

Westshore Sunrise Rotary - January 15, 2017 Facilitated by



Doug

Attended: Lew, Hugh, Jim, Doris, Jeremy, Hugh, Heather, Allan, Mike, Lorne, Maureen, Russ, Alex
Regrets: Bonnie

Leadership Directions - Strategic Plan Process

Methodology - 5 Year Plan, Operationalize, Time and Money Required, Historical Perspective

Vision -----> Objectives -----Values Gap -

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Present Position

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Operational Plan

Brainstorm Vision:

- More Members need to be recruited
- Community Service (local, international)
- International Service
- Great Potential
- Youth involvement
- Viable and sustainable club that truly reflects our community needs, directions, demographics
- Diversification
- Focus internally to build our club image (what is our product)
- Fun, Fellowship
- Passion

SWOT Present Position

Strengths:

- Fellowship, versatile, different points of view, visible
- Longevity of knowledge and experience in membership
- Deep understanding of community needs
- Record of international project
- Welcomingly, strong set of group skills and potential capacity,
- Good bookkeeping system, large giving capacity
- One team, well respected
- Club has Foundation that has charitable status

Weaknesses:

- Numbers are small
- Early morning meeting times may be a deterrent

- Recruitment practice, average age of club, limited connection to other age groups in community, meeting costs, fundraising, meetings (no committee structures), retention, elevator speech, versatility, common vision missing

Opportunities:

- Build a 3-5 Year Vision in advance of President Elect
- Growing population in the Westshore provides a great potential for recruitment
- Strong Chamber of Commerce in the Westshore
- Rotary Club is a member of Chamber
- To do social good
- Target vulnerable groups
- Foundation that is a Charitable Organization and that provide tax receipts
- Avenues of Service
- Social Networking
- To change our own mindset about who we are
- Potential Sector is untapped
 - Teaching Profession, RCMP, Volunteer Firefighters, Financial, political leaders, media
- Media Relations - need to develop press release
- Celebrate Successes

Threats:

- Grow or Perish
- Meeting room / meals
- Age of club
- Competition of other Service Clubs
- Entitled Generations
- Size of Club
 - Public Speakers because small size
 - Competing attendance schedules

Review of Session and SWOT:

Summary into a PowerPoint Presentation

2 more sessions to schedule with Doug

See 5 Objectives on our Website