

Rotary Visioning Process- Presentation notes

More than 30 club members met for 4.5 hours and discussed, with expert facilitation, 11 areas and voted on three priorities in each area. We began with a letter to Rotary International, dated in 2018, that explained why we were the best Rotary club in the world. From there we generated ideas that will allow our club to thrive. Maggie Butler compiled the information on the priorities and you have been provided with a copy of that data.

Today's update is about the ***club's future identity*** and the work we will do based on the visioning process. Following this meeting and your input, we will work with the board to establish the ***structure best suited to accomplish this work***, which will be provided for input. The final step in the process is to ***implement*** the plan. With board approval, the work can begin our next fiscal year, in July 2014.

What will our club look like?

One priority is that our club, which participants voted to grow slightly above its current 300 members (325 to 350 members), should reflect the demographics of our community. In addition, it will be a more active club where each member gives time and talent. How? Our activities will match the diversity of our members; 100% of our members will be ***involved*** in a club committee or service project; and all of our members will give to Rotary in some amount.

Our club's vision is to be collaborative, cooperating with like-minded organizations in the delivery of projects. In our *community* we aspire to have an annual community-wide engagement (for example Polio Plus). Finally, we want to be seen as a resource for the community.

How can we do that operationally?

There was a strong communications element voiced by the group. As our committees become more active, it is very important to have regular communication to our club members at our meetings on committee activities and a current calendar of events accessible to members and other community members. Communication outside the club to enhance our public image is required. It begins with a more robust PR/media committee and includes increased use of social media to community members and additional recognition (like a sign on Melrose that says “Rotary meets here”).

To keep our club vibrant, **membership development** needs to transform into a process, with a buddy system to match new and established members, a retention program to keep members **active** and to develop our future club leadership. To recruit youth to our club, we need to keep our Rotaract and Interact members informed, provide them with leadership training, do fundraising with them and eventually, invite them to become Rotarians in our club.

There was great direction provided on our avenues of service. For youth service, the top priority was to have an outbound exchange student every year and participants believed we should expand that program to allow for a shorter term international youth project. Locally, there was strong support for the development of a shadowing program for high school and college students that focuses on their interests and increases their awareness of Rotary. The group recognized the need to connect our younger and older generations and looked to technology to help (think YouTube).

It was acknowledged that our club is known for its international service, and continuing those strong international projects is critical. To build on that success, we should increase our collaboration with other clubs and districts on international projects. We should also make sure we are represented at international fairs in collaboration with other educational organizations.

For community service, we recognized the critical need to make our local service projects as strong as our international programs. One way to do that is to identify

a community need that has been publicly recognized (think of the United Way community assessment process) and make a significant impact to fix the problem. In addition, we should do a district grant every year. This allows our club to use its fundraising abilities **and** its service commitment. Since we are focusing on projects and committee activities, some operational items, like some club foundations, should be consolidated into the District 6000 Foundation.

To demonstrate our impact, we will track the time and talent invested in all club initiatives, communicate to our members and communities and celebrate our success. As a great way to kick off that celebration, we can have an event that celebrates our club's 100 years of service above self.