

District 12 Biennial Goals

Credibility & Visibility

Goal: Zonta International is the organization of choice for those committed to advancing the status of women through service & advocacy

Objectives & Indicators:

- ✓ Increase organizational visibility through more extensive PR efforts
 - ❖ Create & distribute monthly PR news bulletins to clubs beginning in December 2012
 - ❖ Provide standardized templates for PR purposes to clubs by December 2012
 - ❖ Develop a plan for news media involvement by June 1, 2013
 - ❖ Create & distribute 7 issues of the District 12 newsletter (Outreach) during the biennium
- ✓ Improve District 12 websites
 - ❖ Implement a new District 12 website by January 30, 2013
 - ❖ Develop a plan to implement or assist in rolling out new club websites by March 1, 2013
- ✓ Increase use of social media tools
 - ❖ Develop a plan for social media use by March 1, 2013
- ✓ Promote Zonta International's Service & Scholarship programs more extensively
 - Foundation Ambassador -
 - ❖ Every club will have an appointed ambassador who will have a power point presentation and an international service project poster file by September, 2012 to use in their clubs
 - ❖ Attend the 2012 Governor's Seminar, the 2013 District Conference, and all Area Meetings during this biennium to present Foundation information
 - ❖ Individual donations to the Foundation will increase by 10%, and 100% of our clubs will contribute up to 1/3 of their fundraising dollars to the Foundation

- ❖ Each club and individual will receive a personal note of thanks within a month of making their donation
- ❖ ZIF contribution data will be reported to all members every two months through the D12 website & the Outreach

Leadership

Goal: Knowledgeable, inspirational leaders enhance the capacity of the organization to achieve its mission, and to motivate its members to participate at all levels

Objectives & Indicators:

- ✓ Provide training & leadership opportunities for District 12 members

Nominating Committee

- ❖ Have at least two candidates for each position other than Governor and Area Directors if the current Vice Area Directors want to go forward
- ❖ There will be at least two candidates for Nominating Committee from Areas 1 and 2, and at least two from Areas 3 and 4
- ❖ By February 1, 2013, have at least one person identified per position
- ❖ Have a draft for all positions completed by May 1, 2013. Have the final slate completed by July 1, 2013

- ✓ Perform duties as the Chief Executive Officer of the District & act as a liaison between the District and ZI

Governor

- ❖ Schedule & hold board meetings, prepare agendas, & preside at all meetings
- ❖ Prepare & hold a successful 2012 Governor's Seminar & 2013 District Conference
- ❖ Visit or send a designee to visit every club in the District at least once in the biennium
- ❖ Complete Governor's Reports to ZI by due dates
- ❖ Revise the Policies & Procedures Manual as necessary & present for voting at 2013 District Conference

- ✓ Act as a liaison between the Clubs and the District Board

Area Directors

- ❖ Visit each club in the Area at least once during the biennium
- ❖ Plan and lead (along with host club), a useful, engaging Area Meeting in 2012 & 2013, and increase attendance by 10%
- ❖ Hold monthly or bimonthly meetings/conference calls with club presidents
- ❖ Send out monthly/bimonthly or bi-yearly newsletters to each club

- ✓ Act as a resource to Club Membership Chairs

Vice Area Directors

- ❖ Ensure 1 *net* new member is added to each club in 2012-2013 & in 2013-2014
- ❖ Participate in 75% of the membership committee calls during this biennium
- ❖ Participate in 75% of the board meetings/conference calls during this biennium

Advocacy

Goal: District 12 is a leading advocate for the rights of women and girls

Objectives & Indicators:

