



**STRATEGIC PLAN
GLENWOOD SPRINGS ROTARY CLUB
August 2020**

Vision Rotary International

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

Mission Statement of Rotary International

The mission of Rotary International is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

Rotary Club of Glenwood Springs – our 5 WHYs

Serving our local community's diverse needs.

Supporting youth in a variety of ways.

Supporting environmental efforts.

Supporting international efforts.

More than a club; supporting and caring for each other.

ROTARY of GLENWOOD SPRINGS STATEMENTS of PURPOSE (WHY)

- As a dynamic service organization, we strive to be high profile to best serve the needs of our diverse community, through service above self in projects beneficial to the lives of all involved.
- As leaders in our vocations, we develop leadership among the younger community members, through our conduct as fair & honest citizens and with active participation in their growth.
- We realize our stewardship of community includes preserving our spectacular local environment, and actively use our resources to improve it.
- We realize our citizenship & responsibilities in our community, this nation and the entire planet; and share our resources, understanding and friendship, with all the people & youth of worldwide Rotary clubs and the communities they serve.
- We are more than a service club; we are a cohesive group that works together, supports and cares for each other, building goodwill and friendships and leadership that will radiate beyond ourselves.

Top Four Areas of Focus

- Review, refine and improve club operations.
- Increase membership to include more diversity.
- Create a variety and diverse service projects.
- Leadership identification & development.

Club Strengths

- Camaraderie
- Respect among members
- Established members
- Pride in 60 year old club
- Respected by community
- International support
- Pancake breakfast
- Good speakers
- Rotary Youth Exchange
- Dedicated members

Club Challenges

- Increase membership to include more diversity.
- Re-energize service projects.
- Service with hands-on projects.
- Improving communication between leadership & club members.
- Competing for members with other service clubs

Club Opportunities

- Serve the underserved
- Diversify scholarship recipients
- More club planning time
- Update club image
- Create a variety of diverse service projects
- More hands-on service projects
- Serving in other ways than funding

Vibrant Club Processes

- More action and activity
- Happy bucks
- Leadership identification & development
- Newsletter

Strategic Planning Process

Glenwood Springs Rotary Club Strategic Planning was held on July 22 and 23, 2020 at Morgridge Commons in Glenwood Springs. The planning was facilitated by Becky Smith, Rotary District Governor Elect with assistance from Debbie Wilde, Glenwood Springs Rotary President. The meeting was carried off during the extraordinary circumstances of a worldwide pandemic which is a testament to the fortitude of Rotarians. Rotarians participated both in person (each at his/her own 6 foot table and wearing masks) and via the electronic platform of Zoom.

Twenty-four Glenwood Rotarians participated in the strategic planning process:

Randy Diers, Jim Drolet, Ted Edmonds, Keith Eickelman, Heather Exby, Pat Fitzgerald, Cristina Gair, PJ Jaycox, Michelle Lefevre, Roger Maggard, Brad Mollman, Darrell Mount, Pam Pine, Brad Plantz, Charlene Revoir, Ken Robinson, Steve Shute, Jackie Skramstad, Steve Swanson, Steve Thompson, John Tindall, John Wells, Debbie Wilde, Doug Yajko.

All recognized that the pandemic had created an external environment that brought with it unprecedented challenges as well as unprecedented opportunities. Rotarians concluded that:

We are
better, stronger, bigger, more, able to improve on, challenged by, more creative, more able to change
than our circumstances.

Using Simon Sinek's vision that "People don't buy *what* you do. They buy *why* you do it," Becky Smith led the group in developing their WHY's. (Becky's hint for a Rotary fit – change buy to join.) With a foundation of purpose, the group then developed strategic focus areas and identified what, who and when for implementation.

Debbie Wilde shared her bottom-line goals for the year: Improve organizational systems, support membership and attract more like-minded people.

Good Systems + Good People = Great Results. And better yet, Great Systems + Great People = Extraordinary Results.

Debbie exhorted the group to move forward with an all-out spirit.

"Once all-outs set their goals, they never quit. If you make an all-out commitment with a can-do attitude, expect a return. Passionate commitment is contagious, and resources follow resolve." - John C. Maxwell

The final document was presented at the Club Meeting of August 7 and ratified by the Board on August 21, 2020. Attachment: Glenwood Springs Rotary Three Year Strategic Plan Matrix