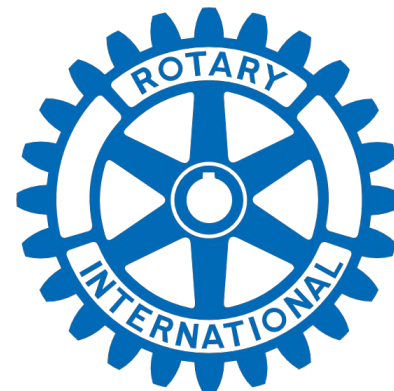


# RCOV Strategic Plan Review (Sept 7 / 21)

District 5040

Club no.61

# Strategic Plan

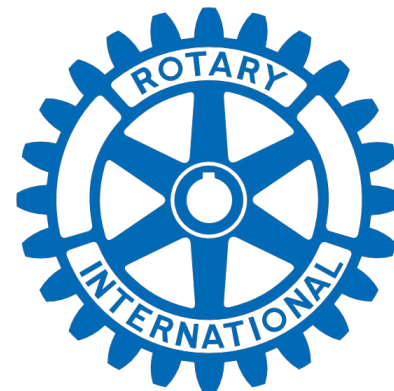


## Why Share?

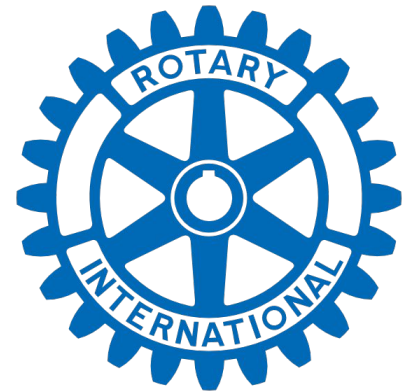
It's important to have everyone connected to the Plan

