

Strategic Plan 2012 – 2014

Introduction

Zonta International's objects, mission and Strategic Plan are aligned primarily with the Millennium Development Goals.

This alignment is reflected in international service and ZISVAW projects, and the three educational programs (Amelia Earhart Fellowships, Jane M. Klausman Women in Business Scholarships, and Young Women in Public Affairs Awards).

The particular focus of Zonta International's 2012-2014 Strategic Plan is credibility and visibility.

By adopting this focus, Zonta can expect increased membership, more successful advocacy, greater interest in the three education programs, and an increase in donations to the Foundation (and a consequent increase in funds available for service, ZISVAW and education programs).

The second focus of Zonta International is on improved governance.

In accordance with Zonta International's focus for the period to July 2014, District 22 has adopted a set of key priorities for the same period.

The key priorities for District 22 for the 2012-2014 biennium are:

- To ensure that the work of District 22 clubs is aligned with Zonta International's mission, biennial goals and the Millennium Development Goals.
- To achieve increased member understanding of advocacy, and increased levels of club advocacy activities
- To achieve greater member understanding of Zonta International's international service and ZISVAW projects and improved focus on Zonta's mission and goals and on MDG and CEDAW in service projects
- To achieve growth in the number of clubs supporting candidates for Zonta International's educational awards
- To achieve growth in contributions to the ZI Foundation
- To achieve increased visibility in all areas of operation
- To improve club governance
- To achieve ZI's centennial milestones for the biennium
- To achieve a net increase in membership

Goal	Activity	Measure of Success
Goals of District 22 clubs aligned with Zonta International's mission and Biennial Goals	<ul style="list-style-type: none"> • Ensure clubs are aware of the mission and Biennial Goals • Ensure clubs have a strategic plan which addresses the mission and goals 	<ul style="list-style-type: none"> • All clubs have a relevant strategic plan with activities aligned to the mission and goals of ZI • Achieve maximum possible registration of members on ZI website to enable direct communication from ZI
Greater member understanding of advocacy, and increase levels of club advocacy activities	<ul style="list-style-type: none"> • ensure that club advocacy is focussed on articles 1 to 16 of CEDAW and is in line with Zonta International policies. 	<ul style="list-style-type: none"> • All clubs take one advocacy action • Increase in number of Clubs marking international days or

	<ul style="list-style-type: none"> • Encourage focus on relevant UN international days • Encourage clubs to engage more fully with relevant District Chairmen • Encourage clubs to take at least one advocacy action each year. • District Advocacy Chairman to collate information about club advocacy activities and disseminate to all D22 clubs • District conference to include major speaker on advocacy 	<p>increase in number of days celebrated</p> <ul style="list-style-type: none"> • District and international advocacy and UN newsletters and information distributed to all members • Inclusion of advocacy speaker at D22 conference (Sept. 2013) • Collation and distribution of information to all clubs re advocacy activities.
Greater member understanding of ZI's service and ZISVAW projects, and improved focus on Zonta's mission and goals and on MDG and CEDAW in service projects	<ul style="list-style-type: none"> • Encourage all clubs to link all service to Millennium Development Goals (MDG) and/or CEDAW • Encourage all clubs to submit entries for service awards 	<ul style="list-style-type: none"> • Clubs report service and advocacy initiatives in line with MDG and CEDAW • Clubs submit service awards
Growth in the number of clubs supporting candidates for international educational awards	<ul style="list-style-type: none"> • Encourage all clubs to promote the AE, JMK and YWPA awards • Ensure all clubs are aware of criteria, timelines and procedures for each educational award • Encourage each club to nominate a candidate for District educational awards (YWPA, JMK) • Support D22 Amelia Earhart Chairman in identifying and encouraging eligible women to apply for AE fellowships 	<ul style="list-style-type: none"> • Evidence of promotion of awards and increased level of member awareness • Increased number of JMK and YWPA applications to clubs • Increased number of clubs submitting nominees for District JMK and YWPA awards.
Growth in contributions to the ZI foundation	<ul style="list-style-type: none"> • Ensure clubs understand how ZI projects are funded • Increase level of contributions made to ZIF by D22 clubs. • Ensure each D22 club contributes 1/3 of service funds raised to ZIF • Promote individual donations to the ZI Foundation, including possibility of 100% contribution by club members. 	<ul style="list-style-type: none"> • All Clubs contribute to ZI Foundation. • Increased total contribution to the ZI Foundation by D22 Clubs and individuals.
Increased visibility and credibility	<ul style="list-style-type: none"> • All clubs to promote Zonta's goals and achievements externally and internally via networks, partnerships, events, using appropriate media including e-communication. • District to develop a quarterly one-page newsletter for distribution beyond Zonta at local and District. 	<ul style="list-style-type: none"> • Evidence of increased community recognition of Zonta as measured through number of distribution networks receiving Zonta information and number of success stories published in media. • Evidence of improved levels of member registration on ZI and D22 website

	<ul style="list-style-type: none"> • All clubs to produce and distribute a newsletter to appropriate district officers • All publications to reflect Zonta's image as a professional, credible organisation 	<ul style="list-style-type: none"> • Increase in number of clubs producing a newsletter and improved dissemination • Production of four public newsletters at District level • All clubs actively using club pages on D22 website
Improved club governance	<ul style="list-style-type: none"> • Achieve improved club understanding of reporting and governance requirements, protocols, policies and fiduciary responsibilities • Ensure D22 and all clubs operate within budget guidelines • Ensure all Clubs report in a timely manner • Update Club constitutions to comply with ZI governing documents and Office of Fair Trading (Qld) requirements • Encourage D22 members to stand for election or to volunteer for non-elected positions at club, district and international level 	<ul style="list-style-type: none"> • Area Directors include governance in programs for annual Leadership Workshops and/or Area Meetings. • All clubs meet the required timelines for action • D22 and all clubs submit financial records for audit • Club constitutions updated and registered with Office of Fair Trading • All clubs have a corporate seal • Increase in number of members seeking election or accepting appointment
Reaching centennial milestones for the biennium	<ul style="list-style-type: none"> • Establish and disseminate format/guidelines for club histories 	<ul style="list-style-type: none"> • All clubs submit one page history to District historian by May 2014
net increase in District 22 membership	<ul style="list-style-type: none"> • Clubs continue to recruit actively and appropriately • Establish an e-club • Encourage clubs to maintain links with past educational award recipients and invite them to join Zonta • Encourage clubs to establish Z Clubs. • Improve attendance and club support for area meetings, district conferences and international conventions. • Increase clubs' awareness of mechanisms to support attendance at area meetings, district conference, and international convention. • Ensure delegates understand their responsibilities at conference and convention. 	<ul style="list-style-type: none"> • Membership numbers increase • Number of previous award winners joining Zonta increases • Number of Z Clubs increases • 100% club representation at area meetings and district conferences and an increased representation at international conventions. • E-club established