- ✓ Ensure Advocacy and UN information is available & used by clubs in District 12
 - ❖ Host an Advocacy break-out session at the 2012 Governor's Seminar & 2013 District Conference
 - ❖ Provide an Advocacy presentation at all Area Meetings in 2013 & 2014
 - ❖ Create and distribute a minimum of 4 Advocacy/UN newsletters to all clubs
 - ❖ Update the Advocacy section of the District 12 website monthly with success stories, pictures, new information, etc.
 - ❖ Encourage each club to have a least 1 program per year on Zonta's role with the UN
- ✓ Partner with like-minded organizations to promote Zonta's mission
 - ❖ Encourage each club to partner with one other organization in the biennium on an advocacy project
- ✓ Develop Advocacy & UN initiatives at the District, Area, and Club level
 - ❖ Ensure every club has an Advocacy committee by December 2012
 - ❖ Create & publicize a district Advocacy Award to be given out at the 2012 Governor's Seminar & 2013 District Conference by September 2012
 - ❖ Host a credible speaker on a current issue of importance to women in the district and e-publish a summary that is shared throughout Zonta by May 31, 2014
 - ❖ Ensure each club takes action on at least 1 advocacy issue each year, makes such action visible in local media, and reports on the results to the Governor and Zonta International

Service & Scholarships

Goal: Zonta's service programs reflect & enhance its mission

Objectives & Indicators:

- ✓ Give visibility to local service projects that are aligned with Zonta's mission
 - ❖ Select a District Service Award winner to be given out at the 2012 Governor's Seminar and the 2013 District Conference
 - ❖ Develop a procedure for selecting the District Service Award winner by March 1, 2013 for inclusion in the Policies & Procedure Manual
 - ❖ Submit 1 service project sponsored by a club for the ZI Service Recognition Award at the Convention in 2014
 - ❖ Submit 1 service project sponsored by the district for the ZI Service Recognition Award at the Convention in 2014

- ✓ Zonta International Awards are well known in District 12 and are promoted in its Clubs
 - Amelia Earhart -
 - ❖ Seven applications from university students in District 12 for the 2013 AE Fellowships are received by ZI by November 15, 2012
 - ❖ Eight applications from university students in District 12 for the 2014 AE Fellowships are received by ZI by November 15, 2013
 - ❖ One former Amelia Earhart Fellowship recipient will become a member of District 12 during the biennium
 - ❖ Area 3 will host an Amelia Earhart function in 2012 & 2013

Jane M Klausman (JMK) -

- ❖ The number of clubs submitting a candidate for the district JMK Award will go from 5 to 10 during the biennium
- ❖ Coordinate with the Foundation Ambassador to solicit funds for the ZI JMK scholarship fund. This will be accomplished by raising awareness and obtaining participation of 10 clubs contributing to this fund during the biennium
- ❖ Update JMK information on the D12 website including a link to the ZI website, post names of clubs that offer a JMK scholarship and dates applications are due, and ensure clubs know of the press release & other documents for recruiting JMK applicants by March 1st
- ❖ Encourage at least 2 clubs to post their application date & link to ZI documents on their Facebook pages by March 1st, and post their club's winner information on their Facebook pages by July 1st
- ❖ Encourage clubs to post names & pictures of 2012 club winners on the D12 website by August 1st
- ❖ Ensure clubs know of the press release & other documents for announcing their JMK winners by July 1st
- ❖ Promote the district winner in at least 2 news media outlets by October 1st

Young Women in Public Affairs (YWPA) -

- ❖ The number of clubs submitting a candidate for the district YWPA Award will go from 9 to 10 in 2013 and from 10 to 12 in 2014
- ❖ Update YWPA information on the D12 website, post names of clubs that offer a YWPA scholarship and dates applications are due, and ensure clubs know of the press release & other documents for recruiting YWPA applicants by January 1st
- ❖ Ensure at least 2 clubs post their application date/process on their Facebook pages by January 1st, and post their club's winner information on their Facebook pages by May 1st
- ❖ Post names & pictures of 2012 club winners on the D12 website by March 1st
- ❖ Ensure clubs know of the press release & other documents for announcing their YWPA winners by April 1st
- ❖ Promote the district winner in at least 2 news media outlets by June 1st

Membership

Goal: Increase membership by retaining & recruiting members who believe in Zonta's mission

Objectives & Indicators:

- ✓ Achieve a net increase in the number of members each biennium
 - ❖ Add 1 **net** new member to each club in 2012-2013 & in 2013-2014
 - ❖ Hold monthly/bimonthly conference calls with Vice Area Directors
 - ❖ Send out a monthly summary of current & yearly goal membership numbers to each club

