

ROTARY VISION STATEMENT:

“Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.”

OUR VALUES IN ACTION

- Through **fellowship**, we build lifelong relationships that promote greater global understanding.
- With **integrity**, we honor our commitments and uphold ethical standards.
- Our **diversity** enables us to connect different perspectives and approach problems from many angles.
- We apply our vocational **expertise, service, and leadership** to tackle some of the world’s greatest challenges.

Rotary is dedicated to six areas of focus to build international relationships, improve lives, and create a better world to support our peace efforts and end polio forever.

Rotary International Strategic Goal 1: Support and strengthen clubs				
Presque Isle Rotary Club Strategic Goal 1: Support and strengthen our club				
OBJECTIVE	PROPOSED ACTIVITY	RESPONSIBILITY	TARGET DATE	STATUS
Foster club innovation and flexibility	Review and propose changes to club bylaws regarding club leadership and presidential ascension	Club President and Board of Directors	Board First Reading: 09/18 Board Draft Approval: 10/18 Club Ratification 10/18	
	Engage club membership in coordinating weekly meeting programs and exploring alternative meeting formats	Program Committee Chair and Members along with Club President	Ongoing with schedules released in 06/18 for 07/18-12/18 and in 12/18 for 01/19-06/19	

Encourage club members to participate in a variety of service activities	Continue community literacy activities like Thesaurus giveaway and SAD 1 literacy efforts	Literacy Committee	Fall 2018 and ongoing	
	Schedule service activity-oriented weekly meetings at least once quarterly	Service Committee/ Program Committee/ Club President	Set in July 2018 and January 2019 as part of six month program calendar	
	Engage more Rotarians in planning and volunteering in 71 st Annual Rotary Auction	Rotary Auction Co-Chairs	July through December 2018	
Promote membership diversity	Encourage Rotarians to invite/engage other Rotarians in non-Rotary endorsed activities	All Rotarians	Ongoing	
Improve member recruitment and retention	Introduce “No Rotarian Left Behind” Initiative, monthly roll call of those not regularly attending and ask for Rotarian to Reach out	Membership Committee and Club President	Monthly Board Meeting discussion and report out by Membership Committee Representative at Noontime meeting	
Develop leaders	Expand Board Meeting attendance to include committee chairs as ex-officio members with report-in expectation	Club President/ Committee Chairs or Representative	Monthly, beginning with July 2018 Board Meeting	
	Establish new Rotary Charitable Request Review Board Committee to meet regularly and make formal recommendations to Board	Club President Committee Co-Chaired by: Assistant Treasurer Assistant Secretary	Monthly, beginning with July 2018 Board Meeting	
Start new clubs	Better support efforts and facilitate better communication between Monday noon and Thursday morning meeting	Club Leadership, Thursday morning meeting attendees, Program Committee	July 2018 and ongoing	

	attendees – in part through new shared meeting program coordination effort			
	Have report briefing prepared of Thursday morning meeting to be shared verbally at Monday noontime meeting after Club President update and included in Monday meeting summary prepared and sent by Club Secretary	Thursday morning meeting attendees, Club President, Club Secretary	July 2018 and ongoing	
Encourage strategic planning at club and district levels	Regularly check-in on findings leading up to new strategic plan, update on proposed activities noted, and discussion of any adjustments	Club Leadership and Board of Directors	Ongoing with regular check-ins at Board meetings – reviewing one Strategic Goal area monthly in rotation	

Rotary International Strategic Goal 2: Focus and increase humanitarian service				
Presque Isle Rotary Club Strategic Goal 2: Focus and increase community and humanitarian service				
OBJECTIVE	PROPOSED ACTIVITY	RESPONSIBILITY	TARGET DATE	STATUS
Eradicate polio	Host annual Purple Pinky Day activity in area schools, organizations and businesses	Foundation and Public Relations Committees	October 24, 2018 – World Polio Day	
Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus	Advance efforts to engage in Community Youth-Based initiatives with key partners	Thursday morning meeting regular attendees and Youth Committee	Proposed Action Plan for consideration brought to Board of Directors by September 2018 Meeting	
	Plan official opening of new Community Playground at	Joint Club Community Playground Committee and	July or August – depending on Playground Installation	

	Riverside Park and engage Rotarians in service event relating to Playground	Youth Committee with City of Presque Isle	completion	
Increase collaboration and connection with other organizations	Sustain partnership with Presque Isle Kiwanis Club to jointly support common Community Project	Club Leadership and Auction Leadership	July 2018 through January 2019 (and beyond)	
	Partner with Presque Isle Kiwanis Club on new joint event that supports common Community Project	Subcommittee of Auction Team	Fall 2018	
	Outreach to other County Rotary Clubs about hosting joint County Rotary function	Club Leadership, Fellowship Committee and Area Presidents	Host event by end of June 2019	
Create significant projects both locally and internationally	Host new format Rotary Auction and support 2018 and 2019 Community Projects	Auction Leadership and Club Leadership	December 2018 and ongoing	
	Continue to support Project GIIIVE at local, regional and district level	Project GIIIVE core leadership team	Ongoing	

Rotary International Strategic Goal 3: **Enhance public image and awareness**

Presque Isle Rotary Club Strategic Goal 3:

OBJECTIVE	PROPOSED ACTIVITY	RESPONSIBILITY	TARGET DATE	STATUS
Unify image and brand awareness	Public Relations Committee to develop a 2018-2019 Communication Plan	Public Relations Committee	To be presented at August 2018 Board Meeting	
Publicize action-oriented service	Invite representatives from funded non-profits to attend first meeting of each month to be awarded donation and take group photo to submit to media	Assistant Club Secretary to extend invite. Public Relations Committee to assign member to take photo and issue information to media	Monthly, beginning in August 2018	
Promote core values	<ul style="list-style-type: none"> -Fellowship: Better communicate Rotary Fellowship activity internally and through Social Media -Leadership: Featuring Rotarians in Leading action and change through their projects – connecting back to their Rotary affiliation -Integrity: Follow-through media/communication on Rotary-led and involved projects -Diversity: Placing newer Rotarians in active and visible service early in club tenure -Service: Continued and greater public communication of existing service activity 	Public Relations Committee, Club Leadership, other project leads	Ongoing	

Emphasize vocational service	Collective efforts of members to help tell the story of the 2018-2019 Community Project – Children’s Advocacy Center through raising awareness and lending other member talents and skills to project	Entire Membership	Throughout year, with special focus leading into the auction	
Encourage clubs to promote their networking opportunities and signature activities	See 2018-2019 Communication Plan	Entire Membership	Throughout year	