

The Rotary Club of Los Altos

Five Year STRATEGIC PLAN

Created December 15, 2011

Revised for 2015-2016
September 17, 2015

Service

Fellowship

Diversity

Integrity

Leadership

Mission Statement

The Rotary Club of Los Altos is a non-political, non-sectarian fellowship of inspired business, professional, and community leaders, guided by high ethical standards. As Rotarians, we work in proactive ways to change lives in our community and around the world. Our skills and contributions are leveraged through Rotary International, to accomplish high impact projects.

Vision Statement

**The Rotary Club of Los Altos Changes the World Through Service.
I joined for Business and Fellowship. I stayed to Change the World.**

OPENING STATEMENT

The following strategic plan was developed as a five-year plan for the club. The goals were identified with input from club members at our visioning session held at the Hillview Community Center on August 6, 2011. There were 25 club members that participated in the process, ranging from past presidents, current president, president elect, BOD Members, Red Badgers and other club members who have been active in club activities. The goals were refined and the Objectives were then identified and developed by directors and committees.

The purpose of the plan is not to be a fixed document, but instead a living document that is to be used as a tool for the club leadership to use in moving the club forward. It is the intent that this plan will be revisited and evaluated regularly in order to bring it current and to act as a measuring tool for evaluating where we have been and where we are going.

CLUB ATTRIBUTES

In discussing what our club "stands for" in the community, the following phrases were agreed upon as being the critical elements of our club. These are the elements that shape our Mission and Vision statements:

- Gold Standard for integrity and community service
- Provide leadership to community organizations
- Attract and create Movers and Shakers
- Proactive in reaching out for Projects
- Advance the hope, health and dreams of the local and global community

MEMBER ATTRIBUTES

The visioning process brought to light the strong desire of the club to maintain a diverse, inclusive and energetic membership. Goals identified include:

- GOAL: Generationally, ethnically and vocationally representative of the Los Altos Community.
 - Objective: Identify member candidates representative of our community and follow up on all membership applications to ensure they're timely and proper processing.
 - ✓ 2011-2012: Applications were processed in a timely manner and appropriate orientations and inductions were held.
 - ✓ 2012-2013: Continue to identify member candidates representative of our community.
 - ✓ 2013-2014: We are accelerating the process of induction and putting more emphasis on ethnic diversity and corporations.
 - ✓ 2014-2015: Continue to welcome diversity.
 - ✓ 2015-2016: Empathize "Why I like LARC" in order to stimulate new members. Reduce "asks". Educate new members in all ways to serve.
- GOAL: Every member is engaged in club activities
 - Objective: Create a directory of available service opportunities within the club to help members, both old and new, find a satisfying place to become involved.
 - ✓ 2011-2012: concept developed and work begun
 - ✓ 2012-2013: directory will be put on line in summer 2012
 - ✓ 2012-2013: committee listings in Clubrunner, but use is low
 - 2013-2014: list committees and time of regular meetings on the LARC

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- website-NOT CR.
- ✓ 2014-2015 work continues to revamp Website and continue to utilize CR Committee module
- ✓ 2015-2016. educated all members on Handbook. Personal meetings with all new members to focus on their serving desires.
- Objective: Increase member attendance at weekly lunch meetings by identifying and following up with members having low attendance records.
 - ✓ 2011-2012: Sub-committee has been following-up with non-attendees and attendance is now up to about 70%.
 - ✓ 2013-2014: Enforce notification to Rotarians dropping from “good standing”.
 - ✓ 2014-15: Contact members with low attendance
 - ✓ 2015-2016 membership attendance is good. Empathize great Program speakers and fun meetings.
- GOAL: Fun, effective support of each other's businesses
 - Objective: Place District-wide Rotary directory listing for each member desiring one.
 - ✓ 2011-2012:LARC members entered in the Directory
 - ✓ 2014-2015: Vocational 3-minute talks to meetings
 - ✓ 2015-2016: met with all new members. Assigned a “sponsor mentor” to all new members.
 - Objective: Have Blue Badge members provide vocational 10-minute talks on a monthly basis.
 - ✓ 2011-2012: Vocational elevator speeches initiated.
 - ✓ 2011-2012: Rotarians invited to give 10 minute talks, but there was little interest
 - ✓ 2011-2012: Red badge talks presented as they were ready
 - 2012-2013: renewed focus on this goal.
 - 2013-2014: In addition,10-min talks every 5-6 years by blue badgers
 - ✓ 2014-2015: Emphasis on 3-min vocational talks and 10-min red badge
 - ✓ 2015-2016: Blue Badgers give 3 minute talks each week and all Red Badgers give a 10 minute talk.
- GOAL: New members are actively integrated into Los Altos Rotary
 - Objective: Encourage greater involvement by sponsors in Red Badge member's process, including attending monthly Red Badge meetings.
 - 2012-2013: this objective needs to be revised/revisited
 - Objective: Establish a mentor group of existing members to assist Red Badge members in working through Red Badge process and becoming active members of the club.
 - 2012-2013 Plan to implement a mentor program.
 - 2014-2015 Implement a mentor checklist to walk the red badger through the process.
 - 2015-2015: Assigned “mentors” to help integrate. Devoted Club Assembly to educating all avenues of service.

CLUB SIZE

The majority of the committee felt that the club should continue to strive to grow our numbers. Goals identified include:

- GOAL: Grow the membership to 200 members by 2016
 - Objective: Publicize e-club availability
 - ✓ 2011-2012: Done, but is an on-going objective.
 - ✓ 2014-15: Helped charter new eClub of Silicon Valley
 - Objective: Establish alternative meeting time
 - ✓ 2011-2012: Established a monthly Tuesday morning breakfast Satellite meeting, usually attended by 20-25 members
 - ✓ 2014-15: Tuesday morning Satellite meetings once/month continue as a way to integrate with members and do a make up

- Objective 2013-2014: Membership growth to 180
- Objective 2014-2015: Membership growth to 182
 - ✓ Recruited entire membership to act as membership committee for a day; exercise generated 90+ potential member names
 - ✓ Exceed goal to reach 184 members
 - ✓ 2015-2016: Began year with 171. Goal is 184. I like quality more than quantity.

FELLOWSHIP

Even though the desire was to grow the club, there was considerable discussion that new members also feel like part of the Rotary Family and that the partners, spouses, children and grandchildren are part of the LARC family.

