

The Rotary Club of Rockdale County Strategic Plan January 2011 to June 2013

The Rotary Vision

Our Preferred picture of the future

...to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty

The Rotary Mission

What we do, for whom we do it, the benefit

The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, to promote high ethical standards, and to advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

Rotary Guiding Principles

General Guidelines which set the foundation for how we will operate

THE FOUR-WAY TEST - Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Our Club's Strategic Goals

Our long-term aims that defines the accomplishment of our Club's mission

- A. Membership** – Grow the club's membership to meet our community's needs and our international commitments through the selection, development and support of current and future Rotarians by adhering to Rotary Guidelines
- B. Club Leadership and Management** - Maximize the club's success in meeting our mission through the development of Rotarian leaders and effective management practices
- C. International and Community Club Service Projects** – Involve Rotarians and the public in meaningful International and Community Projects to raise funds and demonstrate the values and Object of Rotary
- D. Family of Rotary** - Involve club Rotarians and family members in fun and meaningful social events to build camaraderie
- E. Rotary International and Rotary Foundation** – Support the goals and objectives of Rotary International and Rotary Foundation through participation and financial support

Our District Goals

In support of RI

The Rotary Club of Rockdale County (RRC) supports the goals of District 6910. Our goal is to achieve the Gold Level Club recognition each and every year. In this plan many objectives are the same or similar to objectives for the Presidential Club Award Checklist:

- Administration
- Membership
- Public Relations
- TRF/International Service
- Community Service
- Vocational Service
- Youth Service
- GRSP

A. Membership – Grow the club’s membership to meet our community’s needs and our international commitments through the selection, development and support of current and future Rotarians by adhering to Rotary Guidelines

Critical Success Factors – What condition must be created or what must go right to accomplish the Goal

Meetings must be informative, interesting, fun and entertaining
 Potential members must know what Rotary does and how it works, and understand Rotary’s expectations of new members
 Know what is of interest to potential members – why do they want to be Rotarians?

Barriers – What conditions are currently or could potentially in the future be in the way of the accomplishment of the Goal

Meeting time of day
 Location of meeting
 Lack of understanding the needs and demographics of the community
 Lack of collaboration with other “clubs” and other organizations that work to serve our community

	OBJECTIVES	Baseline	1st year 6/30/11	2nd year 6/30/12	3rd year 6/30/13
1	Increase active net membership by 2 Rotarians by June 30 th , 2011 (M.1)	48	50	Below #2	
2	Increase active net membership by 5 Rotarians by June 30 th , 2012	50		55	
3	Develop a long-range membership action plan (MAP) by 5/1/11 (M.2) (M.3)	0	5/1/11	NA	
4	Sponsor a new Rotary Club (evening) or a Rotaract Club in based on membership levels by June 30 th , 2013 (M.6)	0	0	0	1
5	Sponsor one student to RYLA every fiscal year (FY July 1-June30)	0	1	1	1

Priority	Strategies
A.1	Continuously improve our meetings, making them informative, interesting and entertaining in order to attract and retain members
A.2	Develop long range Membership Action Plan (identifying all “attract, retain and develop” activities) designed to meet membership objectives
A.3	Create or use available information about Rotary to create interest in joining our club
A.4	Understand members interest and community needs

A. Membership – Grow the club’s membership to meet our community’s needs and our international commitments through the selection, development and support of current and future Rotarians by adhering to Rotary Guidelines

