THE ROTARY CLUB OF EDINA MORNINGSIDE

Club Visioning

2013

A Club Visioning process was entered into in April 2013 with every club member invited to participate. Creating a Club Vision will give us a strategic path we can follow over the next five years, will help us retain current members, attract new members, and encourage high levels of participation of members in service activities.

2015 Update

We conducted a Rotary Relevance & Visioning Survey in April 2015 to compare visioning results from our 2013 project against feedback from current club members 2 years after the initial survey. All club members were invited to participate. Twenty members responded to the survey. Responses from the original visioning project have been re-ranked according to the top 5 responses for each category. 2013 ranks are listed in ( ) at the end of each ranked item.

The Club Visioning Process

A living management tool that:

- Builds a shared vision
- Provides long-term direction and clarity
- Sets a framework of priorities within which current and future boards can operate
- Creates continuity from year to year
- Optimizes use of our members' energy and resources

2013 Identified Club Goals

Club stands for supporting community needs

Formal membership development program

Target 35-45 year olds for membership

Partner with other clubs on an international project

2015 Update

Club is recognized for service

Target 50% Men / 50% Women for membership
non-profit & civic leaders in addition to business leaders

Continue to develop new members

Create additional social opportunities

Club Stands For

1. Recognized for service (2)
2. Community connection & Support for community needs (1)
3. Fun (5)
4. Desired place for fellowship (3)
5. Good programs (4)

Ideal Membership

1. 75 (1)
2. 80 (2)
3. 100 (3)

Attributes

1. Non-profit and civic leaders as well as business (5)
2. 50% male; 50% female (1)
3. Multiple generations (4)
4. 25% 40 and under; 50% 41-55; 25% 56 and above (2)
5. 100% participation across all activities (3)

Leadership Development

1. New member mentorship program (1)
2. Outgoing board members train incoming board members (3)
3. Involve new members within 2 years in leadership (4)
4. PR of club activities – 1 article/month in an Edina magazine or newspaper (2)
5. Past President's Council meets quarterly (2)

New Generations Service

1. Provide balance between financial giving and gift of time (5)
2. SMME – shared partner in Camp Enterprise (3)
3. Initiating projects, whole family attends (4)
4. Program to target 34-45 year olds (1)
5. Have a young professionals group network (2)

International Service

1. Partner with other clubs to find and do an international project (1)
2. Support 2 in-bound and 2 out-bound students (3)
3. Take maximum advantage of matching funds (4)
4. Annual International service trip- club members going- each year (2)

Community Service

1. Partnerships with other community organizations (1)
2. Members own community service projects (2)
3. Hands-on projects (2)
4. Highway cleanup is a PR event (4)
5. Students regularly attend meetings (3)

Vocational Service

1. Area High School seek us out for Camp Enterprise (1)
2. Involve our own children and grandchildren in projects (2)
3. Active connection with Edina High School (5)
4. Lead the STRIVE program (4)
5. Involve college students in our projects (3)

Club Service

1. Quarterly happy hour (2)
2. Professionally relevant weekly programs (4)
3. Well recognized club in the community (5)
4. Chance for members to tell their stories (3)
5. Formal membership development program (1)

The Rotary Foundation

1. 100% annual participation (1)
2. Proud PR identification with RI due to TRF giving (2)
3. 40% PH members (3)
4. 12 PH Society members (3)
5. Giving level at RI goals (4)