- GOAL: Offer a broad range of Fellowship activities
 - Objective: Bocce & Beer evenings begin this year. This has the potential to grow into a league with enough interest.
 - ✓ 2011-2012: One Bocce & Beer Night was held.
 - 2012-2013: This activity needs a specific Chairperson in order to keep momentum. Appointing a member of the newly formed Social Committee is recommended.
 - 2013-2014: Current Chairperson no longer actively involved in Club, looking for new individual to take over post and bring back event.
 - 2014-2015: Host a once a year Bocce night, held either at a member's home or local recreation facility. However, we need a chairperson to move such an event forward.
 - 2015-2016: Wine and Cheese monthly is popular. Want to implement "pot luck" dinner. Cioppino night still happening as is golf event.
 - Objective: The ever-popular Wine & Cheese Socials will continue, as will the Golf Tournament & Poker
 - ✓ 2011-2012: Wine & Cheese socials continue to be popular. This FY saw an increase in red Badge attendance... encouraging new members to attend is important each year.
 - 2012-2013: starting Wine & Cheese socials back up earlier in the winter months, after the holidays are over, is recommended.
 - ✓ 2011-2012: Golf Tournament & Poker was successful again.
 - 2012-2013 A succession plan will be needed for the Golf chairperson.
 - 2013-2014: Wine & Cheese and Golf Tournament & Poker continue to be very successful and well attended, need to continue working on expanding those who attend by Committee member's personally encouraging members to attend. At events each Committee member is committed to making sure all guests feel welcome and included in conversation.
 - ✓ 2013-2014: Increase attendance overall and with red badgers at wine and Cheese events
 - ✓ 2013-2014: Interest in hosting events represents positive feedback. Events booked for May, June and July, by October
 - ✓ 2014-2015: The number of Wine & Cheese events has expanded to at least six per year, from May through October, and well attended; these have become the "place to be" on a Friday night. Golf Tournament & Poker event, with a combo evening joined with the Wine & Cheese Social, is seeing similar success. Both events promoted well and creatively; Transition to a new Social Chair at beginning of the year; Golf Chair will need a replacement at end of the year. All events continue to be very successful.
 - ✓ 2015-2016: Read above. I want to add pot luck dinners.
 - Objective: Lots of opportunities to mix mingle and make the most of your friends in Rotary!

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- ✓ 2011-2012: New Hiking Group was formed in FY2011-2012 and was very successful due to a solid Chairperson.
 - ✓ 2012-2013: Much interest to continue hiking groups.
 - ✓ 2013-2014: Hope to continue past successful hiking groups
 - ✓ 2013-2014: Focus of Committee members is to make sure all members and guests feel welcome and involved at every meeting and events.
 - ✓ 2013-2014: Club's 65th Anniversary, March 2014 – meeting will be special event and held off-site at LACC.
 - ✓ 2013-2014: Cioppino Feed – March 7, 2014, with wide support from the Veterans Support Committee, should be a large event.
 - ✓ 2013-2014: Annual holiday party at El Retiro set for Dec. 19, 2013
 - ✓ 2014-2015: Continue with outreach to make sure all members feel welcome, included and involved.
 - ✓ 2014-15 Progressive Dinner to be held on Jan. 24, 2015
 - ✓ 2014-15 Annual cioppino feed held on March 20, 2015
 - 2015-16 Continue with outreach to make sure all members feel welcome, included and involved. Need to promote and need a chair for Progressive Dinner to be held in Jan., 2016
 - 2015-16 Annual Cioppino feed to be held in March, 2016
 - 2015-16 Attend a play at Los Altos Stage Company during the fall or spring.
- GOAL: Engage family in Fellowship and Community Service events.
 - Objective: Introduce opportunities to socialize outdoors and include the rest of the family!
 - ✓ 2011-2012: The idea of holding a family picnic did not materialize.
 - ✓ 2012-2013: Recommend inviting a member with children to assist Social Committee with planning. This will benefit planners in ensuring relevance, timing and outreach are appropriate for members with young children
 - ✓ 2013-2014: Same as above
 - 2014-2015: Remains a goal to attract committee members with children who would like to champion family oriented events.
 - ✓ 2014-15: Rotary held a bigger role in the Glorious 4th, a family-friendly event
 - ✓ 2014-15: LARC held it's first doggie-fellowship event at Cuesta Park to include family of all ages (as well as furry family)
 - 2015-16: Celebrate July 4, 2016 at Los Altos' 4th of July celebration in Shoup Park – a family oriented event. Another Dog Park event would be an additional family oriented event to host. Rebuild the BBQ pit at Shoup Park. Work on new LARC Plaza at foothill College. Continue trying to rename Lincoln park to Los Altos Rotary Park.
 - Objective: Casual weekend bike rides for all ages & abilities
 - ✓ 2011-2012: Three rides were held.
 - 2012-2013: Recommend adding more rides, recruiting a specific Chairperson or two Co-chairs from regular group would help expand.
 - 2013-2014: Chairperson assigned.
 - 2014-2015 Chairperson needed.
 - 2015-16: Chairperson needed if we were to consider such an event.
 - 2015-2016: Have seen or heard no one interested in this endeavor.
 - Objective: Plan a hands-on community project in which family members could participate
 - ✓ 2011-2012: A hands-on Community Service Event was sponsored through Acterra, a local environmental non-profit agency. This was a good first effort, however no younger Rotarians or family members participated.
 - 2012-2013: Recommend continuing project another year and using Club Runner to remind people who've signed-up of the date etc.
 - 2013-2014: Collaborate with Community Service Director to establish the hands-on project
 - ✓ 2014-2015: Collaborated with Community Service committee and Los Altos to install a BBQ in Shoup Park Patriots' Corner. LAREF supports project through legacy gift from Bruce Cann
 - 2015-2016: Actually install a BBQ in Shoup Park Patriots' Corner in 2015;

consider future project, but needs a chairperson to undertake. Veterans Plaza at foothill college renamed to Los Altos Rotary Veterans Plaza per legacy from Bruce Cann. Also trying to rename Lincoln Park which would likely need membership hands on.

