actions Steps</b> | <b>Time Frame/ Target Date</b> |
|----------------|-------------------|-------------------|----------------------|--------------------------------|
| <b>Service</b> |                   |                   |                      |                                |

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| Enhance the quality of life through service | Encourage clubs to have one major service and literacy project per year. | <ul style="list-style-type: none"> <li>- Facilitate clubs mentoring other clubs to replicate successful service projects</li> <li>- Continue club recognition for service projects</li> </ul>     | <ul style="list-style-type: none"> <li>- Provide ideas to clubs regarding successful community service projects</li> <li>- Clubs implement a "Make a Difference Day Project"</li> <li>- Highlight successful service projects in district newsletters and at conferences</li> </ul>                        | Annually  |
|   | Encourage clubs to support an ASTRA club                                 | <ul style="list-style-type: none"> <li>- Provide resources to insure the continuation and development of new ASTRA clubs</li> <li>- Provide networking opportunities among ASTRA clubs</li> </ul> | <ul style="list-style-type: none"> <li>- Provide workshops on how to setup and support an ASTRA club (Bi-annually)</li> <li>- Provide recognition for ASTRA achievements</li> <li>- Utilize ASTRA Consultant for all activities</li> <li>- Develop network among ASTRA clubs by conference 2006</li> </ul> | <ul style="list-style-type: none"> <li>On-going</li> <li>On-going</li> <li>On-going</li> <li>Spring 2006</li> </ul> |
|   | Encourage contributions to Altrusa Foundations                           | <ul style="list-style-type: none"> <li>- Encourage member and club contributions to Foundations</li> </ul>  | <ul style="list-style-type: none"> <li>- Highlight Foundation activities in district newsletters and at conferences</li> </ul>   | On-going  |