

Long-Term Plan 2020-22

THE ROTARY FOUNDATION CADRE OF TECHNICAL ADVISERS

The
Rotary
Foundation



PREPARING FOR THE FUTURE

Priorities and objectives

Clarify our structure

- › Establish a simpler organizational structure with clearly defined roles
- › Strengthen connections between Cadre members and Cadre leaders

Enable active and purposeful engagement

- › Provide more training to Cadre members
- › Increase project planning assistance to clubs and districts.

Improve communication

- › Launch clear and informative communication content and channels

We established a long-term planning team composed of Cadre leaders and staff to develop a plan for improving the effectiveness and usefulness of the Cadre program and strategically guiding the Cadre's efforts into the future. The team asked for Cadre members' ideas through focus groups and surveys conducted in January and August of 2019. Nearly 70 percent of Cadre members participated in creating this plan. It's being launched at the start of 2020, and all of us — Cadre members, Cadre leaders, and the Rotary staff members who support the Cadre — will work to implement it.





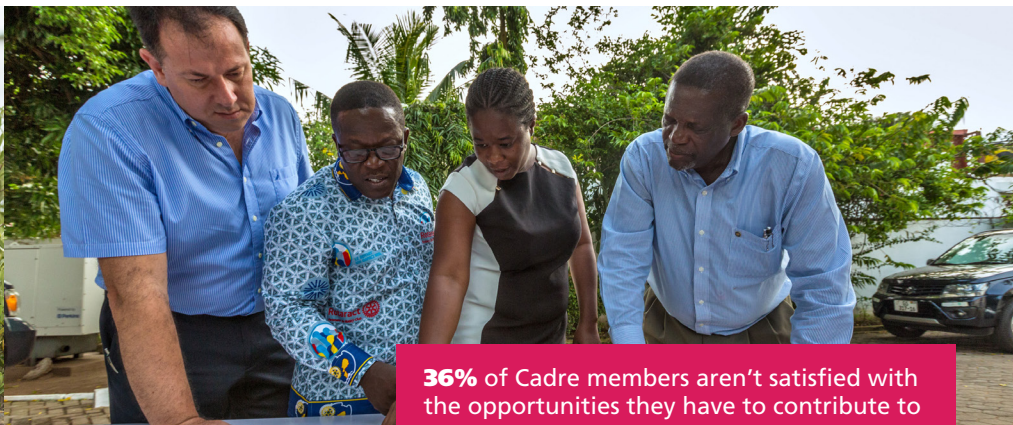
45% of Cadre members don't feel that their role is clearly defined.

■ CLARIFY OUR STRUCTURE

By redesigning and simplifying the Cadre's organizational structure, we'll maximize our impact, better define our responsibilities and roles, and strengthen connections between our leaders and members. The result will be Cadre members working more collaboratively with one another to plan and evaluate projects.

To achieve this, the Cadre leaders and staff will:

- **Encourage** Cadre members within each region to collaborate
- **Provide** opportunities for Cadre members with similar skills to collaborate
- **Develop** a culture of teamwork
- **Improve** communication between Rotary staff and Cadre members
- **Increase** opportunities for Cadre members to collaborate with each other on assignments
- **Make** it easier for Cadre members to contact one another
- **Increase** interaction between Cadre leaders and Cadre members



36% of Cadre members aren't satisfied with the opportunities they have to contribute to The Rotary Foundation.

ENABLE ACTIVE AND PURPOSEFUL ENGAGEMENT

By strengthening Cadre members' grant planning and project evaluation knowledge and increasing opportunities for Cadre members to assist in project planning, the Cadre will become more productive and more effective.

To achieve this, the Cadre leaders and staff will:

- **Promote** involving Cadre members in developing project plans
- **Devise** strategies to help clubs, districts, and regions plan and implement projects
- **Enhance** collaboration with others who can assist with grants, such as Rotarian Action Groups, district international service chairs, and Rotary staff members
- **Offer** a variety of in-person and digital options for training
- **Promote** cross-training and mentoring opportunities among Cadre members



100% of Cadre members are interested in networking and collaborating with other Cadre members.

IMPROVE COMMUNICATION

By establishing easier and more effective ways to exchange information and by adopting a new strategic communication plan to the Rotary world, the Cadre will strengthen connections and enhance its image as a resource.

To achieve this, the Cadre leaders and staff will:

- **Improve** knowledge sharing among Cadre members, Rotary staff, and Rotarians who are planning projects
- **Increase** the frequency of communications to Cadre members about program changes and grant policies
- **Promote** the Cadre at Rotary events as a resource for planning projects
- **Enhance** the Cadre's presence on Rotary.org
- **Establish** regional Cadre contact people to help disseminate vital messages
- **Increase** opportunities for Cadre members to connect with one another and with Rotarians who are planning projects



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