CLUB SERVICE / OPERATIONS

To help facilitate a healthy club as we grow in size, there is strong consensus that the club needs to make it easy for members to get involved and want to participate and attend meetings. Goals identified include:

- GOAL: Active and Passive training on how to navigate the Club's many service opportunities
 - ✓ 2011-2012: Red Badge orientation materials were revised to reflect the opportunities
 - ✓ 2011-2012: work began to have on-line information about committees and projects.
 - ✓ 2012-2013: web site information about committees and project to go on-line; A good number of the committees have been populated and tools are used.
 - ✓ 2013-2014. increase the adoption of Clubrunner's services and tools in support of service activities
 - ✓ 2014-15 Continue to encourage use of the Clubrunner Committee module.
 - ✓ 2015-2016: Devoted entire meeting to Power point presentation.
- GOAL: Great programs to encourage meeting attendance.
 - ✓ 2011-2012: The Program committee of over twenty members, chaired by the President Elect, met monthly to recommend, consider, vet and invite speakers.
 - ✓ 2011-2012: The Speakers ratings, on a scale of 1-10 were: 8.1 for Speakers and 8.5 for the Topic (committee members and other interested Rotarians were sent a speaker survey after each program)
 - ✓ 2013-2014: Continue
 - ✓ 2014-2015: Programs committee continues to meet and thoughtfully select good programs. Attendance was outstanding.
 - ✓ 2015-2016: PE David Smith is on fire. No worries here.
- GOAL: Succession planning in all Committees
 - Objective: Successfully recruit newer members for the majority of the committees within Operations to provide mentoring, succession planning and to foster more connected, specific and mentored involvement in the club.
 - ✓ 2011-2012: Was partially successful in getting existing committee members to add newer members and Red Badgers to be mentored and feel more involved in their committees.
 - ➔ 2012-2013: Some of the committee chairs need more encouragement to mentor and work with newer members. More can be done on this and we plan to increase the mentoring relationships that will produce successful succession planning and more connected new members. This isn't a one-year project, but will happen over several years.
 - ✓ 2012-2013: Succession planning for Art Show was successful, but in club operations need to have other committees add a red badger or recruit new members
 - ✓ 2014-2015 Continue to put successors in line for committee chair positions and Art Show leadership. Encouraged red badgers to join a committee within their first two months of membership.
 - ✓ 2015-2016: Actively engaged with all Directors.
- GOAL: Improve the effectiveness and efficiency of LARC's Web resources and

communications.

- 2013-2014: Complete the Clubrunner structural update begun in 2012-2013, making information easier to access and update
 - 2013-2014: Migrate "Art in the Park" website away from HTML technology to a CMS or web-service-based model to allow for easier updating by less experienced webmasters
 - ✓ 2014-2015: Start work to move ClubRunner over to 3.0 and update site map and content.
 - ✓ 2015-2016: ClubRunner 3.0 is up. Many web-sites to navigate from ours.
- GOAL: Make the Garden House more acoustically desirable.
 - ✓ 2011-2012: Working on a plan for this in collaboration with the City of Los Altos and other Rotary funds (possibly Bruce Caan funds).
 - 2012-2013: continue
 - ✓ 2012-2013: Plan produced by an audio consultant. Cost: ~ 12 K. Board approved. City of Los Altos will provide a project manager and contribute \$5K. LARC will provide remainder from unspent budget item. Identified funds from LAREF and City of LA, signed contract to purchase materials and start work.
 - ✓ 2013-2014: Oversee installation of acoustic panels and electronics. Train Sergeants-at-Arms on use of existing and new audio/video facilities.
 - ✓ 2014-2015: fine tune A/V so audio is working and 'hissing' sound is diminished
 - ✓ 2015-2016: No problem to solve.

VOCATIONAL SERVICE

We thought that it was important that we knew and supported each of our member's businesses: that we have a high level of integrity in our businesses and that we use our business skills for the benefit of the community. Goals identified include:

- GOAL: Members know name and classification of members
 - Objective: This is a goal that the vocational Committee has adopted as a primary and obtainable objective within President Mona Armistead's term. To further that objective, we have invited every member of the club to prepare a 45-second "elevator speech" to introduce themselves and their vocation to the club. The idea is to get to know each member's business and interests so that networking is facilitated. Many of our members are retired, so we are not limiting the term vocation to employment. It could also mean avocation, or areas of interest that consume our member's attention that would be of interest to other members of the club. The elevator speech is distinguishable from the lengthy 10-minute talks of personal history because 8-10 members can be heard in a very short time. This is an objective we plan to accomplish within the first year of the vision plan. It must be maintained annually to make sure that new members have an opportunity to address the club and as vocations change.
 - ✓ 2011-2012: Participating Rotarians informed the club about their occupations or vocations. This was presented at 2 meetings with a total of 12-15 Rotarians participating. By all reports, the members enjoyed learning from each other and welcomed the opportunity to tell everyone about their jobs and vocational interests. In the first round of speeches, nine Rotarians spoke for less than one minute each informing members about vocations as diverse as a nursing home director to a personal color and fashion consultant. The session was conducted during a regular meeting and involved people taking the microphone and giving an informative, brief speech about their vocation.
 - 2012-2013: To have one of these sessions each quarter of the year. It meets the goals of the committee by helping Rotarians learn each other's vocations and get to know each other better. It also furthers the goals of

networking and making connections in our business relationships, one of the fundamental goals of Rotary founder Paul Harris. Ultimately, the goal is to have every Rotarian participate in this activity

- ✓ 2012-2013: Two of these sessions were held
 - ✓ 2013-2014: No elevator speeches, but there were 10-min talks, which included vocational information
 - ✓ 2014-2014: Rather than elevator speeches, we had weekly 3-minute vocational talks.
 - ✓ 2015-2016: The 3 minute talks by "long term members" continue every meeting. 10 minute talks by Red Badgers, a requirement to get to a Blue Badge also happens monthly, if not weekly.
- GOAL: Every member posts the Four-Way Test at his/her business
 - Objective: This objective could be accomplished in the second and third years of the plan. It may include obtaining Four-Way Test plaques or small banners that can be presented to members for display in their businesses. One idea is for the president or vocational service chair to award the plaques to Rotarians who deserve recognition for service. This too must be an ongoing effort due to the continual change in membership. One possibility is to present the Four-Way Test plaque to each new member upon initiation into Rotary.
 - ➔ 2012-2013: Activities for the coming years include providing each member with a copy of the Four-Way Test for display in their business or home.
 - ✓ 2014-2015: President Kendra facilitated having PDG Ron Seckel visit/program on 4-way test
 - ➔ 2015-16: Organize a way for business owners to purchase 4-way test placards for their businesses. I (Jerry Moison) have not identified this as a priority for my term.
 - GOAL: Mentor adolescents and Veterans in Vocational opportunities
 - Objective: This is a longer-term goal, which may be initiated now but should be developed for full implementation for the fourth and fifth year of the vision plan. It may take the form of Partners for New Generations-style mentoring focused on vocation with both veterans returning from foreign wars seeking to integrate into the modern workforce as well as helping tell students looking for careers about our individual businesses and occupations. Already, the Veterans Support committee has plans to involve Rotarians as mentors for veterans at Foothill College who are trying to create a new life. With further development over the next three years, this will result in a lasting partnership with the college and Rotary. It will develop into a more formal network of vets and mentoring professionals referred to Rotary by the college. A similar effort will be established with the high schools for one-to-one mentoring for young people looking for interesting careers and how to achieve them.
 - ✓ 2011-2012: A plan is being formulated to involve adolescents in short-term summer internship or mentorship opportunities.
 - ✓ 2011-2012: Rotarians in the Welcome Home Veterans Project are providing vocational presentations at the Foothill College Veterans Resource Center. Several Rotarians have met individually with the student veterans to help them with vocational planning and help them make contacts for career opportunities.
 - ✓ 2012-2013 Rotarians continue to give vocational presentations to Veterans at Foothill College
 - ✓ 2013-2014: Vocational presentations every other month at Foothill Veterans Support Center
 - ✓ 2014-2015: Continue vocational talks at Foothill College Veteran's center
 - ✓ Veterans Luncheon was well attended by Rotarians, guests and Veterans with an outstanding talk by Lt. Col. John Lynch, USMC updating us on current military changes to modern warfare. Col Lynch was selected to attend the War College.
 - ✓
 - ✓ We continue to offer mentoring luncheon featuring our Rotarians sharing their life and work experiences with the Student Veterans.
 - ✓

