**District 12 Biennial Goals**

**2014 - 2016**

**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:

* 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 2014 Governor's Seminar & 2015 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 2015 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 2015 & 2016, and

 increase attendance by 10%

* Hold monthly or bimonthly meetings/conference calls with club presidents
* Partner with D12 committee chairs to:
	+ - Encourage club projects are in line with ZI mission and vision (D12 service committee)
		- Initiate advocacy in cooperation with like-minded organizations when relevant (D12 advocacy committee)
		- Ensure club bylaws are up-to-date ((D12 bylaws and resolutions committee)
* Act as a resource to Club Membership Chairs

Vice Area Directors

* Ensure 1 ***net*** new member is added to each club in 2014-2015 & in 2015-2016
* Participate in 75% of the membership committee calls during this biennium
* Participate in 75% of the board meetings/conference calls during this biennium
* Recruit committed and skilled Zontians to serve on the District 12 and Zonta International Boards and Nominating Committees.

 Nominating Committee

* Identify potential candidates for each district position by February 28, 2015.
* Ensure there is at least one candidate for the district nominating committee from each Area, and one additional candidate.
* Complete a draft for all district positions completed by May 1, 2015
* Complete the final slate and ensure the nominations document that will be included in the 2015 Call to Conference is ready for printing per the District 12 guidelines by July 1, 2015.
* Create a vetting process for nominations from the floor at district conferences by June 1, 2015
* Receive nominations for ZI Officers, Directors, and Nominating Committee members by August 1, 2015 and submit them to ZI by September 15, 2015.

**Biennial Goal 1 - Service & Scholarships**

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

Objectives & Indicators:

* Local projects are in line with Zonta International’s mission and vision
* 100% of all local projects focus on women’s and girl’s issues.
	+ Create service project assessment form by January, 2015
	+ Partner with Area Directors to have presidents work with clubs to complete service project assessment by June, 2015
* Cooperative projects will be undertaken only with like-minded organizations. (validation method TBD)
* Select a District Service Award winner to be given out at the 2014 Governor's Seminar and the 2015 District Conference
* Coordinate ZI Service Recognition Award (SRA), per guidelines from Zonta International (assume similar to previous biennium)
	+ Submit 1 service project sponsored by a club for the ZI Service Recognition Award at the Convention in 2016
	+ Submit 1 service project sponsored by the district for the ZI Service Recognition Award at the Convention in 2016

* Improve club annual reporting regarding service projects to ensure that all clubs know and understand Zonta International goals, award criteria and submit complete reports.
	+ From club annual reports, tabulate total dollars raised and given out for the District and for each Area.
* Zonta International Awards are well known in District 12 and are promoted in its Clubs

Amelia Earhart -

* Five applications from university students in District 12 for the 2014 AE Fellowships are received by ZI by November 15, 2014
* Seven applications from university students in District 12 for the 2015 AE Fellowships are received by ZI by November 15, 2015
* 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 2015

Jane M Klausman (JMK) -

* Increase the number of clubs submitting a candidate for the district JMK Award from 2 to 8 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
* Increase District 12 wide knowledge of JMK scholarship by:
	+ Updating JMK information on the D12 website, including a link to the ZI website
	+ Posting names of clubs that offer a JMK scholarship and dates applications are due, and
	+ Ensuring clubs know of the press release & other documents for recruiting JMK applicants by March 1st and for announcing JMK winners by July 1st.
* Partner with clubs (and D12 public relations committee) to encourage active promotion and public relations of award by:
* Encouraging 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
* Encouraging clubs to post names & pictures of club annual winners on the D12 website by July 1st
* Posting annual District 12 JMK winner to District 12 website by October 1st (and if International winner promote on District 12 website by December 1st and in first published Outreach after award).
* Promoting the district winner in a news media outlet by October 1st (& if applicable, an International winner by December 1st.)

Young Women in Public Affairs (YWPA) -

* Increase the number of clubs submitting a candidate for the district YWPA Award from 13 to 15 during the biennium.
* Increase District 12 wide knowledge of YWPA scholarship by:
	+ Updating YWPA information on the D12 website
	+ Posting names of clubs that offer a YWPA scholarship and dates applications are due, and
	+ Ensuring clubs know of the press release & other documents for recruiting YWPA applicants by January 1st and for announcing YWPA winners by April 1st.
* Partner with clubs (and D12 public relations committee) to encourage active promotion and public relations of award by:
* Encouraging 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
* Encouraging clubs to post names & pictures of annual club winners on the D12 website by May 1st
* Posting annual District 12 YWPA winner to District 12 website by June 1st (and if International winner promote on District 12 website by August 1st and in first published Outreach after award).
* Promoting the district winner in a news media outlet by June 1st

Z and Golden Z Clubs -

* Increase the number of Z clubs in the District from 4 to 6 during the biennium.
* Increase the number of Golden Z clubs in the District from 0 to 1 during the biennium.
* Increase District 12 wide knowledge of Z and Golden Z clubs by:
	+ Updating Z and Golden Z information on the D12 website, linking to Zonta International website
	+ Posting names of Z club (sponsoring clubs) on D12 website, and
	+ Encouraging Z and Golden Z clubs to post significant events on club websites with links to District website.

