1. Who has been the “Champion” of this Area of Strategic Focus and will there be any changes in this Champion’s involvement in 2016-17? If so discuss the transition process.

*Nancy Thornton has been/will be Public Image Coordinator.*

1. What were the key activity actions that took place in the last three years in this Critical Area of Focus and how did those results impact the Area’s performance to serve the clubs?

|  |  |
| --- | --- |
| Activity | How did it impact service to the clubs? |
| **Goal: Establish Advisory Committee** | |
| Created FB Group for D6290 Public Image Coordinators | * New in 2016 (52 Members) * Helps with best practice sharing |
| **Goal: Establish PR Chair/Contact in each club** | |
| 39 of our 60 clubs have named PR contact | Improves our ability to communicate directly |
| **Goal: Create and deliver meaning resources** | |
| Website revamp to more clearly highlight areas of focus   * 54% increase in unique visitors * 27% increase in new visits * 19% increase in page views * 23% reduction in session duration | There are significantly more resources that are now readily available via the District website   * Traffic has increased * More pages are being viewed * Finding info easier (less time required) |
| Increased Social Media presence   * +267% Likes (220 to 835) * +196% engaged users * +378% people talking about us * +294% total reach | * Clubs have created and/or increased their own social media presence * District posts provide content which is easily shared, making club’s job simpler |
| Deliver consistent District Newsletter | * Significant vehicle for info/resource delivery |
| **Goal: Administer Public Image Grant** | |
| Managed Public Image Matching Grant | Participation increased from 9 clubs (2013/2014) to 24 clubs (2016/2017), significantly impacting overall reach of program |

1. Explain your overall sense of how this Area of Focus has performed over the past three years.

*Feeling very positive re: District initiatives. Clubs appear to recognize value and some are also establishing Public Image committees vs. having this be a single person’s job.*

**Part 2 – Going Forward**

1. Who will be the Champion for the next few years?

*This continues to be Nancy Thornton, with the hope that via our FB group we will identify others that will become more involved at District level.*

1. What are the key activities that, if achieved in the next year or so, would make a material difference in this Area of Focus’s service to our clubs?

|  |  |
| --- | --- |
| Activity | Anticipated Results |
| Establish a named Public Image contact for each club (specifically assigned in ClubRunner Club Executives list) | * Streamlines and focuses communication between District & Club * Facilitates best practice sharing |
| Offer video/webinar-based training | * Increase engagement * Shorten learning curve for new volunteers |
| Establish Advisory Committee   * Social Media specialist * Website specialist * Graphics designer | * Improved depth/breadth of resources available to assist clubs |

1. Successful committees have several attributes in common: strong leadership, adequate personnel and financial resources, commitment to success across the committee members and others as well. Given how this Area of Focus performed in the past few years, what additional resources (if any) does this Area of Focus need from the District to achieve the desired results listed above?

*We should lock in a District-wide approach for delivering training via webinars. Right now we have desktop sharing but no video.*

*Need leadership to help emphasize how critical it is that a Public Image lead is established at club level, and that the individual is properly recorded in list of club executives to facilitate targeted communication.*