



# RCEH STRATEGIC PLAN

2013-2016

# WHY A STRATEGIC PLAN?

Defines:

- Where we are now
- Where we want to be
- How we're going to get there



# PROCESS

- Required for 2013 President's Citation
- Strategic Planning Worksheet
- Committee Approach:
  - January 27, 2013
  - February 17, 2013
  - Two separate groups of members
  - BOD Approved



# WHERE ARE WE NOW?



## ○ Strengths:

- Strong core membership & committee involvement
- Newer member participation
- Strong support of Avenues of Service
- Involvement with District and International levels
- Flexible attendance standards at weekly meetings

## ○ Weaknesses

- Non-participation of some members
- Average age of membership high
- Lack of member diversity – classification, race, ethnicity



# WHAT ARE OUR OPPORTUNITIES & CHALLENGES?



## ○ Opportunities:

- Activities within the community: Main St. Beautification, Community Garden, etc.
- Partnership with Other Strong Organizations: Goodwin, Chamber, Y, etc.
- Relationship with Schools: volunteering, adoption, etc.

## ○ Challenges:

- Economy: municipal/school budgets, donor stress, etc.
- Change in Corporate & Small Business Support
- Youth Involvement

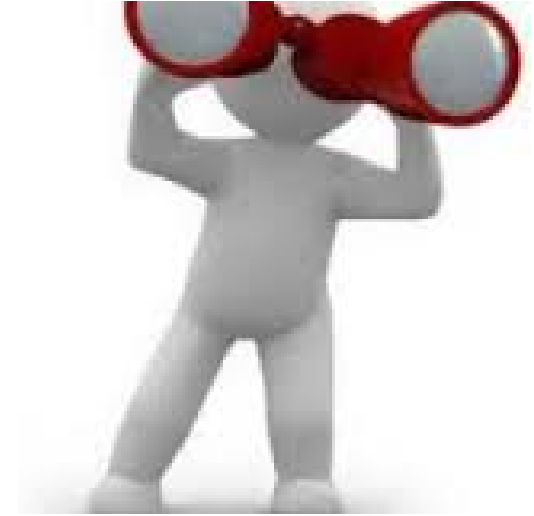


# WHERE DO WE WANT TO BE?

- *Minimum* of net gain of 1 member per year
- Increased diversity of members – should reflect East Hartford community as a whole
- Balance of local and international projects
- More hands-on efforts locally and outside area
- Lower average age of membership
- Greater participation across membership



# VISION STATEMENT



*The Rotary Club of East Hartford's vision is to play a key role in supporting the growth and development of our local community, especially in the area of health, education and career development for our youth, and to participate in the global efforts of Rotary International and its affiliated organizations in RI's Six Areas of Focus.*





# Membership Development

**Goal:** 5 New Members per Year  
(minimum net of 1)



**Need:** Strong Membership  
Committee & Mentor Support

**Goal:** Hold Membership Drives  
with Partners



**Need:** Partner Support:  
Chamber, Town, other Orgs

**Goal:** Increase Membership  
Diversity



**Need:** Entry to people and orgs  
of influence

Should be assessed annually







# Community Partnerships

**Goal:** Develop List of Partners  
and Individual Contact Info



**Need:** Community Service Projects  
Committee;  
Local Resources – Town,  
Education, Social Svcs, Orgs, etc.

First Year Effort

**Goal:** Meet with ID'd Contacts  
and Coordinate Project Work



**Need:** Joint Committees

Second – Third Year Effort





# Increased Foundation Giving

**Goal:** Increase Attendance at  
Foundation Dinner by 50%



**Need:** Foundation Committee  
involvement

**Goal:** Continuous RF Education  
– Programs, Meetings



**Need:** Foundation, Program and  
Service Committees

Should be assessed annually



# ONGOING ASSESSMENT



- Form Strategic Planning Committee
- Meet Once Per Quarter, or as necessary
- Attend BOD Meetings to report once per quarter
- Participate in Annual Meeting and Club Assemblies