That way we can help each other achieve their goals

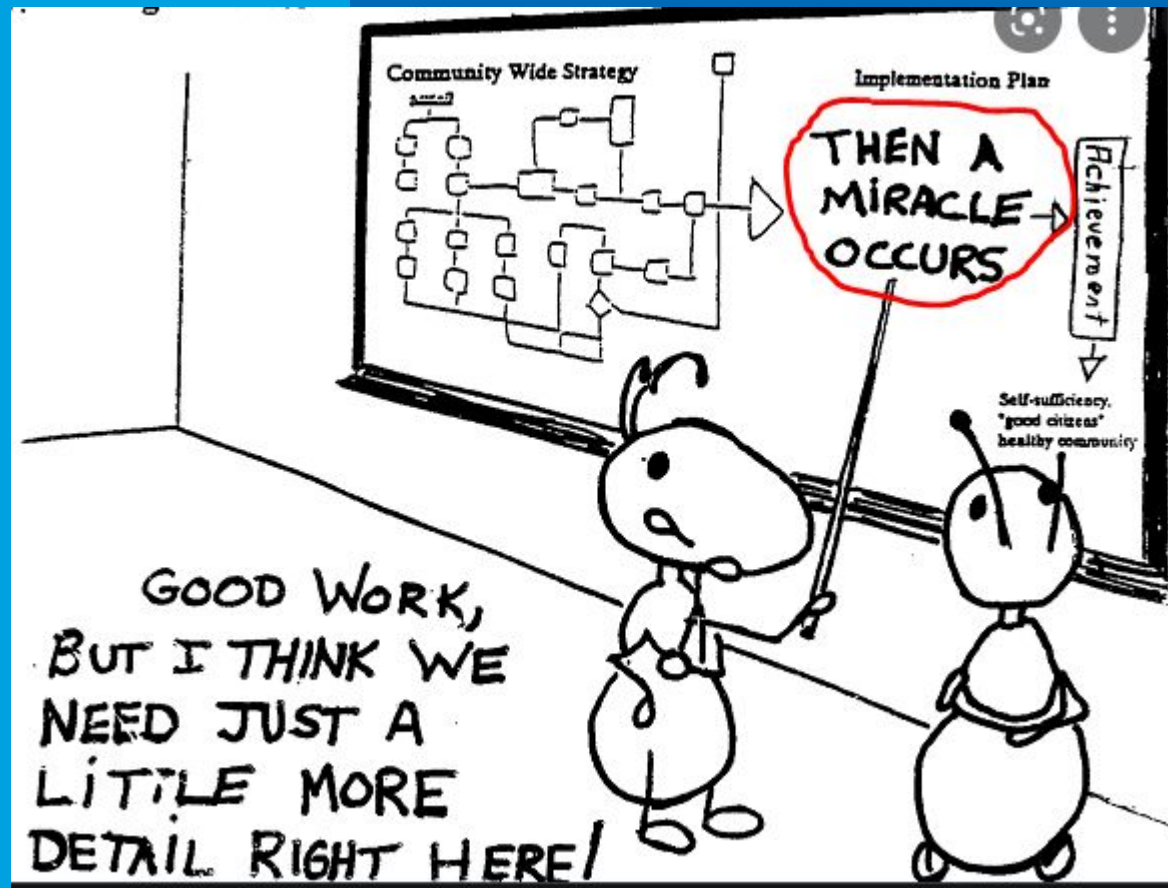
# Strategic Plan Boring? .... Maybe



# Strategic Plan Guesses? ... No



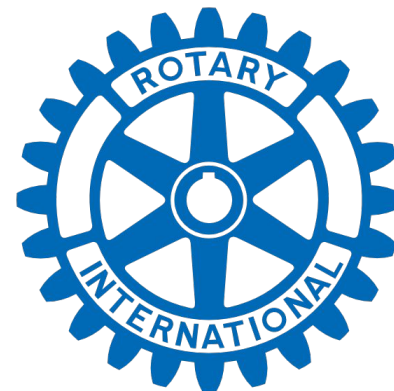
# Strategic Plan Details? ..... Yes



# Strategic Plan Start with a Mission



# Mission Vision & Values



## Mission

To share our collective energy, expertise and resources with others so that we can bring about positive impact in the world.

(Our purpose – why we exist...)

# Mission Vision & Values



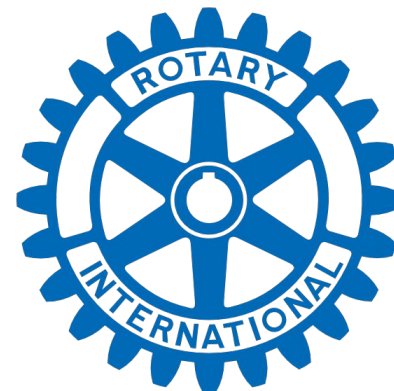
## Vision

(A desired future state we are striving towards – meaningful, compelling, bold...)

We are a club of Vancouver Community Leaders committed to thinking and acting, both locally and globally, amongst Rotarian friends to play a relevant role in the modern world.



# Mission Vision & Values

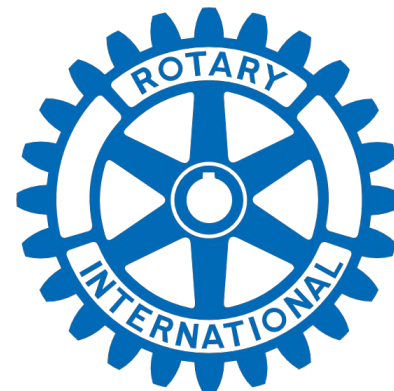


## Values

(Guides our behaviours,  
decisions and actions –  
how we show up...)

- Service
- Leadership
- Integrity
- Diversity
- Inclusivity
- Friendship
- Goodwill
- Fun

# Background



**2021/22 Development**

June 10 2021, Committee

**Facilitators**

Bala Naidoo, with Marni Fraser and John Bathurst

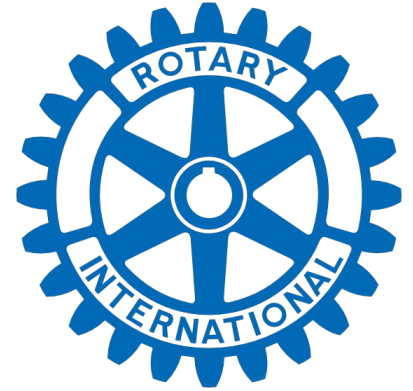
**Dates**

April 14, 21, 28, May 12, 26, June 9,

**Committee**

Gerry G, Gabby D, Wayne F, Nadja G, Franz G, Miya O, Niusha M, Juno P, Juliet W, Neeraj K, Alvin Z, Guan M, Mindy T, Min K, + More

# Strategic Targets

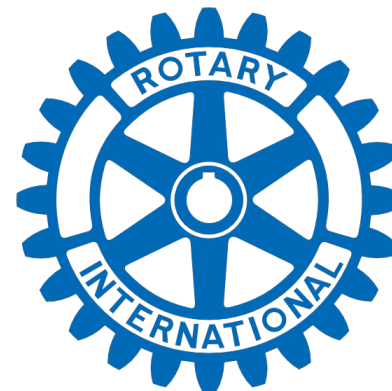


## Goal

- My Rotary (enrolled)
- Membership
- Membership Sponsors
- Conference Attendance
- Rotary Fellowship
- District Training

Currently	Targeting
60	65
109 (+12 hon)	125 (+12 hon)
3	12
0	30
5	10
0	10

# Strategic Targets



## Goal

- Inbound Youth Exchange
- Outbound Youth Exchange
- Social Activities
- Use Rotary Promo mat'ls
- Service Participation
- Leadership Development
- Service Projects

Currently	Targeting
0	1
0	1
1	4
0	1
TBD	70
TBD	20
TBD	13

# Club Membership

## (Franz Gehriger)



Strategic Objective: Increase our membership to 150 active members in three years. Engage our members to promote our club activities, objects, history, and vision. Attract new members from our diverse city with business and community leaders.