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- ✓ We funded a staff position at the VRC now filled by a Veteran.
 - ✓
 - ✓ Legal guidance for Veterans is being provided to meet an individual Veteran's issues.
 - ✓
 - ✓ Our part time jobs assistance is available on a need basis. Town Crier has hired a Veteran.
 - ✓
 - ✓ We participated in successful grand opening of the new VRC. Well attended by our club members.
 - ✓
 - ✓ We have created a history and binder of information of the Veterans Support Committee activities to date complete with publicity, SmartPens flyers, testimonials and much more.
 - ✓
 - ✓ Our Rotary Club has received excellent publicity and acclaim in the Town Crier and more recently in the San Jose Mercury News.
 - ✓
 - ✓ Our fundraising activities exceeded our expectations—Chippino Dinner and raffle netted \$40,000, plus \$19,000 from Sereno Properties. Due to our committee efforts soft and hard donations to the VRC are about \$170,000 in past 36 months.
 - ✓ Foothill College has recognized our Rotary Club as a "Foothill College Partner".
 - ✓
 - ✓ Personalized visits to the VRC have been arranged for Rotarians to tour the center.
 - ✓
 - ✓ Our Committee is a good model for other Rotary Clubs who desire to create a relationship with Veteran Centers.
 - ✓
 - ✓ New projects include: Participating in the design and use of the proposed Manoukian Memorial Plaza in front of the VRC and
 - ✓ assisting Foothill College with the "Net Zero Energy Micro House and Design-Build Veteran's Program" that The 260 square foot houses (2) will be built at Foothill by Veterans and then relocated to provide housing for homeless Veterans.
 - ✓
 - ✓ Lastly, we are meeting the challenge of helping Veterans to transition back into society through new friendships and understanding their career objectives to enable them to be productive e citizens,
 - ✓ 2015-2016: Cioppino night was again designated for Veterans. Last year we netted approximately \$30k. LAREF has approved expending money for the Foothill Veterans Plaza and we will have name rights.
- GOAL: Outreach to corporations/businesses for sponsorship and membership
 - Objective: We plan to establish the "Rotary Ethics in Business Award." The award will be presented to individuals and business owners in the community or nearby communities who reflect the ethics of Rotary exemplified by the four-Way Test. In the next five years, five businesses will be honored with a plaque presented to the recipient at a Rotary meeting by the president of the club. The vocational committee will prepare a plan for approval by the board of directors for the criteria to be used in selecting the honorees. Nominations for the award will be solicited from Rotarians and from the community. The objective is to honor those who live by the Four-Way Test, introduce them to Rotary and

welcome them to become Rotarians

- ✓ 2011-2012: The award was considered too late in the year to not conflict with the Chamber of Commerce Business awards event
- 2012-2013: The plans should be developed early in the year, with a clear process and timeline.
- 2014-2015: This has not been discussed in recent years. No vocational committee exists.
- 2015-2016: I have not identified this as a priority during my term.

COMMUNITY SERVICE - PROJECTS

There is a strong desire for the club to be not only responsive to the community, but to also act as a resource for the community. Goals identified include:

- GOAL: Named project (pool, park, community building, etc.) to be used by the community
 - ✓ 2011-2012: LAREF solicited suggestions from the membership and researched feasibility of several. Emphasis was on not rushing until the "right" project emerged
 - 2012-2013: Recommend project ideas to LAREF for consideration. One example could be the "Welcome Home Veterans Project" just getting underway. The group understands that Foothill needs furniture and equipment for the Veterans Resource Center, as well as mentors.
 - ✓ 2012-2013: Welcome Home Veterans Project now has a fund at LAREF with accumulated proceeds from the Red Badge fundraiser for "Smart Pens", the Ciopino Feed event, and individual contributions.
 - ✓ 2013-2014: Recommend new project ideas to LAREF for consideration.
 - ✓ 2013-2014: Recommend the planning and construction of a BBQ station in the Patriots Corner adjacent to the Garden House.
 - 2013-2014: Landscape Architect Pamela Palmer has drawn plans for the BBQ station that will be submitted to the City for approval.
 - 2013-2014: General Contractor John Hammerschmidt has volunteered to oversee the projects construction sometime in 2014.
 - 2014-2015: LAREF establishes a 'task force' to find a project for Legacy Gifts to be utilized.
- GOAL: 80% of membership participate in a "Hands-On" project each year
 - Objective: Create community service opportunities for every member
 - ✓ 2011-2012: members participated in many hands on projects: PNG, PEG, Welcome Home Veterans, CSA, Adobe Creek cleanup, RotaCare Meal Delivery, Relay for Life, etc. However, statistics were not kept.
 - 2012-2013: Create an on-line sign-up menu with links to the various community service activity pages and related activity chair or liaison.
 - 2012-2013: Solicit LARC membership and various community service organizations for proposed new community service projects that would be forwarded to the LARC Board for review and approval.
 - 2012-2013: Promote LARC membership engagement in offered community service projects at each LARC meeting and encourage members to view the on-line community service descriptions menu and sign-up for at least one of the offerings (e.g., CSA Food Drive, CSA Holiday Gifts for Teens, Welcome Home Veterans Project, Partners for Elder generations, RotaCare Meal Delivery, Festival of Lights Parade, Relay for Life, A Santé and many others).
 - ✓ 2012-2013: Community Service currently has 15 activities that provide for hands-on involvement (in various degrees). The most active are: Welcome Home Veterans Project, Partners for Elder Generations, RotaCare Meal Delivery and the A'Sante fundraiser.
 - 2013-2014: Create an on-line sign-up menu with links to the various community service activity pages and related activity chair or liaison.
 - 2013-2014: Solicit LARC membership and various community service organizations for proposed new community service projects that would be

