**2015-2020 Strategic Plan**

**Pueblo 43 Rotary Club**

**Adopted September 2015**

**Mission Statement:** We are diverse community professionals who hold in common the value of “Service Above Self” working together to promote integrity, responsibility and fellowship. We seek to improve economic well-being, health, goodwill, peace and literacy both in Pueblo and beyond.

**Vision Statement:** Our club and our members will be widely known and respected as leaders in business and community involvement, actively living our motto "Service Above Self."

**Strategic priority 1: Increase international involvement**

* Host one exchange student each year and one Vocational Training Team (VTT) each year
* Send the President-Elect to the RI Conference
* Reactivate the International Committee
* Provide hands-on international service opportunities to our members

**Strategic priority 2: Increase sociality and fellowship opportunities**

* Schedule quarterly #43 social events
* Hold annual Children’s Christmas Party
* Hold annual President’s Party
* Have more fun; vary the program; quarterly personal/business development; quarterly entertainment
* Hold regular new member socials
* Rotate the weekly club meeting to other member venues where feasible
* Strengthen the Club Administration Committee

**Strategic priority 3: Increase local service and help Pueblo’s needy; broaden service activities beyond literacy**

* Support Salvation Army programs through volunteers and donations
* Participate in food security programs
* Coordinate with United Way and other community organizations
* Partner with Pueblo West and Minnequa Rotary clubs
* Pursue PCC Leadership Program and other college/university partnerships
* Formalize the Service Committee
* Conduct annual survey; evaluate all projects
* Establish a signature service project
* Investigate emergency preparedness opportunities

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**Strategic Priority 3a: Engage with Pueblo City schools and improve pre-literacy and early childhood education**

* Support EPIC and early parental engagement
* Continue/evaluate dictionary project
* Expand Rotary Readers in Elementary Schools
* Develop mentorships and shadowing
* Consider other partnerships w/Pueblo Schools
* Energize the Rotary Student of the Month program
* Continue to support the Knowledge Bowl

**Strategic priority 4: Recruit and retain members**

* Ask every member to serve on a committee
* Provide recognition for sponsoring new members
* Check on members who are absent 4 consecutive meetings
* Create Rotary Buddy System to encourage attendance
* Establish and promote annual recruitment goals
* Maintain active membership committee

**Strategic priority 5: Improve our brand and public image and promote the ideals of Rotary**

* Advertise club projects and special events
* Activate the Historian Position
* Tell our current and past story to our members in our meetings
* Strengthen the Public Relations Committee
* Promote the 4-Way Test in Schools and Businesses
* Recognize individuals who exemplify the Ideals of Rotary
* Improve the effectiveness of the directory and the web site.