

Strategic Planning  
Workshop

# Irondequoit Rotary

Irondequoit  
**Rotary**  
Club



**SERVE TO CHANGE LIVES**

# Irondequoit Rotary's Strategic Planning

- ✓ **Club Health Check – Member Survey**
- ✓ **Perform S.W.O.T Analysis on Club Health Check (CHC)**
- ✓ **Strategic Planning Workshop – address Opportunities**
  - ✓ **Create a Vision Statement**
  - ✓ **Develop Goals/Action Plans**
- **Operationalize: Prioritize and create Detailed Action Plans**
  - **Communicate to Club/Achieve Buy In**
  - **Short-Term/Long-Term Actions**
  - **Review “No’s” and “I Don’t Know’s” from CHC**
  - **Process for Annual Update to Strategic Plan**

## **Workshop Participants:**

- Lynn Wozniak
- Kim Miranda
- Dan Dwyer
- Dave Long
- B.J. Cunningham
- Tom Kosanke
- Jim Kozlowski
- Jessica Franco
- Terri Bastuk
- Aaron Johnson

## **Workshop Facilitators:**

- Leslie Vecchiotti
- Ralph Brandt
- Bill Gormont

# Irondequoit Rotary Vision Statement

*The Rotary Club of Irondequoit is a dynamic **service organization** made up of compassionate, action-oriented members who **reflect the diversity of our community**. We **facilitate and inspire change** locally and globally, all while **having fun** and **building lasting relationships**.*

*What we as a club want to be in 3-5 years*





## Irondequoit Rotary's Strategic Priorities and Objectives (Areas of Focus)

- ❖ **Members**
- ❖ **Club Experience**
- ❖ **Business & Operations**
- ❖ **Service & Social**
- ❖ **Club and Rotary Image**

# Irondequoit Rotary's Strategic Priorities and Objectives (Areas of Focus)

Members	Club Experience	Business and Operations	Service and Social	Club and Rotary Image
<ul style="list-style-type: none"> <li>Recruitment</li> </ul>	<ul style="list-style-type: none"> <li>Enhance Club Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Update Procedure Manual</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities to Connect</li> </ul>	<ul style="list-style-type: none"> <li>Expand Awareness of our Club in Irondequoit</li> </ul>
<ul style="list-style-type: none"> <li>New Member Orientation</li> </ul>	<ul style="list-style-type: none"> <li>Exposure to International Projects/ Experiences</li> </ul>	<ul style="list-style-type: none"> <li>Awareness &amp; Education of Members about Rotary</li> </ul>	<ul style="list-style-type: none"> <li>Determine Signature Project – Local and International</li> </ul>	<ul style="list-style-type: none"> <li>Empower Membership to be well-equipped Rotary Ambassadors in the Community</li> </ul>
<ul style="list-style-type: none"> <li>Member Retention</li> </ul>	<ul style="list-style-type: none"> <li>Try New Things</li> </ul>	<ul style="list-style-type: none"> <li>Succession Planning &amp; Leadership Development</li> </ul>	<ul style="list-style-type: none"> <li>Increase Youth Activities</li> </ul>	

Overarching Goal and  
Objective – Necessary to  
Accomplish all Else

**Find a Meeting Place**