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- forwarded to the LARC Board for review and approval.
 - 2013-2014: Promote LARC membership engagement in offered community service projects at each LARC meeting and encourage members to view the on-line community service descriptions menu and sign-up for at least one of the offerings (e.g., CSA Food Drive, CSA Holiday Gifts for Teens, Welcome Home Veterans Project, Partners for Elder generations, RotaCare Meal Delivery, Festival of Lights Parade, Relay for Life, A Santé and many others).
 - 2013-2014: LARC members will be recruited for an all-day hands-on project to construct the new BBQ station in Patriots Corner
 - 2014-2015: BBQ project continues
 - 2014-2015: Area 9 clubs are looking into options for a community service project to collaborate on.
 - 2015-2016: At least two projects, the Shoup Park BBQ area and Foothill Plaza, will be hands on community projects that LARC members will have an opportunity to participate.
- GOAL: Veterans' Program, in collaboration with other organizations, recognized as nationwide model
 - ✓ 2011-2012: Welcome Home Veterans Project established and grew to 26 members. Project provides vocational mentoring and support to veterans at Foothill College, in collaboration with the Foothill Veterans Resource Center.
 - ✓ 2013-2014: Evolve the Welcome Home Veterans Project through continued collaboration with the Foothill College Veterans Resource Center.
 - ✓ 2013-2014: Rename the project from " Los Altos Rotary Welcome Home Veterans Project" to "Los Altos Rotary Veterans' Support Committee"
 - ✓ 2013-2014: Increase our Committee/Club's mentoring opportunities through career path presentations provided by our Committee/Club members and follow-up meetings with interested Veterans.
 - ✓ 2013-2014: Develop plan to provide office equipment, furniture and any initial supplies that may be needed to equip the new Veteran Resource center at Foothill College, as well as mentoring program
 - ✓ 2013-2014: LARC Cioppino feed raised \$21,000 for the Matt Manoukian Scholarship Fund
 - ✓ 2013-2014: Held Veteran's Day luncheon and invited Vets from Foothill College
 - ✓ 2014-2015: Continue fundraising for the Manoukian scholarship, including Cioppino feed proceeds
 - ✓ 2014-2015: Continue to offer legal guidance to Veterans as needed
 - ✓ 2014-2015: Funding for part-time support staff for the Veteran's resource center at Foothill College
 - ✓ 2014-2015: Continuing collaboration with LA Town Crier to publish more articles regarding Veterans programs
 - ✓ 2014-2015: Moving forward with a jobs program for employment opportunities for Foothill College Vets.
 - ✓ 2014-2015: Open house fundraiser for the new VRC (Veteran's Resource Center) scheduled for Fall 2014.
 - ✓ 2014-2015: Arrangement with Sereno Real Estate Group to donate 1% of their quarterly commission to the VRC.
 - ✓ 2014-2015: Continue with tutoring and mentoring for Foothill Veteran students
 - ✓ 2014-2015: Continue to provide informational interviews with LARC members and Vets
 - 2015-2016: Create a history of the Veteran's Support Committee from it's inception.
 - 2015-2016: Formalize a "Rotary Time" at VRC to increase awareness of what Rotary is.
 - 2015-2016: Finalize the remodel of the Foothill Veterans Center and name change to identify LARC as the sponsor.
 - 2015-2016: focus on increasing revenues for Veterans in the February

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2016 Cioppino feed.

- GOAL: Major community presence with youth – Covered under New Generations
- GOAL: 50+ Seniors Annual “ENCORE! Investigate Your Passion and Get Involved” event
 - ✓ 2011-2012: Successful Encore event held at LACY. 160 community members attended and many signed up to volunteer with representative non-profits
 - ✓ 2012-2013: Based on very successful events in 2011 & 2012, the Partners for Elder Generation (PEG) of the Los Altos Rotary is planning a 3rd annual event March 23, 2013. The primary objective for this venue is to connect 50+ individuals with non-profit organizations serving Los Altos/Los Altos Hills communities that rely heavily on volunteers. The primary costs for this event are for advertising and promotional materials. There is no charge for exhibitors or attendees. Our plan for 2013 is to continue to increase the attendance of our target market (In 2012 it had 160 participants, a 15% increase over 2011.) through the following:
 - 2012-2013: Our Advertising and Marketing spending should more than double. The focus will be to describe what the organizations do and how volunteers are critical to their success in serving the community. Making a connection with our target market should spark more interest.
 - 2012-2013: We will pursue more special interest articles in the local newspaper (Town Crier) to feature the work of our contributing sponsors and the feature program.
 - ✓ 2012-2013: We plan to have a street banner for the first time.
 - ✓ 2012-2013: The feature program will be a speaker that ideally will attract our target participant investigating how to get more involved in the community
 - ✓ 2012-2013: Successful Encore event held at LACY. 160 community members attended and many signed up to volunteer with representative non-profits
 - 2013-2014: The committee has decided to take a break from the ENCORE! Event for the next two years.
 - 2014-2015: started discussion about ‘estate planning’ and a potential event for seniors
 - 2015-2016: No plans for a ENCOR event.
- GOAL: Identify needs for seniors - future plans
 - Objective: Transportation – A major study is planned to identify potential transportation services for individuals living at home that do not drive. Transportation is identified and the biggest issue among senior living in Los Altos and Los Altos Hills. Next steps are detailed below.
 - 2012-2013: Investigate other neighboring communities that have transportation services for seniors
 - 2012-2013: Determine costs for different approaches
 - 2012-2013: Approach the two Cities to gage receptivity
 - 2013-2014: At this time the focus is upon a fixed-stop shuttle and identifying Rotary volunteers to fill in with existing “on demand” services
 - Objective: Schedule a panel discussion/seminar that covers what seniors need to know to be secure as they age.
 - ✓ 2012-2013: PEG is identifying what resources are available for “aging in place” in Los Altos. PEG has been asked to recruit focus group members for a company developing applications to enable children to monitor their elders’ well being at home, in return for which PEG would get the participation fee. This money would support the seminar on aging in place.
- GOAL 2013-2014: Focus on Emergency Preparedness area of need (based on Senior Commission Survey)

- Objective: Eagle Scouts assisting elders with contact info on USB drives
 - ✓ 2013-2014: Seniors will enter information on standard Red Cross form; form will be scanned by Eagle Scouts and then dragged onto a thumb drive. Drives will be offered to seniors as another helpful support in case of emergency. The project is a model tested in other communities and vetted by an attorney via the Boy Scouts. Two gatherings are scheduled for the Fall in Los Altos and Los Altos Hills.