**Biennial Goal 2 - Advocacy**

*Goal: District12 is* a *leading advocate for the rights of women and girls*

Objectives & Indicators:

* Districts and clubs initiate advocacy actions in cooperation with like-minded organizations when relevant.
* Priority is given to actions related to Beijing+20, the Post-2015 Agenda and the ratification of CEDAW where relevant.
* A list of like-minded organizations is updated continuously throughout the biennium
* Develop Advocacy & UN initiatives at the District, Area, and Club level
* Ensure every club has an Advocacy committee by December 2014
* District Advocacy Award will be awarded at the 2014 Governor's Seminar & 2015 District Conference, using defined selection criteria and club reports.
* 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, 2016
* Ensure each club / area (as relevant) participates in an advocacy issue that has more measureable impact than the previous biennium, promotes such action in the local media, and reports on the results to the Governor and Zonta International
* “Zonta says No to Violence Against Women” continues to be promoted by clubs and is further developed to achieve local governmental and community commitment.
	+ Clubs report activities to D12 leadership and Zonta International via ZI website.
* Ensure Advocacy and UN information is available & used by clubs in District 12
* Training about the UN, Beijing+20, Post-2015 Agenda and CEDAW is conducted in the District and for all clubs
* Provide an Advocacy presentation at all Area Meetings in 2015 & 2016
* Host an Advocacy break-out session at the 2015 District Conference
* 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

**Biennial Goal 3 – Resources**

**Membership**

*Goal: Clubs recruit and retain committed and skilled members*

Objectives & Indicators:

* Achieve a net increase in the number of members each biennium
* Add 1 ***net*** new member to each club in 2014-2015 & in 2015-2016
* Hold monthly/bimonthly conference calls with Vice Area Directors
* Send out a monthly summary of current & yearly goal membership numbers to each club
* One new club of committed members is chartered each year
* Form E-club by end 2015
* Complete geographic location analysis of 2-3 locations for club by end 2015.
* The number of disbandment of clubs is decreased by 5%.
* No clubs disband in District 12 during biennium
* Club presidents report increased level of active member participation
* Add 1 ***net*** new member to each club in 2014-2015 & in 2015-2016
* Club presidents report that the necessary level of skills and competencies are represented in the club
* Provide leadership training for club positions of President, Vice President, Treasurer, Secretary and Board of Directors by May, 2015 and by May, 2016.

**Training and Leadership Development**

*Goal: Leadership skills and competencies are increased at all levels and at Head Quarters*

Objectives & Indicators:

* Leadership training programs are conducted at club and district level.
	+ District training plan (aligned with Zonta International Leadership Development Committee) to be completed by March 1, 2015
	+ Provide training to club presidents and clubs members, as defined by D12 leadership committee (to include annual officer and board training and relevant topics).
	+ Research format tools, as recommended by membership survey (web tool, recorded).
* Governors report that the Governing documents and operational manuals and policies are understood by the District Board and club presidents.

**Zonta International Foundation**

*Goal: Zonta International Foundation has sustainable resources and the sources of income are broadened.*

Objectives & Indicators:

* Donations to Zonta International foundation increase by 5% from previous biennium.
* Individual donations to the Foundation will increase by 10% from previous biennium.
* 100% of D12 Clubs will contribute to Zonta International Foundation.
* Partner with clubs (and D12 committee) to encourage active promotion and public relations of ZIF by:
	+ Ensuring every club has an appointed ambassador, a ZIF power point presentation, and an international service project poster file by December, 2014 to use in their clubs
	+ Encouraging each club to continue the potluck fund raising (or similar) events to highlight the ZIF projects and to raise funds.
	+ Attending the 2015 District Conference, and all Area Meetings during this biennium to present Foundation information
	+ Reporting ZIF contribution data to all members every two months through the D12 website & the Outreach
* Provide each club in the district with a U-Tube presentation of the different ways to support ZIF. To include:
	+ Good search
	+ Good shop
	+ Smile Amazon accounts
	+ Zonta credit card

**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
* Maintain communication and collaborate with all club presidents and historians regarding Zonta International Centennial Anniversary Committee goals and maintenance of individual club histories throughout 2014-2016 term.
* Ensure all Club historians produce a "history in brief" to submit to the District Historian by December 31, 2014.
* Develop a history & archiving plan for district specific documents by December 31, 2015, to include:
* Reviewing Zonta District 12 historical records at Denver Public Library by July 31, 2015
* Researching electronic archival storage and scanning of visual images by July 31, 2015
* Providing electronic archival storage plan by December 31, 2015.
* Complete District 12 “history in brief” to submit to ZI Centennial Anniversary Committee by May 1, 2016.