Zonta International Centennial

Goal: The centenary of Zonta International is an opportunity for District 12 to celebrate our service & advocacy for women, the focal point being November 8, 2019

Objectives & Indicators:

- ✓ Ensure all clubs are involved and active in creating a history for District 12
 - ❖ Ensure each club has a archivist/historian position assigned by February 1, 2013
 - ❖ Develop a history & archiving plan for district specific documents by March 1, 2013
 - ❖ Club historians will produce a "history in brief" to submit to the District Historian by May 1, 2014

Infrastructure

Goal: District 12's governance structure facilitates the achievement of its mission

Objectives & Indicators:

- ✓ District 12 operates within its Policies & Procedures Manual, and the Zonta International Bylaws
 - Secretary -
 - ❖ Prepare minutes of the 2012 Governor's Seminar and 2013 District Conference. Post a copy in the Members' Only section of the D12 website, and send a copy to the ZI Board Liaison within 60 days of these events
 - ❖ Prepare and distribute a participant survey within one month after the 2012 Governor's Seminar and the 2013 District Conference. Analyze the results and present findings to the District Board within 60 days of the event
 - ❖ Prepare minutes of all District Board meetings and send a copy to each board member within 45 days after the meeting

- ❖ Send proposals adopted at the District Conference to amend the ZI Bylaws to the ZI Bylaws & Resolutions Committee within 30 days after the District Conference
- ❖ Send proposed resolutions for the ZI Bylaws adopted at the District Conference to the ZI Bylaws & Resolutions Committee at least 180 days prior to the International Convention

Bylaws & Resolutions Chair -

- ❖ Present a revision of the District 12 Policies & Procedures Manual at the January 2013 District Board Meeting that includes the new ZI bylaws approved at the 2012 convention
- ❖ Present a revision of the District 12 Policies & Procedures Manual at the June 2013 District Board meeting that incorporates all changes to be voted on at the 2013 District Conference
- ❖ Contact each club in District 12 by March 1, 2013 to determine if the club has bylaws and if they are up to date
- ❖ Ensure that two additional clubs in District 12 currently without bylaws have created an up to date set by May 31, 2014

Internal Communications Chair -

- ❖ Create, print, and distribute an updated District 12 directory at the 2012 Governor's Seminar and the 2013 District Conference
- ❖ Update directory as new information is received & provide an updated electronic directory to the District 12 webmaster by the 5th of each month
- ❖ Keep current email lists of District 12 members and update information received within 5 days of receipt
- ❖ Forward communication messages to District 12 members as requested. Ensure messages are delivered within 2 days of receipt

Parliamentarian -

- ❖ Attend the 2012 Governor's Seminar, 2013 District Conference, and all Board meetings during the biennium to provide expertise regarding Robert's Rules of Order

Goal: D12 has sustainable financial resources that support current activities & provide for long term growth

Objectives & Indicators:

Treasurer -

- ✓ Revenue covers expenses
 - ❖ Receipts will be equal to or greater than disbursements for 2012-2013 & 2013-2014
- ✓ Appropriate fiduciary practices that are in accordance with applicable financial reporting standards are in place and are followed
 - ❖ A complete and current Operations Budget Comparison Report, Treasurer's Report, & Comparison of Temporarily Restricted Fund Balances Report will be presented at each board meeting.
 - ❖ The 2014-2016 budget will be prepared with the Finance Committee and the Lt. Governor and presented for approval at the 2013 District Conference.
- ✓ The dues process is facilitated with clubs to ensure dues are paid
 - ❖ Notify all club treasurers by Nov 1st of 2012 & 2013 that 1/2 year dues begin Dec 1st
 - ❖ Ensure 100% compliance of clubs to have ZI & district dues in by June 1st
 - ❖ Create & deliver a training video on how to submit dues by April 1, 2013
- ✓ Auditors or reviewers consistently report that District 12 is acting in accordance with its ethical, fiduciary & legal responsibilities
 - ❖ One Review/Compilation of the financial statements will be presented at the 2012 Governor's Seminar and the 2013 District Conference