- Objective: Emergency supply packs for seniors
 - ✓ 2013-2014: Seniors will be invited to a special Emergency Preparedness day hosted by Rotary to receive basic supplies to be placed in a backpack in case of emergency. The supplies will be purchased and donated. Eagle Scouts will assist the seniors in organizing the backpacks. Other events during the day will include a special lecture on EP and informational booths provided by a variety of local vendors.

COMMUNITY SERVICE – FUNDRAISING

There was much discussion of whether or not we should add an additional fund raising event and that needs to be discussed further. It was agreed that support of LAREF should be expanded and that the Art Show should become more profitable each year. Goals identified include:

- GOAL: Encourage \$100 LAREF donation per member per year to promote Guy Shoup status
- GOAL: Art Show income of \$750,000 over the next 5 years
 - ✓ 2011-2012: Art show income in excess of \$95,000
 - ✓ 2012-2013 Art show income in excess of \$100,000.
 - ✓ 2013-2014 Art show income in excess of \$100,000.
 - ✓ 2014-2015 Art show income in excess of \$97,000.
 - ✓ 2015-2016: Too early for 2016 Art Show proceeds, but our goal for corporate sponsorship is \$30,000.
 - ✓ 2015-2016: Can't rule out the efforts and income obtained from Cioppino night and the impact to the Foothill Veterans.
- GOAL: Explore means of increasing funds while decreasing 'asks' of members
 - Objective: Create a fundraising committee and Chair to coordinate Fundraising events and requests
 - ✓ 2011-2012: Committee of the board established list of approved "asks" and time limits for campaigns. Established policy that all campaigns should be time limited and coordinated with the president. This was an ad hoc committee, not a permanent committee.
 - ✓ 2011-2012: board considered an amount in the dues to go towards the "asks"
 - ✓ 2012-2013: continue to monitor the above
 - ✓ 2013-2014: continue to monitor the above
 - ✓ 2014-2015: Actual committee established; created calendar of asks.
 - ✓ 2015-2016: We now have a LARC fundraising Calendar which identifies our major grants and the period or time they are to "advertise. "Asks" are now limited to 3 per organization.
 - ✓ 2015-2016: We have successfully launched a \$10K Match Grants campaign and will likely add more LAREF money during this term year.

YOUTH SERVICE

The Club has a long history of supporting Youth Programs. There is strong support for continuing this and expanding it, including stronger scholarship funding. Goals identified include:

- GOAL: Collaborate with and support other Youth Oriented organizations to provide a continuum of services
 - Objective: LARC is represented at Youth oriented collaborations such as the Community Roundtable and MVLA Challenge team
 - ✓ 2011-2012: LARC has appointed a representative to the MV/LA Challenge Team.
 - ✓ 2012-2013: Challenge Team honored PP Roy Lave as the 2012-2013 Champion for Youth. Many Rotarians attended
 - ✓ 2012-2013 Challenge Team founder and Chair, Gay Krause, honored as Paul Harris Fellow by LARC

2015-2016 Update

- ✓ 2013-2014 Monthly Challenge Team meetings attended. Rotary presence by several entities.
 - ✓ 2014-2015 Continue to be active with Challenge Team and Community Roundtable
 - ✓ 2015-2016: Support youth and community service groups currently supported by LARC and offer additional support, as requested, to Rotaract Club currently being formed; increase support of Enterprise Leadership Conference Committee.
- Objective: LARC explores collaboration opportunities for the benefit of youth
- ✓ 2012-2013: Collaboration established between LARC, Los Altos Community Foundation and YMCA to sponsor a “Los Altos Values Youth” campaign in Los Altos and Los Altos Hills
 - ✓ 2012-2013: Presentations made to additional partners,(PNG, City of Los Altos, Town of Los Altos Hills, CHAC, Los Altos Chamber of Commerce, Los Altos Cultural Association, Los Altos Town Crier, Los Altos School District, MVLA High School District and Challenge Team) who joined the campaign
 - ✓ 2012-2013: Campaign has steering committee composed of collaborative partners, which works to create Youth Friendly neighborhoods, businesses, a Youth resource guide and community education, based on Project Cornerstone’s Developmental Assets.
 - ✓ 2013-2014: Work with Los Altos-Los Altos Hills Values Youth program as they refine their goals, objectives and strategies.
 - ✓ 2013-2014: New Goals/strategies defined
 - ✓ 2013-2014: Co-sponsored Youth Art exhibit at gallery to welcome SFMOMA on the Go in Los Altos
 - ➔ 2013-2014:LACVY collaboration with Los Altos Community Foundation BAT program to have neighborhood groups involve youth in emergency preparedness and senior support activities (ongoing)
 - ➔ 2013-2014: Developed program of Youth friendly Business Recognition, in collaboration with the Chamber of Commerce. Put on hold because Youth Commission felt it might compete with their Teen Friendly Business award.
 - ➔ 2014-2015 Find ways to promote the 41 Developmental Assets through our Rotary Club Activities.
 - ✓ 2014-2015 LARC continues to participate in ELC and collaborate with other clubs to benefit Youth.
 - ✓ 2015-2016 LARC continues to collaborate with ODFL to promote youth involvement in worldwide projects
 - ✓ 2015-2016 LARC actively engaged with Interact Clubs to promote leadership in the community
- Objective: Regular communications with school personnel
- ✓ 2011-2012: We have regular communications with three staff members who work with the schools in MV and Los Altos school districts.
 - ✓ 2012-2013: The Superintendents of the Los Altos elementary School District and the Mountain View Los Altos High School District are members of Los Altos Rotary, as is the Head of Pinewood Private School.
 - ✓ 2012-2013: Regular communications with school personnel
 - ✓ 2012-2013: The Superintendents of the Los Altos Elementary School District and the Mountain View Los Altos High School

2015-2016 Update

District are members of Los Altos Rotary, as is the Head of Pinewood Private School.

