

**Kentucky – West Virginia District
Strategic Plan
Proposed February 22, 2008**

Purpose

The sole purpose of this District is to function as an administrative division of Optimist International in furtherance of the purposes of Optimist International, its bylaws and policies as established by the International Board of Directors. The District shall provide service and support to Clubs for the purpose of enhancing growth, participation, administration and youth service. (District Policy I; OI Bylaws, Article VII, Section 2)

The purpose of this Strategic Plan is to identify specific goals and methods of attaining them regarding growth, participation, administration and youth service.

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Goals

- Goal #1: The District will achieve Distinguished District status every year.
- Goal #2: The District will achieve a net membership growth of at least 5% or the minimum number required to attain Distinguished status, whichever is higher, every year.
- Goal #3: The District will maintain a membership retention rate of 85% or higher every year.
- Goal #4: The District will build a minimum of 3 new Clubs or the minimum number of Clubs required to attain Distinguished status, whichever is higher, every year.
- Goal #5: The District will build at least 3 new JOOI Clubs, or the number required for our JOOI District to attain Distinguished status, whichever is higher, every year.
- Goal #6: At least 50% of the Clubs in the District will achieve Honor Club status every year.
- Goal #7: The District will increase attendance of members at District conferences every year until at least 150 members representing 75% of Clubs attend each conference.
- Goal #8: Attendance of Clubs at Regional meetings will increase every year until at least 75% of Clubs attend each meeting.
- Goal #9: The District will increase attendance of Club officers-elect at District sponsored training until at least 75% of Clubs are represented at a training session during the course of the year.
- Goal #10: The District will identify and prepare potential District leaders until the trend of repeating officers and committee Committees has been reversed.
- Goal #11: The District will assist Clubs in identifying and preparing potential Club leaders.
- Goal #12: Clubs in the District will increase their youth service projects/programs by at least 5% (based on man-hours expended and number of youth served) each year.

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Methods/Tools To Achieve Stated Goals

1. Increased emphasis on the Achievement and Awards (A&A) competition. The competition awards points to Clubs for achieving various levels of membership growth, new Club building, service projects and participation in District and Zone activities. Increasing the emphasis on the competition will encourage more Clubs to be involved in improving in those areas.

Responsibility: Governor, A&A Committee, Assistants to the Governor

2. Shining Star Club Award – under the “old” requirements for Honor Club, Clubs were required to increase their membership, complete a minimum number of service projects and participate in District activities. Encouraging Clubs to participate in this program and earn the award will increase membership, service and participation.

Responsibility: Governor, Club Services Committee, Assistants to the Governor

3. Develop and implement an incentive program for Membership. Offering incentives to Clubs and individuals for membership recruitment will increase the District’s net membership. Incentive program should include awards at the Regional level.

Responsibility: Governor, Membership Committee

4. Stress recognition of sponsors and new members – These individuals should be recognized at all District and Regional meetings. Recognition could include special seating at meal functions, special emblems on name tags, etc.

Responsibility: Governor, Assistants to the Governor, Membership Committee, Host Club(s)

5. Steve and Ruth McCoy Membership Award – Revive and promote this existing award, which offers an incentive to Clubs for early growth.

Responsibility: Governor, Assistants to the Governor, Membership Committee

6. Reimbursement for new Club building costs. Offering reimbursement for reasonable expenses in the new Club building process will overcome many of the objections that Clubs and individuals have in the process.

Responsibility: Governor, Finance Committee, Executive Committee, NCB Committee

7. Stress recognition of new Club sponsor Clubs and Builders of Excellence (BOEs). These individuals and Clubs should be recognized at all District and Regional meetings. Recognition could include a reception for sponsor Club Presidents and

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BOEs, special seating at meal functions, special emblems on name tags, etc. Encourage BOEs to wear the medallion at all functions.

Responsibility: Governor, Assistants to the Governor, NCB Committee, Host Club(s)

8. Increase emphasis on those Clubs who achieved Distinguished Club status for the preceding year. Recognizing those Clubs throughout the year should encourage Clubs and members to achieve Distinguished status for the current year.

Responsibility: Governor, Assistants to the Governor, NCB Committee, Club Services Committee

9. Increased emphasis on the McCardwell new Club building award. Reviving and stressing this award will encourage early Club building projects.

Responsibility: Governor, NCB Committee, Assistants to the Governor

10. Utilize Certified Club Builders in NCB projects. Using CCB's will increase the probability of success in Club building projects. Funding for CCB's will be included in the annual District budget.

Responsibility: Governor, NCB Committee

11. Expand New Club Building to include building of new JOOI Clubs. Placing more emphasis on the JOOI program and building JOOI Clubs will encourage the growth and involvement of adult Clubs and membership through recruiting of JOOI member parents and other family members. In addition, a strong JOOI program provides a "feeder" network to adult Clubs.

Responsibility: Governor, NCB Committee, JOOI Committee, JOOI Governor

12. Increased emphasis on retention of existing members. Increasing the retention rate in our Clubs reduces the losses experienced each year of members and Clubs. An award recognizing Clubs with high retention rates will be added to the District awards program.

