

Rotary Club of Kentville Strategic Plan

2021 - 2025

(A four-year plan due to Covid Pandemic)

1. Our Vision

The Rotary Club of Kentville, rich in tradition and experience, fosters enthusiasm and commitment through participation, service, fellowship, and fun.

2. Our Strategic Priorities (not prioritized)

- *To support youth locally and internationally to achieve success in their lives.*
- *To provide more opportunities for vulnerable persons in the community.*
- *To engage members in community service projects and to increase awareness of rotary in the community as a key community service organization.*
- *To focus on membership engagement, retention, and attraction with the goal of being a more inclusive club that mirrors our community in age, diversity, gender, and service priorities.*
- *To engage Members in international service projects, in collaboration with other organizations, other Clubs, the District and Rotary International.*

(NOTE: THE STRATEGIC PLANNING COMMITTEE ACKNOWLEDGES CONCERN FOR THE ENVIRONMENT, AS EXPRESSED BY CLUB MEMBERS. THE BOARD DETERMINED CONCERN FOR, AND AWARENESS OF THIS ISSUE BE A GUIDING PRINCIPLE FOR ALL CLUB ACTIVITIES, RATHER THAN A SEPARATE ISSUE IN THE SPECIFIC STRATEGIC PRIORITIES.)

These Strategic Priorities are not intended to capture every activity of the Rotary Club of Kentville, and the Club and its Committees would continue to provide support for initiatives coming from the Community, from other organizations and from Rotary International and the District. They would however shape the general direction for the organization and provide a benchmark against which new initiatives would be

evaluated, confirmed, and tracked. This plan suggests an annual review and reporting process to determine the progress of the Club in determining the progress in effectively meeting the Strategic Priorities, through the actions of the Board, the Committees and our Members themselves.

3. Specific Areas of Focus

The following outlines specific action plans, responsibilities and timelines to collectively accomplish the Strategic Priorities during the period of this Plan.

To support youth locally and internationally to achieve success in their lives.

Goal	Who Board/Director/ Committee	Year One	Year Two	Year Three	Year Four	Comment
Recruit and support International Exchange Students	Director of Youth Services, International Exchange Sub-Committee		X	X	X	Both inbound and outbound, link with NKEC interact Club, CKEC and other Valley Rotary Clubs
Support NKEC Interact Club	Director of Youth Services, Interact Sub-Committee	X	X	X	X	Regular Meetings, RCOK Volunteer Advisor
Establish an active CKEC Interact Club	Director of Youth Services, Interact Sub-Committee		X	X	X	Regular Meetings, RCOK Volunteer Advisor
Complete a project to support mental health	Director of Youth Services		X	X	X	Partner with CMHA, Others
Continue with Adventures in Citizenship	Director of Youth Services, Adventures in Citizenship Sub-Committee	X	X	X	X	Recruit from NKEC and CKHS
Continue with Adventures in Understanding	Director of Youth Services, Adventures in Understanding Sub-Committee	X	X	X	X	Recruit from NKEC and CKHS
Continue with Scholarships program	Director of Youth Services, Scholarships Sub-Committee	X	X	X	X	Recruit from NKEC and CKHS

Establish a Rotary Volunteer of the Year Award NKEC and CKEC	Director of Youth Services, Interact Sub-Committee		X	X	X	In association with Interact club
Continue with Breakfast Program NKEC	Director of Youth Services, Breakfast Program Sub-Committee	X	X	X	X	

To provide more opportunities for vulnerable persons in the community.

Goal	Who Board/Director/ Committee	Year One	Year Two	Year Three	Year Four	Comments
Complete a significant community project to improve opportunities for vulnerable persons	Director of Community Services Persons with Disabilities Committee	X	X	X	X	Use information from Community Health Board, Other Clubs

To engage members in community service projects and to increase awareness of rotary in the community as a key community service organization.

Goal	Who Board/Director/ Committee	Year One	Year Two	Year Three	Year Four	Comments
To participate in a minimum of 3 local community projects yearly.	Director of Community Services	X	X	X	X	
To organize and implement a local community project	Board of Directors, Director of Community Services, Community Service Committee	X	X	X	X	

To focus on membership engagement, retention and attraction with the goal of being a more inclusive club that mirrors our community in age, diversity, gender and service priorities.

Goal	Who Board/Director/ Committee	Year One	Year Two	Year Three	Year Four	Comments
Strengthen the Membership Committee and its Processes	Board of Directors, Director of Membership, Membership Committee	X	X			Improve recruitment, mentoring and retention processes
Improve the diversity of Club membership significantly	Director of Membership, Membership Committee		X	X	X	
Develop more New Member Activities, Projects	Director of Membership, Membership Committee	X	X	X	X	
Introduce alternative membership options	Director of Membership, Membership Committee		X	X	X	e. g. new categories: family associate, youth, institutional

To engage Members in international service projects, in collaboration with other organizations, other Clubs, the District and Rotary International.

Goal	Who Board/Director/ Committee	Year One	Year Two	Year Three	Year Four	Comments
Complete a significant international project	Director of International Service, International Service Committee	X	X	X	X	Short term - partner with local groups, long term - develop Global Grant projects
Develop an annual “hands on” international project	Director of International Service, International Service Committee	X	X	X	X	Involve more Club Members, partner with Interactors, local groups (e.g. Kikima Grannies) on local fund-raiser

4. *Monitoring the Plan*

At the club Business Meeting in January, each committee to provide status updates of Specific Areas of Focus for the current Rotary year. In June, committees to provide written year end reports on Specific Areas of Focus and outcomes. In July, the new board, and committees to review the previous year, consider adjustments and begin implementation of the Strategic Plan for that Rotary Year.

4 Year Strategic Plan: Monitor & Timeline Plan				
	July 2021 - June 2022	July 2022 - June 2023	July 2023 - June 2024	July 2024 - June 2025
Board & Committees review previous Year & begin Implementation of Strategic Plan for that Rotary Year	Month of July 2021	Month of July 2022	Month of July 2023	Month of July 2024
Committees provide update of Specific Areas of Focus at Business Meeting for the current Rotary year	Month of January 2022	Month of January 2023	Month of January 2024	Month of January 2025
Committees present written end of year report on Specific Areas of Focus and Outcomes to the board	Month of June 2022	Month of June 2023	Month of June 2024	Month of June 2025
Committee formed (Current President, Incoming President and 3 other members) to prepare next Strategic Plan			Month of September 2024 committee starts the next Strategic Plan process	Month of March 2025 the Strategic Plan is presented to board