- ✓ 2014-2015: LARC via Community Roundtable met with HS Counselors to ensure scholarship process is working for all parties involved.
 - ✓ 2014-2015: LARC participated in District-wide President's Project to collect school supplies as needed for local schools.
 - ✓ 2015-2016: Through Vocational Services, Rotary Speech Contest, Mentor Tutor Connection, Challenge Team, Rotary Speech Contest and involvement in Interact and Camp Ryla, LARC representatives maintain a consistent dialogue with local school personnel to identify needs and help direct resources to support identified projects and youth leaders.
- Objective: Provide financial support to youth-oriented organizations through LAREF contributions
- ✓ 2011-2012: LAREF contributions were made to PNG, scholarships, Young at Art, CHAC, Child Advocates, Just Read and many other youth programs.
 - ✓ 2012-2013: This financial support of Youth organizations continues
 - ✓ 2013-2014: This financial support of Youth organizations continues
 - ✓ 2014-2015: This financial support of Youth organizations continues
 - ✓ 2015-2016: This financial support of Youth organizations continues
- GOAL: Maintain a close relationship with PARTNERS FOR NEW GENERATIONS, our Rotary initiated Mentoring and Tutoring program.
- Objective: Support PNG financially and with Rotary volunteers on their board of directors and as mentors and tutors
- ✓ 2011-2012: LAREF supported PNG with a \$15,000 grant
 - ✓ 2011-2012: two additional Rotarians were elected to the PNG Board in 2012, bringing the total of Rotarians on the board to sixteen.
 - ✓ 2012-2013: LAREF supported PNG with a \$5,000 grant.
 - ✓ 2013-2014: LAREF supported PNG with a \$5,000 grant.
 - ✓ 2013-2014: additional Rotarians added to PNG Board, bringing the total Rotarians on the board to _____ (Mona getting number). Rotarians also involved with several committees within PNG.
 - ✓ 2014-2015 PNG went through re-naming and re-branding to become Mentor Tutor Connection; committee updates to LARC membership continue twice/year (in place of annual luncheon)
 - ✓ 2015-2016 PNG hired a professional executive director to provide more focused leadership; committee updates to LARC membership continue twice yearly
- Objective: Support PNG in developing a new strategic plan incorporating the needs of all stakeholders with objectives in the areas of;
- ✓ 2012-2013 Recruiting volunteers to meet the ever growing demand for mentors and tutors
 - ✓ 2012-2013 Fundraising with a focus on individual donors, corporations and foundations for support of grant writing, youth protection training, mentor and recruitment coordinators and recruitment of volunteers
 - ✓ 2012-2013 Targeting companies and local businesses for volunteers and funds to support PNG

2015-2016 Update

- ✓ 2012-2013 Developing metrics for measuring our success to help with grant proposals
 - ✓ 2012-2013 Implementing new Youth Protection Training procedures for incorporating the Rotary YPT training, fingerprinting and TB testing (tutors only) for all mentors and tutors
 - ✓ 2013-2014: Continue
 - ✓ 2014-2015: Continue to support MTC (formerly PNG)
 - ✓ 2015-2016: Continue to support MTC
- Objective: Review and Revise the current Youth Protection Policy to make it standard for all participants in PNG Programs. This includes all Board Members, Employees, Tutors, and Mentors.
 - ✓ 2013-2014: All PNG Participants will sign an acknowledgement of understanding of the PNG Youth Protection Policy, and receive a certificate of completion upon completing the Youth Protection requirements.
 - ✓ 2015-2016 All youth protection training is conducted on-line according to established policies
- Objective: Support PNG in its rebranding efforts
 - ✓ 2013-2014: Support PNG in its rebranding efforts
 - ✓ 2014-2015: Support PNG in launching its re-brand Mentor Tutor Connection
 - ✓ 2015-2016: Continue to support PNG to increase public awareness of new brand name
- GOAL: Maintain a close relationship and collaboration with the Interact clubs we sponsor at Los Altos High School and Pinewood School
 - Objective: Interact sponsors regularly attend Interact meetings and inform the board of their activities.
 - ✓ 2011-2012: Club Liaison meets with the Interact Clubs monthly.
 - ✓ 2012-2013: Club liaisons met with the Interact Club at Los Altos High School twice a month during the school year.
 - ✓ 2013-2014: Increase involvement with Interact Clubs
 - ✓ 2014-2015: Continue involvement with Interact Clubs and increase Board and Club awareness
 - ✓ 2015-2016: Continue involvement with Interact Clubs through participation in Club meetings and activities; LAHS Club very active and engaged w/multiple LARC members
 - Objective: Interact officers speak at a Rotary meeting annually
 - 2011-2012: Officers were not available until school was out, so spoke after the Rotary year
 - ✓ 2012-2013: Interact Co-Presidents gave a 10 minute presentation to the Los Altos Rotary Club in July, 2013.
 - ✓ 2013-2014 Continue
 - 2014-2015 Interact officers spoke at LARC meeting.
 - 2015-2016 Interact officers scheduled to speak at LARC meeting.
 - Objective: Include interact members in our club projects and support theirs
 - ✓ 2011-2012: Interact members participated in the art show, selling Chef Chu's chicken salad.

ROTARY CLUB OF LOS ALTOS 2011-2016 STRATEGIC PLAN 15 December 2011
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- ✓ 2012-2013: Interact students participated in the 2013 Art Show
- ✓ 2013-2014: Interact students participated in the 2014 Art Show
- 2014-2015: Interact students to be included in 2015 Art Show
- 2015-2016: Interact students to be included in 2016 Art Show
- GOAL: Support Camp RYLA
 - Objective: Sponsor 8 students at Camp RYLA annually
 - ✓ 2011-2012: Two students from Los Altos high attended the 2012 Camp RYLA. Eight were initially paid for but space was at a minimum. None went from Pinewood.
 - ✓ 2013-2014: Sponsor four students, two from Pinewood and two from Los Altos High School, to attend Camp RYLA annually
 - ✓ 2012-2013: Market Camp RYLA to students well in advance of signups: Outreach by the Rotary Liaisons to AVID students, and through teachers and counselors at the high school has begun.
 - ✓ 2013-2014: Sponsored students
 - ✓ 2014-2015: Although LAREF approved adding 2 more students from Pinewood (from our usual 4 students from LAHS), no students from Pinewood signed up. We continue to sponsor 4 students and added sponsorship of 3 students to PWR retreat.
 - ✓ 2015-2016: Continue to sponsor all students who sign up for RYLA and encourage more participation from Pinewood; LAHS very active club that participates in all leadership activities offered
 - Objective: Have at least three Los Altos Rotarians visit Camp RYLA annually
 - 2011-2012: none attended
 - 2012-2013: none attended
 - 2013-2014: Have at least one Los Altos Rotarian visit Camp RYLA
 - ✓ 2014-2015: Had at least two LARC members visit Camp RYLA
 - ✓ 2015-2016: none attended
- GOAL: Maintain an active relationship with Scout troop 37 and Packs 76 and 78
 - Objective: liaisons report on troop/pack activities at a LARC meeting
 - ✓ 2011-2012: A scout recognition/report took place at a club meeting
 - ✓ 2011-2012: Dick Blanding's contributions were recognized with the Cliff Dochtermann Award of Excellence. The Fellowship of Scouting Rotarians presented it. Scouting leaders were in attendance at the LARC meeting where it occurred and a scout honor guard presented the colors
 - ✓ 2014-2015 Scoutmaster presented an 10-min update at LARC lunch
 - Objective: scouts are included in the art show and other community projects
 - ✓ 2011-2012 Scouts helped with the Art Show
 - ✓ 2012-2013 Scouts helped with the Art Show
 - ✓ 2013-2014 Scouts helped with the Art Show
 - ✓ 2014-2015 Scouts helped at the Art Show
 - ✓ 2015-2016 Scouts will be encouraged to help at Art Show
- GOAL: Los Altos Rotary develops youth leadership skills.
 - Objective: Hold an annual speech contest