Action Plan				
Action Plan Owner: Board Member Lincoln Nunnally				
Strategy	Action Item or Deliverable	Assigned to	Due Date	Notes
A.1	Annual meeting calendar that includes: 1.Meeting topics aligned with RI monthly themes 2.Schedule four “celebrity” guest speakers each year 3.Offsite meeting scheduled when RMC large room is not available for meetings 4.RI or RI USA Speaker twice a year 5.Repeating annual events must include: • Veterans Day	PE David Cooper’s Designee	5/1/11	Examples of “Celebrities” include: leaders of areas of interest to Rotary or in support of Rotary causes, local, state or national political, sports, business or other leaders. Speakers of interest to our club. Speakers of interest or our larger community (at which community members are invited to attend the meeting) Offsite meetings would include Service Days, Vocational Days, Community Education Days, community interests – RCA, School Board Develop Speaker “Thank You” process
A.2	Long range Membership Plan (MAP)	David Cooper	5/1/11	Membership Plan (1/2011-6/2013) will be reviewed and updated each year as part of Annual strategic planning (April of each year) Plan will list all activities related to membership – attract, retain and develop members: leadership plan, developmental activities budget (PETS, LEADS, RLA) Plan will be approved by the Board May of each year, lead by President and managed by Membership Board
A.3	RRC annual Marketing Plan	TBD	5/1/11	Marketing Plan will include up-to-date information about Rotary and Rockdale Rotary Includes regular submission of Rotary Themed articles, highlights of Rotary events and service projects every month to chosen publications
A.4	Annual Survey (See Goal B)	Stu Smith	5/1/11	Club survey should include questions about “satisfaction”, “interests”, service projects
	Create RRC Recognition Program			To include Perfect Attendance, Rotarian of the Year, Rotarian at Heart (family member), Rookie Rotarian and Paul Harris recognition

B. Club Leadership and Management - Maximize the club's success in meeting our mission through the development of Rotarian leaders and effective club management practices

Critical Success Factors – What condition must be created or what must go right to accomplish the Goal

Follow up with new members
 Survey our members for skills they have and understand want to do with those skills
 End of year debrief/assessment – rate the year
 Understanding membership's needs/interests

Barriers – What conditions are currently or could potentially in the future be in the way of the accomplishment of the Goal

Poor selection of new members
 Lack of time commitment
 Lack of understanding
 Lack of process

OBJECTIVES		Baseline	1 st year 6/30/11	2 nd year 6/30/12	3 rd year 6/30/13
1.	Eight members (first year 2012 incoming leadership team) attend LEADS by June 30 th , 2011 (must include Secretary and Treasurer) (M.10, A.2) (15% of Club)		8	9	TBD#
2.	Five members (second year 2013 incoming leadership team) attend Rotary Leadership Institute (RLI) by June 30 th , 2011 (M.9) (10% of Club)		5	6	TBD#
3.	Fully fund President Elects attendance of PETs, District Conference and the 2012 RI Convention (M.11)		TBD\$	TBD\$	TBD\$
4.	Ten club members and/or their spouses attend District Conference in Ashville, NC, April 29-30, 2011 (20% of Club)		10	TBD	TBD
5.	Two club members attend RI Convention (M.14)		2	NA	
6.	Complete RI Club Assessment by 5/1/11		5/1	5/1/12	5/1/13
7.	Complete RRC Member Survey by 5/1/11		5/1	5/1/12	5/1/13

Priority	Strategies
B.1	Complete RI Club Assessment process to understand key aspects of club leadership and management
B.2	Understand the interest of club members and maintain a “leadership succession plan” (documented in MAP) to align members interest with committee and leadership opportunities

B. Club Leadership and Management - Maximize the club's success in meeting our mission through the development of Rotarian leaders and effective club management practices

Action Plan				
Action Plan Owner: Board Member Tom Harrison				
Strategy	Action Item or Deliverable	Assigned to	Due Date	Notes
B.1	Club Assessment	Beverly Johnson	5/1/31	Using RI Club Assessment approach
B. 2	RRC Club Survey	Stu Smith	5/1/11	Use 2010 Club Survey as a baseline
B. 2	Create RRC "Job Descriptions" for each Board and Committee Member position	David Cooper	5/1/11	
B.2	Develop process to understand New Member's interests and assign them to a committee within 90 days of joining	PE's Membership designee	5/1/11	
	Complete Strategic Planning Process each year	PE and Stu Smith	5/31/11	To be approved by the RRC Board prior to new FY

