

San Juan Rotary Club

April 18, 2023

Strategic Plan Presentation

Approved by BOD 4/10/23
Approved by Members 4/18/23



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ROTARY**

Rotary Vision

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



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ROTARY**



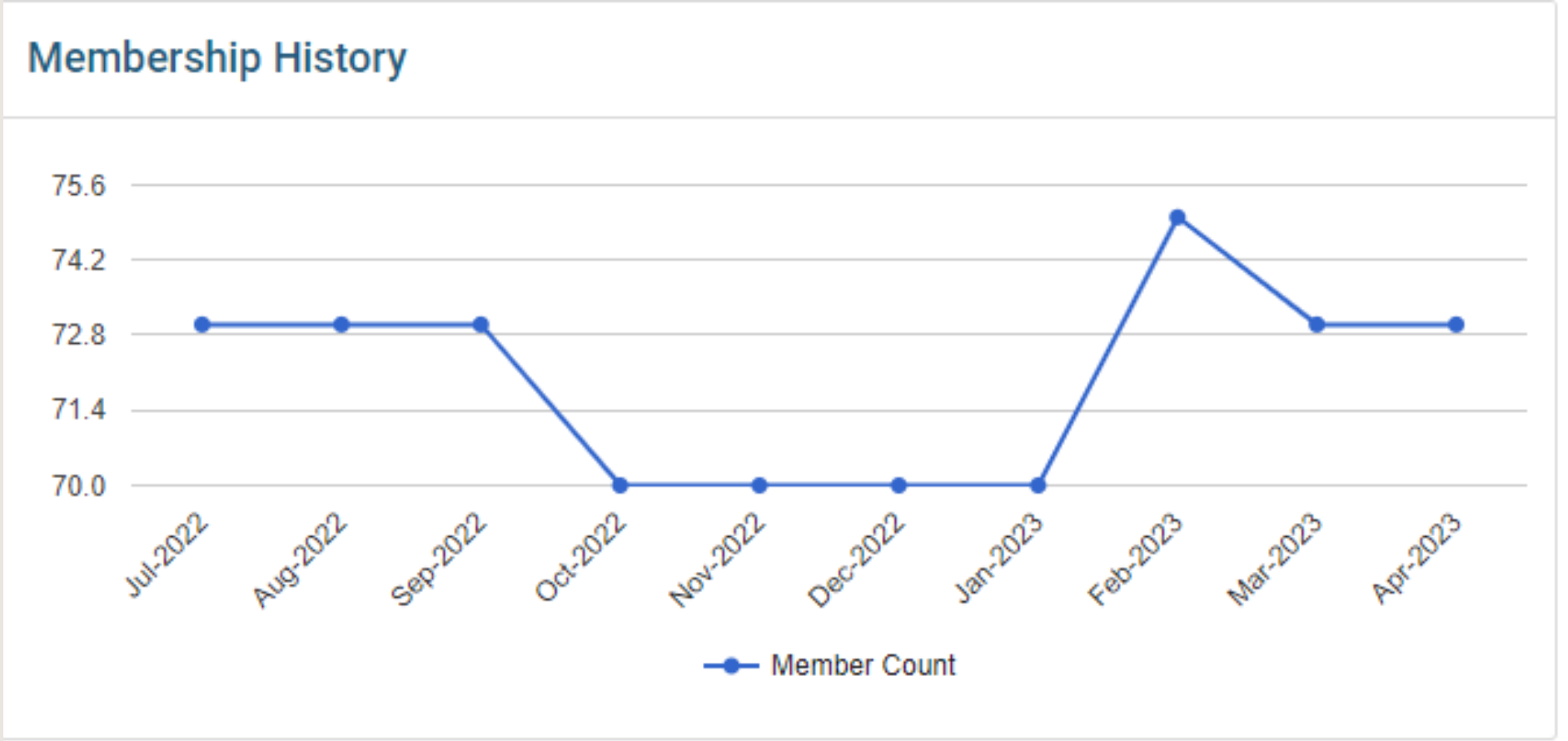
WE ARE PEOPLE OF ACTION

Why do we need a Strategic Plan?

Let me show
you some
numbers!



