



# Rotary Club of Cypress – Fairbanks

## Strategic Plan

### 2014 - 2017

### **Acknowledgements & Introduction**

Thank you to the Club officers, directors, and members who participated in our strategic plan development meetings and subsequent committee meetings. Your belief in Rotary and its mission, your assessment of club strengths, weaknesses and opportunities and your ideas for making the club stronger served as the basis for this strategic plan. In that spirit, we will work together to implement the plan, evaluate its progress, make adjustments as needed and reach the goals set in the plan.

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## **PURPOSE OF THE STRATEGIC PLAN**

This 3-year Strategic Plan sets out how members of the Rotary Club of Cypress - Fairbanks see the club as it heads into the future. The purpose of this strategic plan is to:

- Provide insights to internal and external stakeholders about our focus and priorities.
- Provide future board guidance and a basis for maintaining a consistent long-term effort to improve the club depending on prevailing conditions and priorities

In October , 2013, the Rotary Club of Cypress-Fairbanks, initiated its three year strategic planning process to identify the essential elements for club success and strategies for achieving that success. The planning process was undertaken through a consultative process that involved the club officers, directors, and members.

This 3-year Strategic Plan sets out how members of the Rotary Club of Cypress-Fairbanks see the club as it heads into the future. The Plan has drawn on the views of members who have helped in sharpening its focus on what they currently most value about the club and how they would like to see the club move into the future by way of continued emphasis and in some cases, continuous change.

This Plan aims to help its members, within the overall aims of Rotary, focus on the Club as a constituent of Rotary International; ensure consistency with the Rotary Manual of Procedures (including Rotary Club Bylaws); and interface the Rotary Club of Cypress Fairbanks' planning with the strategic planning of District 5890.

## **STRATEGIC DIRECTION**

The strategic plan for 2014-2017 is informed by the fact that the Rotary Club of Cypress-Fairbanks has instituted a strategic thinking, planning and management culture. Key achievements, challenges and lessons learned from the past have been used to determine the strategic direction for the period 2014-2017.

On the basis of the foregoing, the following is the agreed upon vision, strategic direction and objectives of the club.

## **VISION FOR THE CLUB**

*The Cy-Fair Rotary Club will be recognized as the leading service organization in the Cypress – Fairbanks community.*

## **WHAT WE WANT TO BE**

- The Cy-Fair Rotary Club will have 50 members by January 1, 2017
- We want to participate in one International project per year
- Our focus as a club will remain on local service projects
- We want to become better integrated with our service partners / benefactors
- We want our club to be friendly, inviting, fun, and respectful
- We want to project a Culture of Service
- We want to be Purposeful

## **STRATEGIC GOALS and OBJECTIVES**

### **1. Member Development**

**GOAL:** Implement a Program for Member Development

**SPECIFIC OBJECTIVES:**

- 1) Implement Rotary International's Red Badge program for new members
- 2) Designate a "new member" czar
- 3) Schedule quarterly programs that are specifically focused on the "nuts and bolts" of Rotary
- 4) Encourage an attitude of "Total Member Responsibility". Every member has a role to play in the ongoing function and growth of the club
- 5) Ensure that new members partake in Classification talks. Likewise, ensure that veteran members partake in reclassification talks
- 6) Develop a power point presentation for each member to be played prior to the meeting

### **2. Fellowship / Networking**

**GOAL:** Create a Club Atmosphere Conducive to Fellowship and Networking

**SPECIFIC OBJECTIVES**

- 1) Conduct an open house at various Club Member businesses
- 2) Encourage business "good news" as well as personal good news at club meetings
- 3) Initiate a program of monthly club fellowship activities

### 3. Public Relations

GOAL: Increase Public Awareness of the Club

#### SPECIFIC OBJECTIVES

- 1) Insure that the club web site is continuously updated with relevant information
- 2) Develop media notification list / contact list
- 3) Utilize social media to advertise club activities
- 4) Ensure consistency in communicating who we are and what we do for the community
- 5) Encourage members to define “their Rotary”

### 4. Benefactor Relations

GOAL: Identify / Define Relationships with Benefactors

#### SPECIFIC OBJECTIVES

- 1) Meet with each of the club’s benefactors to go over roles and expectations
- 2) Appoint a community service chair
- 3) Research / prioritize other potential benefactors / community partners
- 4) Have a dedicated board meeting to discuss benefactors and our program of community service going forward