C. International and Community Club Service Projects – Involve Rotarians and the public in meaningful International and Community Projects to raise funds and demonstrate the values and Object of Rotary. Continuously promote Rockdale Rotary and Rotary International

Critical Success Factors – What condition must be created or what must go right to accomplish the Goal

Meet expectations of new Rotarians with regard to service
 Individuals can define “service role”
 Defining what projects are of interest
 Measuring the goal of the project
 Limit number of participation but increase the amount

Barriers – What conditions are currently or could potentially in the future be in the way of the accomplishment of the Goal

Lack of participation in Community Service Projects
 Competition (time, money, resources)
 Void in community
 Lack of communication with other clubs

OBJECTIVES		Baseline	1 st year 6/30/11	2 nd year 6/30/12	3 rd year 6/30/13
1	Participate in a 3H or matching grant directly or through the district WCS projects (TRFI.4)	\$	TBD\$	NA	
2	One club member belongs to a Rotary Fellowship or Rotarian Action Group (TRFI.6)	0	1	2	3
3	Participate in the Caribbean Partnership (TRFI.11)	TBD\$/#	TBD\$/#	NA	
4	Complete 12 monthly community service projects based on RI monthly themes (within 6 areas of Foundation Focus) that when completed will involve 100% of all members (CS.1 and CS.4)	0	0	12	12
5	Conduct Father’s Daughter’s fundraising event raising X\$ to fund the Empty Stocking Fund (CS.2)	FY10 = \$	FY11 = \$	FY12 = \$	FY13 = \$
6	Conduct a community needs assessment to identify service projects (year over year) (CS.6)	0	1	1	1
7	Apply for a District Simplified Grant (CS.7)	0	0	1	2
8	Develop and implement a vocational service project (VS.6)	1	1	2	3
9	Implement an early childhood literacy project (YS.1)	1	1	2	3
10	Maintain X\$ in Emergency Response Fund to support RI assisted emergencies	\$	TBD\$	TBD\$	TBD\$
11	Purchase Shelter Boxes	2=\$2000	2=\$2000	3=\$3000	5=\$5000

C. International and Community Club Service Projects – Involve Rotarians and the public in meaningful International and Community Projects to raise funds and demonstrate the values and Object of Rotary.

Priority	Strategies
C.1	Support the incoming District Governor's International Project to leverage the RRC financial contribution
C.2	Create a annual calendar of monthly service projects to increase member's opportunity to serve and contribute to the community
C.3	Create community awareness of RI's Service Mission and create the opportunity for them to contribute financially

Action Plan				
Action Plan Owner: Board Member Jim Calhoun, Gary Bridgewater				
Strategy	Action Item or Deliverable	Assigned to	Due Date	Notes
C.1	Audit the FY 10 budget to ensure financial support of 10 activities and contributions	Tom Harrison	2/1/10	Ensure we have money to support all activities identified in the Strategic Plan and customary activities such as the purchase of one Shelter Box, Boy Scout recognition
C.2	Monthly Service Project Calendar	David Cooper	5/1/11	
C.3	Create process for community organizations to solicit funding from RRC	Tom Harrison	1/31/11	Documented process should include an application with RI-based criteria. The goal is to increase the amount of funding to a select group of charities.
B or C?	Provide opportunity for RRC members to either volunteer or be assigned every year to a committee (Membership, Administration, Club Service, or Public Relations	Tom Harrison	1/31/11	1 st opportunity will be the club survey asking which committee or sub-committee 2 nd opportunity will be a club meeting 3 rd opportunity will be "voluntold"

D. Family of Rotary (FoR) - Involve club Rotarians and family members in fun and meaningful social events to build camaraderie

Critical Success Factors – What condition must be created or what must go right to accomplish the Goal

Create a sense of personal satisfaction
 A feeling of family and camaraderie
 Know “how I fit in”
 Not having some or all ages inclusive socials
 Facilities to have socials
 Meeting scheduled more around holidays
 Out reach to members
 Communications of events

Barriers – What conditions are currently or could potentially in the future be in the way of the accomplishment of the Goal

