

02_Common Terms Used in Rotary Strategic Planning (at Maryborough)

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Vision: the desired future state of being aimed for by an organization or individual.

Mission: the vision expressed as an intention to do something now or in the immediate future.

Focus Areas: the key areas within which any organization or individual will work to help realize their vision/ mission – in a typical Rotary club, the following are common focus areas – often forming Standing (or ongoing) committees:

- Administration
- Membership
- Public Image
- Rotary Foundation
- Fundraising
- **Community Service**
- **International Service**
- **Vocational Service**
- **Youth Service**

Standing Committee: One of the commonly 9 committees (listed above) that are formed every Rotary year to manage the various activities of the club.

Sub-committee: A permanent or temporary committee set up to organize and conduct particular activities or take responsibility for a particular aspect of the work managed by the Board or one of the Standing committees. The Planning Sub-Committee is a sub-committee of, and reports to the Board.

At Maryborough Rotary Club, the underlined focus areas (above) form our Governance Standing committees. Those in bold form our **Service** Standing Committees.

A **goal** is a broad primary outcome in pursuit of a vision/ mission.

A **strategy** is the approach you take to achieve a goal.

An **objective** is a measurable step you take to achieve a strategy.

An **initiative** (Rotary term) or **tactic** is a tool used in pursuing an objective associated with a strategy.

A **strategic issue** is a problem area facing the club or organization.

A **strategic priority** is an important general goal aimed at addressing one or more of the strategic issues.

A **strategic planning document or strategic plan** is one that outlines an organization's intentions in terms of vision/ mission, strategically prioritized goals, and strategies over a mid-range period of 3 to 5 years.

NOTE: Rotary International uses the term "Action Plan" to describe "the name for Rotary's five-year strategic plan, including four strategic priorities and 14 objectives".

An **action plan document or action plan** is one containing a set of measurable objectives and tactics in each focus area (or Standing committee) to realize the intentions of the strategic plan over a more limited period – such as annually.

- It contains details such as the members assigned to the project, actions required, resources needed, the timeline and how success will be measured etc.

New plan (or Full Plan) = first time a plan is attempted in the organization / club, AND for any subsequent full strategic plans in the future – usually after a period of 3 to 5 years

Continuing Plan (or Plan Review) = a yearly review and update of the current plan. Such plans occur each year for the 3 to 5 years designated by a Strategic Plan document.

Service or Fundraising Project: A major task or event that requires significant planning each time it occurs.

Service or Fundraising Routine: A smaller task or event that is ongoing and repeated automatically from year to year or during the year with minimum planning each time it occurs. It might require considerable planning to set the process up in the first place.