## MEMBER SATISFACTION QUESTIONNAIRE RESULTS

### Do you feel welcome in our Rotary Club?

Total Respondents	13
yes	12    92%
no	1     8%

### Do you feel comfortable sharing concerns with club leaders?

Total Respondents	13
yes	13    100%
no	0     0%

### How would you rate the level of our club's involvement in the following types of activities?

Total Respondents	13							
		Excellent		Adequate		Insufficient		Not Aware
Membership Development	0	0%	6	46%	7	54%	0	0%
Member orientation / education	1	8%	5	38%	4	31%	3	23%
Local service projects	4	31%	7	54%	2	15%	0	0%
International service projects	1	8%	7	54%	3	23%	1	8%
Club public relations	0	0%	3	23%	7	54%	2	15%
Fundraising	2	15%	9	69%	1	8%	0	0%
The Rotary Foundation	2	15%	8	62%	2	15%	0	0%
Fellowship	3	23%	7	54%	2	15%	1	8%

### Have you participated in club projects and activities?

Total Respondents	13
yes	12    92%
no	1     8%

### If yes, how did you become involved?

Total Respondents	12
Volunteered	8     67%
Was asked	4     33%

**Please indicate your involvement in the following types of activities:**

	Total Respondents		13	
	currently involved		would like to be involved	
Membership Development	4	31%	4	31%
Member orientation / education	2	15%	4	31%
Local service projects	10	77%	0	0%
International service projects	2	15%	1	8%
Club public relations	2	15%	6	46%
Fundraising	8	62%	0	0%
The Rotary Foundation	5	38%	1	8%
Fellowship	7	54%	0	0%

**How would you rate your level of satisfaction with your participation in club activities and projects?**

Total Respondents		13
Very Satisfied	4	31%
Satisfied	8	62%
Dissatisfied	1	8%

**If Dissatisfied, why?**

Total Respondents		3
Personal Time Conflicts	3	100%

**How would you rate the following costs associated with our club?**

	Total Respondents		13	
	Excessive		Reasonable	
Club dues	0	0%	13	100%
Weekly meetings	0	0%	13	100%
Club fines / assessments	0	0%	10	77%
Voluntary contributions to service projects	0	0%	13	100%
Voluntary contributions to Rotary Fndtn.	0	0%	13	100%

**How would you rate the following aspects of our weekly meetings?**

	Total Respondents		13			
	Excellent	Adequate	Insufficient			
Amount of Rotary contact	7	54%	4	31%	2	15%
Length	7	54%	6	46%	0	0%
Program organization	8	62%	5	38%	0	0%
Time for fellowship	5	38%	8	62%	0	0%
Networking opportunity	3	23%	7	54%	2	15%

  

	Convenient		Inconvenient	
Location	13	100%	0	0%
Meeting Time	13	100%	0	0%

**Which Aspects of our meeting place do you find unsatisfactory?**

	Total Respondents	13
Service	0	0%
Décor / Atmosphere	9	69%
Meal Quality	0	0%
Meal cost	3	23%
Parking Availability	0	0%

**Which of the following changes would improve our meetings?**

	Total Respondents	13
Better Speakers	1	8%
Increased program variety	0	0%
More family involvement	1	8%
More service opportunities	0	0%
More focus on fellowship	3	23%
More vocational information	2	15%
Better time management	1	8%
More leadership opportunities	1	8%

**How would you rate the amount of our club's fellowship activities?**

	Total Respondents	13
Too many	0	0%
Right amount	8	62%
Too few	5	38%



**How would you rate the amount of Rotary information provided through our club's newsletter / web site?**

Total Respondents		13	
Excessive	0	0%	
Adequate	9	69%	
Insufficient	4	31%	

**Which of the following words would you use to describe our club web site / newsletter?**

Total Respondents		13	
Interesting	2	15%	
Useful	6	46%	
Informative	6	46%	
Boring	0	0%	
Limited	6	46%	
Uninformative	0	0%	

**What response does your spouse / partner / family have to your involvement in Rotary?**

Total Respondents		13	
Proud	10	77%	
Wants to know more	0	0%	
Wants to socialize w/ Rotarians	0	0%	
Wants to join	1	8%	
Too much time	1	8%	
Too expensive	0	0%	