

Rotary Club of
Emerald & District

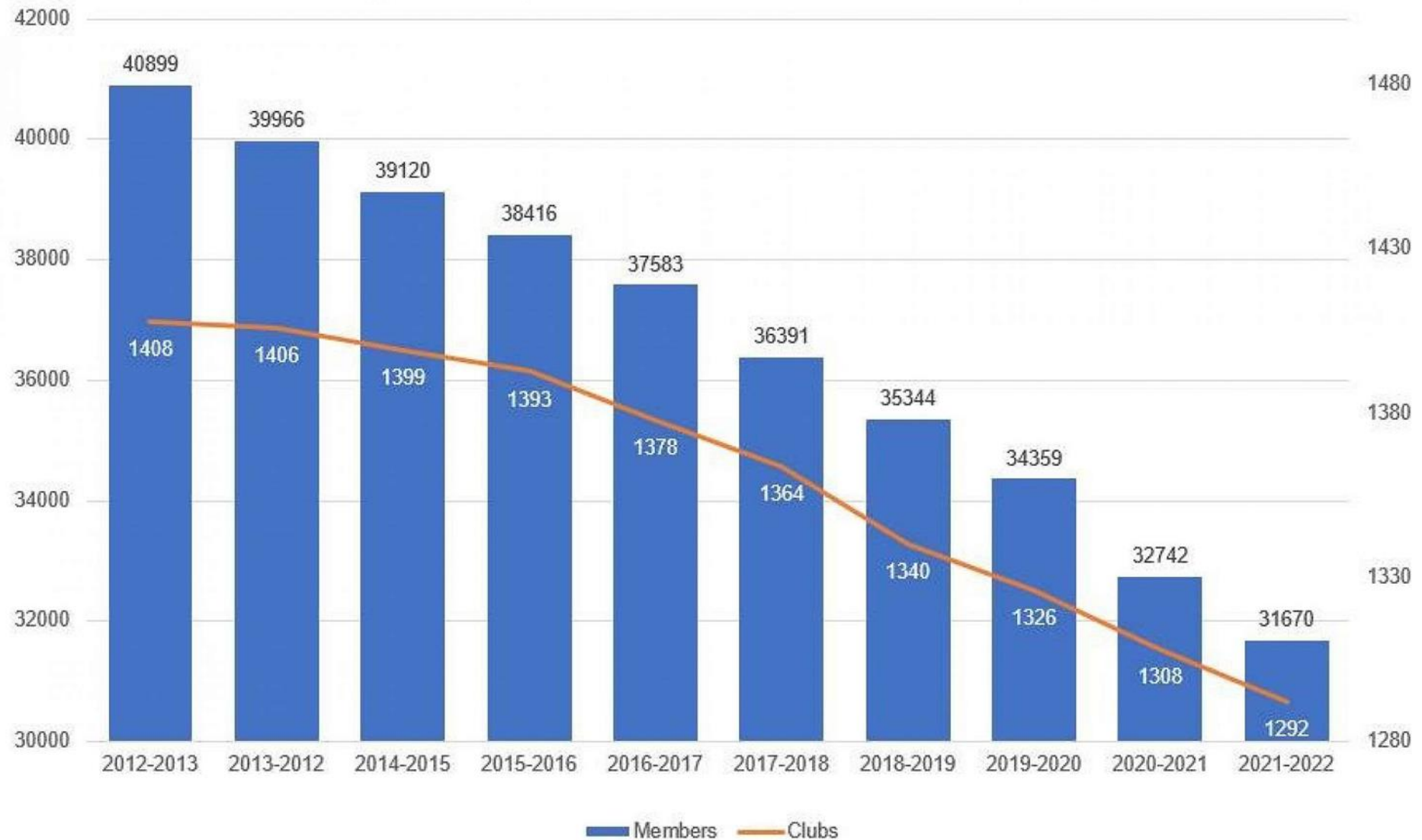
Our Strategic Plan

Ian Ash



Context

Zone 8 (Australia, New Zealand & Pacific Islands) 10 years



Rotary's Vision Statement and 4 Strategic Priorities:



PRIORITY 1

IMPACT

People of Action are effective problem-solvers.

PRIORITY 2

REACH

People of Action activate and inspire one another.

PRIORITY 3

ENGAGEMENT

People of Action strive to understand the needs of others.

PRIORITY 4

ADAPT

People of Action are inventive, entrepreneurial, and resilient.

Rotary's Approach to Strategic Planning:

PHASE 1 — DETERMINE YOUR STATUS: HOW IS OUR CLUB DOING NOW?	PHASE 2 — DEVELOP A VISION: WHAT DO WE WANT OUR CLUB TO BE LIKE?	PHASE 3 — MAKE A PLAN: HOW CAN WE ACHIEVE OUR VISION?	PHASE 4 — TRACK PROGRESS: HOW CLOSE ARE WE TO OUR GOALS?
<ul style="list-style-type: none">• Identify strategic issues to address• Determine club's strengths and weaknesses• Assess member satisfaction and needs• Identify opportunities and challenges in the community 	<ul style="list-style-type: none">• List five to seven characteristics you want your club to have• Create a vision statement 	<ul style="list-style-type: none">• Set strategic priorities• Set annual goals• List the activities, timeline, and resources you'll need 	<ul style="list-style-type: none">• Monitor progress toward your annual goals• If you missed your targets, determine why• Adjust your action plans

RCED Vision and Mission Statements

Vision: “Thriving and resilient local and global communities”

Mission: “Working together to create positive change in the wellbeing of our Community and beyond”

Rotary Club of Emerald & District Strategic Priorities

- 1. Vibrancy: have an active and engaging program of Club meetings and events from a variety of disciplines.*
- 2. Member retention high and new membership increasing.*
- 3. A representative mix of members from our local community.*
- 4. A strong mentoring program for new members and development of members, via training opportunities, encouraged.*
- 5. Strong two-way communication with members, receptiveness to and acting upon member feedback.*
- 6. Flexibility and innovation, use of technology to reach a wider audience, attract and keep members.*
- 7. Be well-known and have our brand and impact better understood by our Community, with consistency in marketing across all events.*

Link Between RCED Activities & Strategic Priorities

Owner ->	Fund-raising Chair	Shalini Penny	Kris Ash	Membership Chair	Membership Chair	Event Directors	President Elect	Kris Ash	President Elect	Club Secretary	Coordinators & Club President	Marketing Chair
<u>STRATEGIC PRIORITIES</u>	Fun Events at Club Meetings	Use of Zoom	Social Media	Membership Survey	Club Mentoring	Big External Events	Rotary Training	Sparkle	Club Assembly	Board Mtg Minutes	Program	Public Image Program
1. Vibrancy-have an active & engaging program of club meetings & events from a variety of disciplines			↑		↑						↑	
2.Member retention high and new membership increasing		↑						↑				
3.A representative mix of people from our local community in our Club			↑								↑	
4.A stronger mentoring program for new members and development of members via training opportunities encouraged.												
5.Strong two-way communication with members, receptiveness to and acting on member feedback												
6.Flexibility & innovation, use of technology to reach a wider audience, attract and keep members												↑
7.Be well-known and have our brand and impact better understood by our Community, with consistency in marketing at all events												
Legend:												
Actively using and having a degree of success												
Using but early days or areas for improvement exist												
Not using or are using with little or no success												

ANY
Questions?

Rotary 
Club of Emerald District