

Rotary Club of St John's Northwest Strategic Plan

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Table of Contents

The purpose of this document

Methodology

Strategic Assumptions and Priorities

- What Makes us Unique?
- Membership
- Governance
- Meetings
- Club Assemblies
- Club Socials
- District
- The Rotary Foundation
- Fundraising
- Public Relations
- Long-Term Projects
- Spending Our Money
- New Initiatives

Appendix I: List of Questions from Satisfaction Survey

Appendix II: Summary of Responses to Satisfaction Survey

The Purpose of this document

This document is intended to express the priorities for the club between 2008 and 2011. This will assist continuity and give direction for programs and projects that last more than one year. This strategy should not be thought of as fixed. It represents the most sensible plan based on a set of assumptions made in October, 2008. Circumstance may change that would lead the club to depart from the priorities identified here. This document is designed to act as a reference for resource allocation and decision-making. It is meant to ensure that a consistent set of priorities are communicated and understood throughout the membership of the club.

Methodology

Rotary International encourages each club to have formalized, long-term plans. As the Rotary Club of St. John's Northwest does not have a long-term plan, Wendy Scammell, 2008-2009 President, specified a strategic plan as one of her goals for 2008-2009.

From July to October 2008, the members of the club were called by Wendy Scammell, President, Gail Gosse, Immediate Past President, and Jim Kirby, Past President and Chair of the Membership Committee. Five questions were asked to solicit the level of satisfaction of the members and their views in relation to the future direction of the club and most appropriate priorities over the next three years. See Appendix I. The responses were summarized (see Appendix II) and used as a basis for a planning workshop.

On October 21st 2008 a planning workshop was held and all club members were invited and encouraged to attend. The workshop was facilitated by Alex Twells, President of Twells Consulting and President of the Rotary Club of St. John's East. This document is the output of that workshop.

The members who attended the planning workshop were:

Wendy Scammell	Jeff Pardy
Andrea Stack	Carman Carroll
Tom McCaughey	Steve Morrissey
John Andrews	Doug Bryson
Lorne Pike	Cy Elliott
Joanne Noel	Jim Kirby
Tim Kavanagh	George Peet
Sandi Patterson	Jane Simmons
Ed Kennedy	Judy McCann-Beranger
John Harnett	Heddy Peddle

Strategic Assumptions and Priorities

What makes us unique?

Our members are achievers, social and friendly, respectful of each other.

Our club is informal.

We have a great critical mass. We can take on any project.

We have a great gender mix. Our members come from diverse backgrounds.

We are doers. We are engaged.

We cover all of the avenues of service.

Membership

The size of our club is not as important as the engagement of our members. We should not specify a particular number as the optimal number of members.

As much energy should be spent on membership retention as is spent on membership recruitment. We want to make each member's experience as a Rotarian in our club a quality experience.

Our screening process for new members is very good and should be maintained.

There are a number of gaps in our classifications. However, this was not deemed to be a priority. Rather, we will assess and address this issue informally.

Recognition of members' efforts is very important. Regular thank-you's to club members for their work should be a priority.

Governance

The Board is operating well and there is a good governance model which should be maintained.

There was some discussion that it could be beneficial to have more lead time for the recruiting of the key executive positions of Secretary and Treasurer, similar to the way we recruit for Club President.

Meetings

Recruiting quality speakers is a priority for our club. The current (new this year) model is that the Program Committee recruits noteworthy speakers, schedules them to speak throughout the year, and advises the appropriate Team Captains. Teams organize speakers for the remaining dates. This model should be assessed at the end of 2008-2009.

The atmosphere, venue and price of meals for our meetings is very good and should be maintained as is.

Club Assemblies

The current format for Club Assemblies is working and should be maintained.

Club Socials

Members want more and varied fellowship events geared to the different demographics of our club. If we don't make being a member of our club fun, then we will have trouble attracting new members and keeping our current ones. The Club Services Director and/or the Chair of a Fellowship Committee will take responsibility for organizing events for the next 3 years.

District

We should encourage a higher level of participation by our members in district-level events such as the District Conference and the Leadership Conference.

We should continue to subsidize the cost of participation in District activities.

The Rotary Foundation

We need to focus on regular education about The Rotary Foundation (TRF) programs (Youth Exchange, GSE, etc). A better understanding of TRF programs will encourage our members to increase their financial support of the Foundation. The Foundation Director and/or the Foundation Committee should take the lead role in ensuring this priority is met.

Public Relations

Public Relations is a priority for the club and will be for the next three years. The person in the role of Director of Public Relations (or Chair of the Public Relation Committee) is key to ensuring that public relations is dealt with competently.

Our website (www.northwestrotary.org) is seen as an important tool for raising our club's public profile and that of Rotary in general. Our priority for the next three years is to ensure that the information on the website is kept fresh and up-to-date.

The Public Relations Director is also responsible for ensuring that the media is informed about important speakers and events in which the club is involved. This should be done by means of public service announcements, media releases and personal contact.

Fundraising

The Fundraising Director (and/or the Fundraising Committee) have the responsibility to seek out potential replacement projects for the Trip of the Month Club and/or the Auction in the event that either project begins to waiver.

Two major fundraising projects annually is enough and sufficient to meet club goals. Adding another fundraising project may be counterproductive and should be avoided as long as our current levels of fundraising are being maintained.

Trip of the Month Club

This project is not only hugely successful, but it is unique in our market and should be maintained for at least the next three years. If revenues from the Trip of the Month Club begin to fall off, then we should look at refreshing it as opposed to abandoning it.

Auction

The success of this project depends not only on the key fundraisers in the club but on logistics people as well.

Our auction has the following issues:

- the model changes every year
- there is undue effort on approximately 12 people (with help from other members on the night of the event)
- success may be dependent on partnering with other groups who have equal or greater outreach and respect in the community
- difficult to sustain current revenues

The Auction Committee should assess the risks and opportunities each year and advise the board on a course of action.

Because of the success of our auction, it should continue and be a core part of our revenues for at least the next 3 years.

Partnership with another organization is an option, not a requirement.

Long-Term Projects

Our successful long-term vocational and community service projects (listed below) should be maintained:

Rotary Food Drive
Rotary Music Festival

Spending our Money

Of the money allocated to service projects, we should spend approximately:

20% of our budget on International projects (includes TRF projects (Youth Exchange, GSE, Friendship Exchange, TRF contributions)

80% of our budget on local projects (includes community and vocational projects)

Of the 80% for local projects:

40% will be allocated to major (signature) projects

60% will be allocated to community requests and community and vocational service projects (includes Music Festival, MUN Scholarship, Adventure in Citizenship, Vocational Service Award, Food Drive)

Any unused allocations should be put back in the “general pot” and reallocated by the board.

New Initiatives

We should try to do any new events in the Fall or Winter as the Spring is already very busy for our club.

Our potential new initiatives are:

- establishing a Rotaract at MUN or CONA (in collaboration with other area Rotary Clubs)
- Adopt a School program (created by the Rotary Club of St. John's East)

APPENDIX I – Survey Questions

1. What do you like best about being a member of our club?
2. What can we do better?
3. How would you like to become more engaged?
4. What are your priorities for the club?
5. Do you have anything else to add?