Lack of understand members wants
 Lack of attendance in FoR events
 Lack of knowledge about who wants to or can be involved/participate

	OBJECTIVES	Baseline	1st year June 30th, 2011	2nd year June 30th, 2012	3rd year June 30th, 2013
1	Increase participation of family members in Community Service Projects	TBD	+5%	+10%	+12%
2	Increase participation of family members in FoR events – Rotary Social, Christmas Party, Empty Stocking, Father Daughter Dance	TBD	+5%	+10%	+12%
3	Include one FoR event in each weekly Club Bulletin	0	1	1	1
4	Create annual FoR calendar	0	1	1	1

Priority	Strategies
D.1	Create a FoR annual plan that meets members needs so they will participate with their family members
D.2	Engage and involve family members of new members immediately to increase family member understanding of Rotary
D.3	Communicate directly to family members about Community Service Projects to increase awareness and participation

D. Family of Rotary - Involve club Rotarians and family members in fun and meaningful social events to build camaraderie

Action Plan				
Action Plan Owner: Board Member Andy Smith				
Strategy	Action Item or Deliverable	Assigned to	Due Date	Notes
D.1	Family of Rotary FoR Annual Plan	PE David Cooper's designee	5/1/11	Includes information about interests from annual survey
D.2	Create FoR "Family Mentor" program	Tim Baker	3/31/11	Should include – initial dinner with FoR sponsor, annual service project calendar and request for participation in at least one project, collection of contact information, solicitation of potential Rotarians names

E. Rotary International , Rotary Foundation and RRC in-kind and financial support – Support the goals and objectives of Rotary International and Rotary Foundation through participation and financial support

Critical Success Factors – What condition must be created or what must go right to accomplish the Goal

Constant or frequent reminder of responsibility
 New member orientation that is very clear about what is expected
 One-on-one education

Barriers – What conditions are currently or could potentially in the future be in the way of the accomplishment of the Goal

Lack of education and knowledge about RI
 Competition with other Rotary \$ needs

	OBJECTIVES	Baseline	1st year 6/30/11	2nd year 6/30/12	3rd year 6/30/13
1	Become a EREY club by getting all members to donate X\$ to the TRF Annual Fund (TRFI.7)	TBD	TBD\$	TBD\$	TBD\$
2	Achieve per capita club giving \$100 or more to the TRF Annual Fund (TRFI.8)	TBD	\$4800	\$5500	TBD
3	Add one new Paul Harris Society Member (TRFI.9)	TBD	1	1	1
4	Become or remain a 100% PHF club (TRFI.10)	TBD	TBD	100% (55)	100% (TBD)
5	Become a 100% Sustaining Member club (TRFI.11)	TBD	100% (48)	100% (55)	100% (TBD)
6	Become a 100% GRSP supporting club (GRS.3)	TBD	100% (48)	100% (55)	100% (TBD)
7	Become a \$100 per capita GRSP club (GRSP.4)	TBD	\$4800	\$5500	TBD\$
8	Contribute \$2000 to the Eagle Scout Recognition program every FY	\$0	\$2000	\$2000	\$2000

Priority	Strategies
E.1	Encourage all members to participate in RLI to learn more about Rotary International and grow as a Rotarian
E.2	Create clear expectations about financial obligations for new (and current) members
E.3	Develop PH donation and recognition activities (contests and “awarding”) to reach 100% PH Fellow club

E. Rotary International and Rotary Foundation – Support the goals and objectives of Rotary International and Rotary Foundation through participation and financial support

Action Plan				
Action Plan Owner: Dan Fortin				
Strategy	Action Item or Deliverable	Assigned to	Due Date	Notes
E.3	PH donation and recognition program	PE David Cooper's designee		
E.3	Change collection of PH and GSRP contributions from members to first three quarters to improve PH and GSRP reporting	Anita Smith	1/1/11	
E.3	Change reporting of PH and GSRP contributions to district	Anita Smith	3/31/11	
E.3	Purchase and hang Paul Harris Member Banner	Stu Smith	1/31/11	