Responsibility: Governor, Assistants to the Governor, Membership Committee, Club Services Committee

13. Increased emphasis on New Club Follow-Up – Proper follow-up is vital in establishing a new Club as a strong, viable organization. Verification of follow-up activities will be the responsibility of the Club Services and New Club Building Committees.

Responsibility: Governor, NCB Committee, Club Services Committee

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14. Increased communication of District events, programs and services. Increasing the level of communication to Clubs and members will encourage Clubs to participate in District activities and to make use of District services.

Responsibility: Governor, Assistants to the Governor, Bulletin Editor, Web Master

15. Increased training opportunities: Offering more training opportunities throughout the year, targeted to specific groups based on the time of year and more general interest topics will increase the effectiveness of our training efforts.

Responsibility: Governor, Leadership Development Committee, PGI Committee

16. Increased emphasis on the PGI program: PGI is a program which makes stronger members, increases membership, increases involvement and gives members a vested interest in the organization.

Responsibility: Governor, Leadership Development Committee, PGI Committee

17. Increased use of Certified Trainers: Making use of the best trainers the organization has to offer will increase interest in attending District functions, and in attending training sessions. Anecdotal evidence shows that individuals are much more likely to learn from an outside “expert” than from an individual that they see on a regular basis. Funds will be budgeted to bring CTs in for training purposes.

Responsibility: Governor, Leadership Development Committee

18. Offer the “Catch A Rising Star” at each District conference and at least once in every Region during the course of a year. This program has proven an effective tool in identifying and recruiting future Club and District leadership.

Responsibility: Governor, Assistants to the Governor, Leadership Development Committee

19. Complete a survey of past Club and District leaders in order to identify potential future Club and District leaders.

Responsibility: Governor, Leadership Development Committee.

20. Develop and distribute a community needs assessment for use by Clubs. Offer assistance to Clubs in completing and following up on the assessment. Include completion of the assessment in the annual A&A competition to encourage participation.

Responsibility: Governor, Club Services Committee, A&A Committee

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21. Increased emphasis on the Dr James Bryan Youth Service Award. The award recognizes a Club for outstanding work in community and youth service. Making the award a centerpiece of the District awards program will encourage more involvement of Clubs in service to their local community.

Responsibility: Governor, Assistants to the Governor, Activities Committee

22. Increased emphasis on the CPA and scrapbook competitions. Encouraging Clubs to be more involved in participating in these competitions will increase the level of service by Clubs and will provide a vehicle for sharing successful programs with other Clubs in the District. Including winning CPA entries on the District web site will be an effective means of sharing programs.

Responsibility: Governor, Assistants to the Governor, Activities Committee, Web Master

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Monitoring

Monitoring of progress toward the goals outlined above will be the responsibility of the Strategic Planning Committee under the supervision of the District Executive Committee. The Committee will report, on a quarterly basis, the status of the District as regards the goals outlined.

Updates and Modifications

This plan will be reviewed at least annually by the District Executive Committee. The Executive Committee will have sole responsibility for updates to or modifications of this plan.

Reporting

The Executive Committee, in the form of the Immediate Past Governor, will report on the status of the District as pertains to meeting the goals of the plan during the preceding fiscal year to the Board of Directors at the first quarter Board meeting. The Executive Committee will make the current plan, including any updates and/or modifications, available to the Board at the same meeting. The Plan will also be included on the District web site, along with the quarterly reports to the Executive Committee.

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Status Report

Growth	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008
October 1 Starting Membership	2,099	1,797	1,946	1,783	1,580	1,581	1,380	1,407
October 1 Starting Clubs	53	49	50	47	44	46	43	44
Net Growth Target (5%)	105	90	97	89	79	79	69	71
Actual Net Growth	-302	205	-163	-203	1	-201	27	0
Actual Percentage Net Growth	-14.39	11.41	-8.38	-11.39	.06	-12.71	1.96	0
Retention Rate (Target 85%)	76.51	88.59	82.43	77.9	79.62	77.48	88.04	98.04
New Clubs Built (Target 3)	1	2	0	0	3	1	1	0
Honor Clubs Target (50%)	27	25	25	24	22	23	22	22
Actual Number Honor Clubs	2	26	5	8	23	22	12	
Actual Percentage Honor Clubs	4	53	10	17	52	48	28	

Attendance	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008**
Average Attendance at District Conferences*	140		110		95	70	50	57

*based on estimates by Past Governors

**Most recent conference

District Conventions	2000	2001	2002	2003	2004	2005	2006	2007
Total Attendance at Convention	145	89	85	91	93	68	50	44
# Assistants to the Governor Who Attended Training		8	8	8	11	6	7	4
# Club Presidents Who Attended Training		20	14	16	7	6	3	3
# Club S/T Who Attended Training		20	8	9	2	Not offered	1	3

A&A program offers points for attendance at District and Zone meetings

Shining Star Club Award requirement that Club be represented at 2 of 4 conferences.

Conference notices posted on website

1st bulletin issued: to be issued December

Incentive program – District attendance?:

Training offered – 2nd quarter: Roundtable discussions (1 ½ hours) (what subjects? Who's doing it?)

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Social activities offered 2nd quarter: Friday informal dinner, spouses tour, dinner and mystery
Who Done It, Sunday free continental breakfast

Administration

Youth Service