# Club Membership



Assess hybrid club meeting model

Re-assess mentoring program structure - Create onboarding program / checklist

Improve communication to membership, utilize website as a comm tool

Invite DEI Chair – Ardath Paxton-Mann – to speak to training; identify champion o

Invite Bill Hellyer to present on Rotary Learning Centre

Continue new member presentations at club meetings (eg. interview format)

Invite Tom Gump to speak re: growing RI through cause based clubs

Continue quarterly club socials

# Service Projects

(Rene Georges Abi-Rached)



## Service Projects

Strategic Objective: To help the poor and underprivileged, disadvantaged and disabled children, battered and sexually abused women, minorities and new Canadians through financial and hands-on assistance in the Greater Vancouver area with the emphasis on projects that assist people in improving their lives rather than simply dispensing assistance.

# Service Projects



Investigate potential strategic partnerships to support projects and club activity – create task force

Develop literacy project eg. DECODA partnership

Continue community support projects for women and children

Identify projects to support seniors' homes eg. garden projects

Continue to support youth aging out of foster care eg. Aunt Leah's

Identify opportunities to support mentally challenged community members

Establish repelling team for Easter Seals (PR opportunity)



# International Service

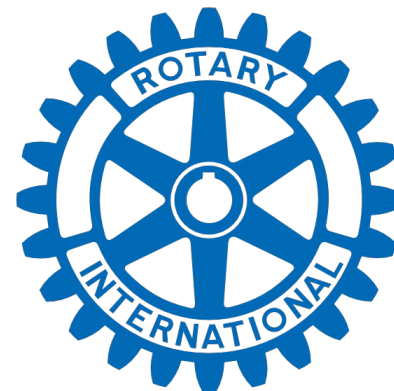
(Ian Storrs, Michael W, +TBD)



Strategic Objective: The International Service Committee seeks to improve the lives of those living in poverty, with a particular focus on underprivileged women and children. Our main areas of focus are water and sanitation projects, women's training projects and sending containers of medical supplies/equipment through Rotary World Help.

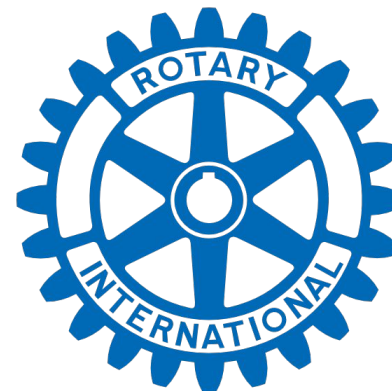
# Young Leaders

(Kendall Jessiman, Gabby Dickert)



Strategic Objective: Provide leadership, personal development through Rotary supported programs, financial support to at risk youth to further their education and betterment. Promote youth literacy and support youth programs with annual funding.

# Young Leaders



Re-energize vocational / professional mentorship program for young leaders

Support UBC and Young Professionals Rotaract club with active liaisons

Support Interact club of Sir Winston Churchill school

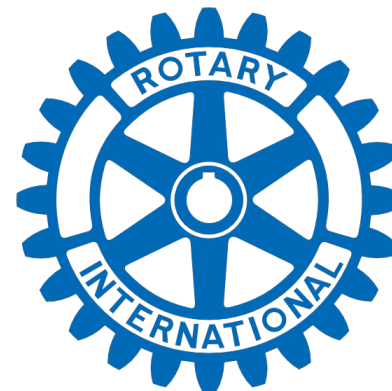
Review ability to support an additional Interact club

Be an active supporter of Rotary Youth Exchange, identify outbound student and organize host families

Financial support and involvement with scholarships for youth at risk

Stay in School at Gladstone

# Young Leaders



Hoop a thon with Sunrise club

Identify and fund students to participate in Rotary Youth Leadership Awards

Identify and Fund student to participate in Adventures in Citizenship

Continue support of Norquay School emergency food and literacy

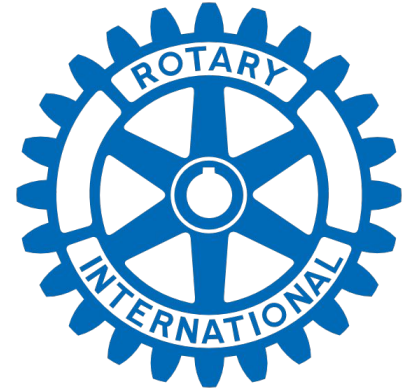
# Public Image

(TBD)



Strategic Objective: Enhance the current website to tell the story of the Rotary Club of Vancouver; what it has done, programs that are in place, and future plans for service to the community. Serve as a central resource for the current membership.