Some numbers



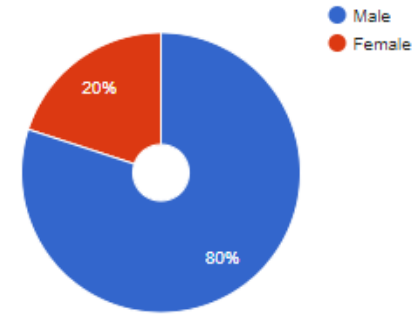
Some numbers

Attendance

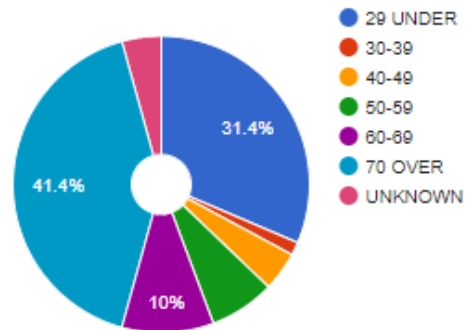
Average attendance for reporting period: 30.68%

year	No. Meetings	Actual	Reported
2022-23	30 meetings	30.68%	30.68%

Gender Distribution

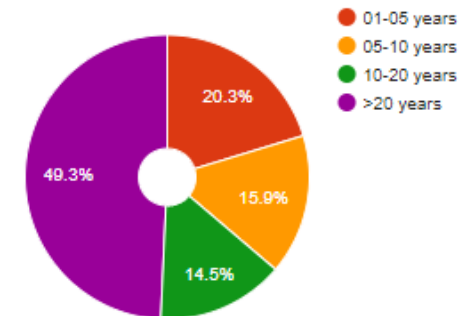


Age Distribution

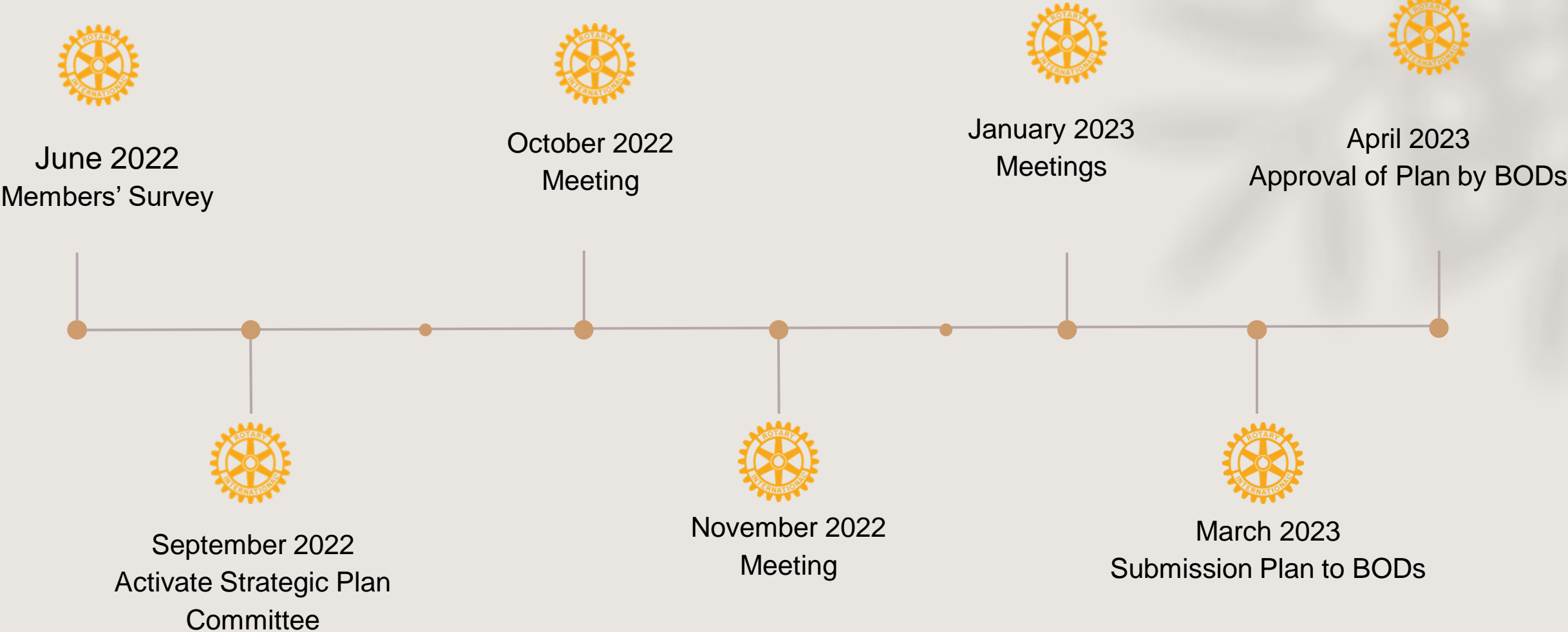


Year Of Service Distribution

Based on date joined Rotary.