**Visibility (Public Relations)**

*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 Public Relations efforts and increased use of social media tools.

External Communications Chair -

* Create “Booth in a Box” and distribute to each Area by October 1, 2014. For ongoing support,
	+ Provide process for updating/supplementing materials by March 1, 2015. (includes budgetary recommendations/funding process).
	+ Create process for Booth in Box creation, to be distributed to clubs by March 1, 2015.
* Update District 12 brochure (and any other District marketing materials) by February 1, 2015.
* Order, maintain & distribute District 12 lens cloth / pins, as needed.
* Communicate Zonta International Public Relations initiatives, such as new logo to membership via Public Relations news bulletins and/or Outreach.

* + Secure club & district input on Online Digital Design Toolkit and provide to ZI by February 1, 2015. (note: provides standardized templates for business cards, letterhead, posters).
* Develop a plan for social media (Facebook, Twitter, Skype) use by March 1, 2015
* Develop and distribute tips for news media involvement by August 1, 2015
* Create & distribute monthly PR news bulletins to clubs beginning in xyz. (TBD)

Internal Communications Chair -

* Create, print, and distribute an updated District 12 directory at the 2014 Governor's Seminar and the 2015 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

Outreach -

* Create & distribute 7 issues of the District 12 newsletter (Outreach) during the biennium
* Research and select on-line email Outreach format by March 1, 2015.

Webmaster -

* Provide training on members only section and updating calendar to D12 leadership team by Feb. 1, 2015.
* Develop a plan to implement or assist in rolling out new club websites by March 1, 2015
* Update website to align with ZI changes, such as new mission, vision, theme and logo.

**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

 Bylaws & Resolutions Chair -

* Present a revision of the District 12 Policies & Procedures Manual at the June 2015 District 12 Leadership meeting that incorporates all changes to be voted on at the 2012 convention, and any other recommended changes.
* Contact each club in District 12 by March 1, 2015 to determine if the club has bylaws and if they are up to date
* Create guidelines for updating bylaws and send to presidents by April 1, 2015.
* Target – 100% of clubs have up-dated bylaws by end of biennium.
* Ensure Governing documents and operational manuals and policies are understood by District 12 leadership and club presidents.
* Provide training to District leadership and club presidents by March 1, 2015.

Parliamentarian -

* Attend the 2015 District Conference, and all Board meetings during the biennium to provide expertise regarding Robert's Rules of Order

Secretary -

* Attend all Board Meetings, District Conference and official meetings of District 12, and participate in all Board activities as a non-voting member.
* Prepare minutes of the 2014 Governor's Seminar and 2015 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
* Keep official records of the District in accordance with any adopted archival procedure.
* Prepare minutes of all Board meetings and official meetings of District 12 and send a copy to each board member within 45 days after the meeting
* Send proposals to amend the ZI bylaws adopted at the District Conference to the ZI Bylaws & Resolutions Committee at Zonta Headquarters 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
* Assist the Governor in submitting contact information of new District Officers, Committee Chairs, coordinators, if applicable, and Foundation Ambassador to ZI headquarters immediately following election at District Conference.
* Assist the Credentials Committee in preparing the official list of voting members of the District Conference, including Alternates and Delegates and maintain records of proxies.
* Order a Governor’s guard with the District number, if requested, and the Area Directors’ guards.
* Perform other duties, as requested by Governor.
* Prepare and distribute a participant survey within one month after the 2015 District Conference. Analyze the results and present findings to the District Board within 60 days of the event

*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 2014-2015 & 2015-2016
* 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.
* A current budget to actual summary report will be provided to Governor by the first of each month.

* The 2016-2018 budget will be prepared with the Finance Committee and the Lt. Governor and presented for approval at the 2015 District Conference.
* The dues process is facilitated with clubs to ensure dues are paid
* Notify all club treasurers by Nov 1st of 2014 & 2015 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, 2015
* Provide monthly “dues-paid” membership numbers to Governor and Lt. Governor by 1st of each month.

* 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 2015 District Conference