# Public Image



Strengthen PR committee with additional members with technical expertise (website, social media, marketing, PR)

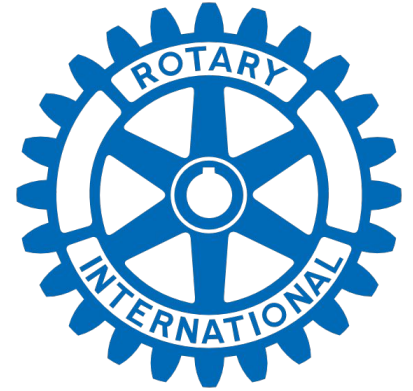
Strengthen social media presence to promote image in the community

Assess PR strategy and develop tools to support / implement

Redevelop Website

# Club Operations

(Kendall Jessiman)



Strategic Objective: Establish support infrastructure to attract younger working professionals to take on leadership roles and support them to be successful. Financial growth; pure strength – 150 member; continue to diversify; strong level of committee participation; development of new members; strengthen mentorship program;

# Club Operations



Review by-laws to ensure board reflects diversity of membership with accurate representation – re-assess number of directors

Establish terms / length of service for chair / board positions

Re-establish ‘blue pages’ club overview – post on website

Consider anthem / invocation – engage with club on topic

Communicate and clarify financial options to the club re: lunch cost

Meeting strategy and transition to be reported

Develop internal PR / communication strategy



# Club Operations



Create finance committee

Review administration committee – per manual w/ admin

Develop tech support for effective hybrid meetings

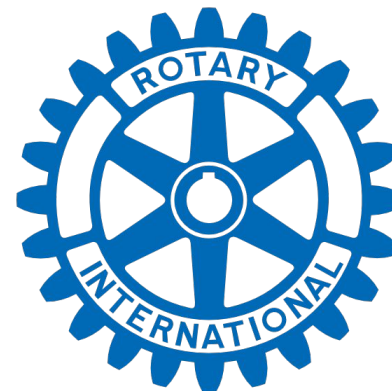
Update Operations Manual

Create SoP for admin

Re-establish committee to lead and engage club members for speaker roster

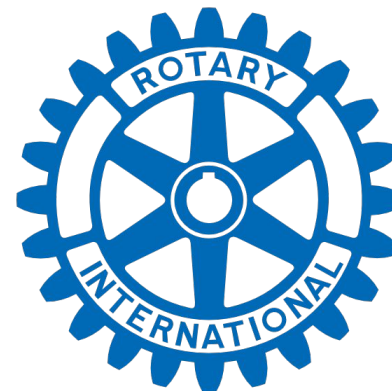
Review by-laws & object of RCOV foundation

# Bike-A-Thon



Strategic Objective: Continue to raise funds in support of the Deaf and Hard of Hearing in BC. Funds to be used for research, facilities, equipment, clinical services, education, and training.

# Bike-A-Thon



Continue Bike-a-Thon event, chose new lead

Maintain a focus on specifics of the ride that attract participants including road support, rest and refreshment stops, scenic route, post-ride relaxation, celebration banquet

Consider alternate routes in light of the fact that increased traffic on Hwy 7 has made some stretches of the ride dangerous

Increase the number of participants to 200

# Rotary St. Paul's Hearing & Balance Centre



(Jack Z)

Strategic Objective: Raise \$6-million to be matched by St. Paul's Foundation's \$6-million for the new Rotary St. Paul's Hearing and Balance Centre at the new St. Paul's Hospital.

# Rotary St. Paul's Hearing & Balance Centre



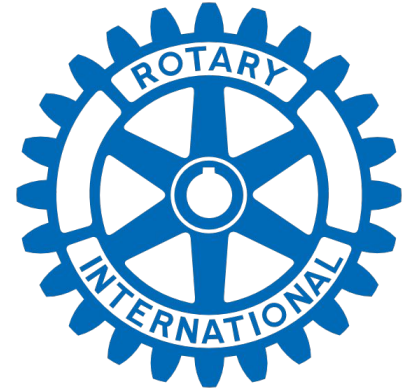
Develop list of potential donors who would have the capacity to donate \$10k or more to this project.

**Obtain support of BC Rotary Clubs in developing the donor list.**

Develop the presentation to be made to potential donors with the support of St. Paul's Foundation.

# Peace

(Gerry G)



Hold a Positive Peace workshop

Continue to support and select Peace Fellows

Work with Gloria to develop event to promote peace

Collaborate with Int'l Committee to share positive peace approach

Support RCOV rep to attend Peace Symposium at Int'l Conference