Strategic plan roadmap



The process

- Members' survey
- Strategic plan committee
- SWOT - Where we are now?
- Where do we want to be?
- Vision
- How do we achieve our vision
- Key strategies



SWOT

Strengths

- English speaking
- Great meetings
- Group of committed members
- Serve people in need
- Networking Opportunity
- Professional members
- Connection with the culture
- Fellowship

Weakness

- Economic issue: problem with income vs expenses
- Lack of members
- Aged population
- Difficulty to identify new members
- Few full-time employed, less networking opportunities
- Perception of being a club for Americans
- Singing only America the Beautiful
- Lack of Social Activities
- Time of meetings
- Lack of service opportunities
- Lack of desire to do service
- Lack of members participation
- Lack of transparency

SWOT

Opportunities

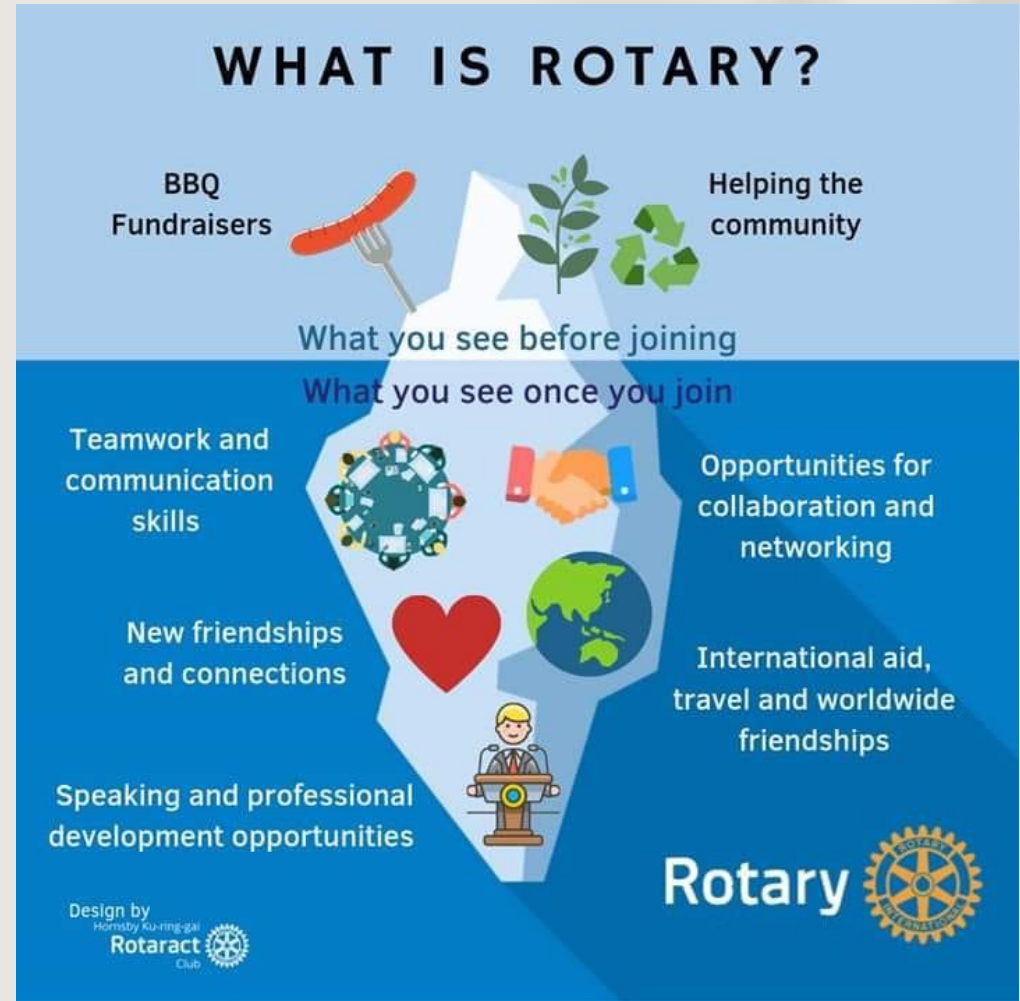
- English speaking residents
 - a) Act 20/22
 - b) New commerce
- Puerto Rican Corporations

Challenges

- Economic Decline
- Population Decline

What we want to be three years from now

- Vibrant
- Recognized
- Relevant
- Fun
- Community involvement

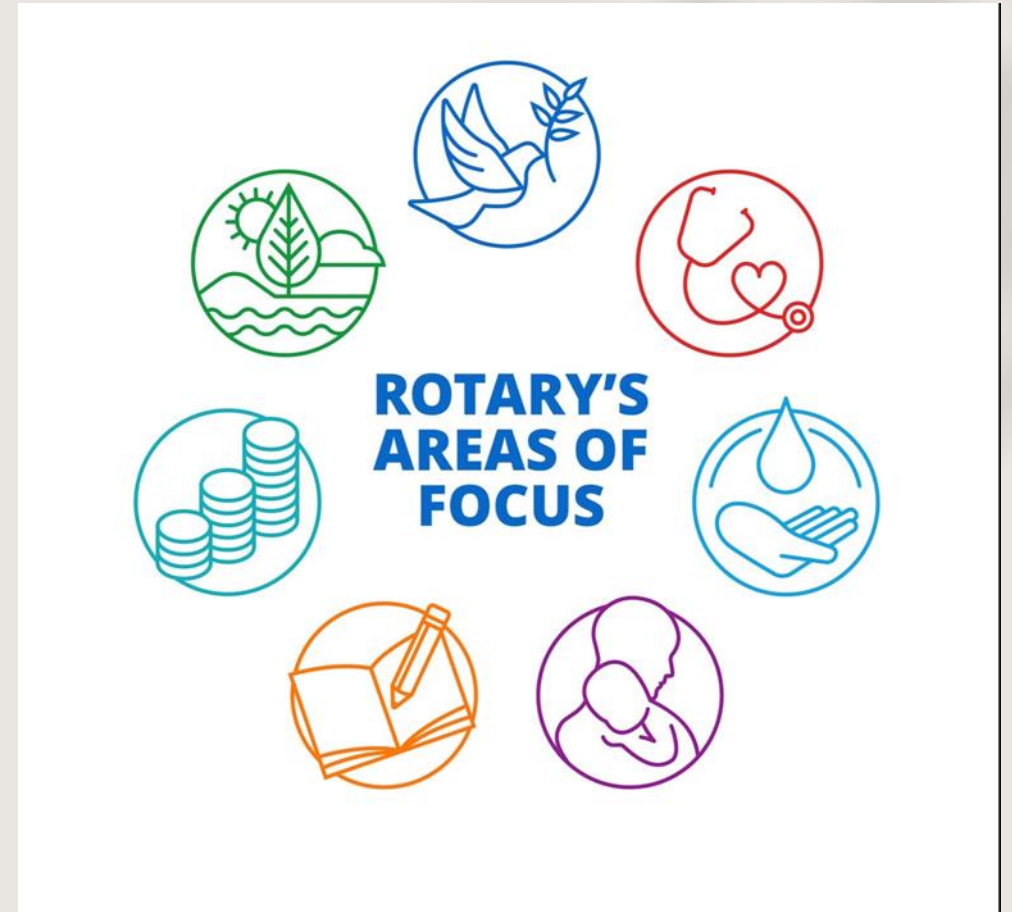


Our Vision

The San Juan Rotary Club is a vibrant place where the English-speaking and bilingual community of San Juan creates positive change in Puerto Rico and the world.

Service Objectives

- Promoting peace
- Fighting disease
- Providing clean water, sanitation, and hygiene
- Saving mothers and children
- Supporting education
- Growing local economies
- Protecting the environment



How do we get there?



- Partnering with service organizations on projects specific to the impact areas;
- Offering business leaders an opportunity to network and build meaningful friendships with other service-minded individuals; and
- Creating an environment that's high-energy, optimistic, and fun.

Key Strategy 1

Strategic priority 1: Membership

Annual Goals	Tasks/Activities	Timeline	Resources Needed	Member Assigned
Increase membership at least 20% net	Host high energy, fun, engaging social events. Invite guests and influential people	Once a month	None	President/ Adm Committee Chair
	Prepare a talking point cheat sheet to invite guests strategically	May 2023	None	Joel Gerry
	Educate members on our club's and Rotary's impact and initiatives	Once a quarter starting May 2023	None	President/ Strategic Committee

Key Strategy 2

Strategic priority 2: Service

Annual Goals	Tasks/Activities	Timeline	Resources Needed	Member Assigned
Organize/collaborate on at least 4 service activities per year	Select 4 organizations for in-person service projects	June 2023		President BOD approval
	Organize in-person service projects	Once a quarter	Depending on the project	President Service Committee Chair

Follow up

- The strategic committee should meet at least once a quarter to review and evaluate progress and propose possible changes.
- After that meeting, an update must be given to the BOD and club members.
- Activities of the club must be in accordance with the plan.
- Strategic plan exercise must be repeated during Year 2025-2026



San Juan Rotary Club 2022-23 Strategic Plan Committee

- María de los A. Rivera
- Antonio Colorado
- Delia Colorado
- Angelika Ilina
- Joel Sanders
- Juanita Valentín-Morris
- Gerry Cumpiano
- Adam Nili



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THANK YOU