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- ✓ 2011-2012: LARC hosted a club speech contest and the area speech contest
- ✓ 2012-2013: LARC hosted a club speech contest. Four students participated.
- ✓ 2013-2014: LARC hosted a club speech contest. Four students participated.
- ✓ 2014-2015: LARC hosted a club speech contest. Two students participated.
- ✓ 2015-2016: LARC will host a club speech contest.
- Objective: provide leadership in the Area and District speech contest
 - 2011-2012: Jack Kelly chaired the Area and co-chaired the District contests
 - 2015-2016: Jack Kelly continues to be very active in the District contests
- Objective: sponsor 8 students at the Enterprise Leadership Camp
 - ✓ 2011-2012: We learned about the ELC, but did not participate. This is a worthwhile program to join, but requires advance planning.
 - ✓ 2012-2013: sponsor at least one student at ELC
 - ✓ 2012-2013: LARC has appointed a mentor, who attended the ELC training
 - ✓ 2013-2014: Sponsor one student at ELC
 - ✓ 2013-2014: Six Rotarians participated in 3-day seminar at Asilomar
 - ✓ 2014-2015: Increase club awareness and participation in ELC (LARC was one of the sponsoring clubs)
 - ✓ 2014-2015: LARC sent four students and several LARC members to ELC
 - ✓ 2015-2016: Arley Marley seeking a co-chair to continue to support the momentum in this program
- GOAL: Los Altos Rotary Encourages educational attainment
 - Objective: provide mentors and tutors through Partners for New Generations
 - ✓ 2011-2012: 119 students were mentored, on and off campus in the three high Schools in the MVLA District
 - ✓ 2011-2012: There were 45 tutors placed in elementary schools.
 - ✓ 2011-2012: The Middle School tutoring program grew to provide 25 tutors
 - ✓ 2011-2012: PNG Volunteer Luncheon was held at a LARC Meeting
 - ✓ 2012-2013: PNG Volunteer Luncheon was held at a LARC Meeting
 - ✓ 2013-2014: PNG Volunteer Luncheon was held at a LARC Meeting
 - ✓ 2013-2014: _____ students were mentored, _____ students were tutored (Mona checking on numbers)
 - ✓ 2014-2015: Continue support of PNG, now called Mentor Tutor Connection (MTC)
 - ✓ 2015-2016: Continue support of Mentor Tutor Connection
 - ✓ 2015-2016: Host LARC luncheon to honor volunteers and inform club membership of activities
 - Objective: Provide college scholarships for deserving students
 - ✓ 2011-2012: LAREF granted \$25,000 in scholarships, chosen by the scholarship committee. Students, parents and principals were guests of the club at a meeting where the scholarships were

presented.

- ✓ 2012-2013: LAREF granted \$17,600 in scholarships to 9 students who were selected by the Scholarship Committee.
- ✓ 2013-2014: Explore opportunity to grant a scholarship to a Foothill veteran who will transfer to a 4 year college/university
- ✓ 2013-2014: LAREF granted \$22,000 in scholarships.
- ✓ 2014-2015: LAREF granted \$26,100 in scholarships
- ✓ 2015-2016: LAREF position to grant scholarships in Spring 2016

➤ Objective: Explore multi year funding of scholarships

- 2014-15: No exploration
- 2015-2016: No exploration

➤ Objective: Collaborate with other scholarship granting organizations through the Community Round Table

- ✓ 2011-2012: The Community Round table met to coordinate scholarships
- ✓ 2012-2013: Scholarships were reviewed and coordinated with the Community Roundtable
- ✓ 2013-2014: Scholarships were reviewed and coordinated with the Community Roundtable
- ✓ 2014- 2015: Continue to collaborate on Scholarships and explore collaboration on Community Grants
- ✓ 2015-2016: Continue to collaborate on scholarships and explore collaboration on Community Grants

• GOAL: Los Altos Rotary encourages students to develop their talents

➤ Objective: provide a student art competition (Young at Art) annually, in conjunction with our annual Art Show

- ✓ 2011-2012: Five high schools/art programs participated in the juried art show, judged by a committee of members. Art was displayed in local businesses.
- ✓ 2012-2013: Five high schools participated in the Young at Art competition. Art was displayed in local businesses.
- ✓ 2013-2014: Continued success
- ✓ 2014-2015: Continue
- ✓ 2015-2016: Continued success

➤ Objective: honor the winning student artists at a club meeting

- ✓ 2011-2012: Winning art was displayed at the Gazebo at the Art show and winning artists were honored at a Rotary Club meeting
- ✓ 2012-2013: Winners were honored at a Rotary meeting and a reception in a downtown gallery.
- ✓ 2013-2014: Winners were honored at a Rotary meeting and a reception in a downtown gallery.
- ✓ 2014-2015: Winning students honored at a Rotary lunch meeting and at a reception during First Fridays
- ✓ 2015-2016: Winning students will be honored at a Rotary lunch meeting and at a reception during First Fridays when program concludes after Art Show in Spring 2016

- GOAL: Los Altos Rotary is Certified for Youth Protection each year
 - Objective: provide awareness of the need for youth protection training and screening to Rotarians and other adults who participate in our youth oriented projects
 - ✓ 2011-2012: A rule was established that all Red Badgers are required to complete this training before receiving a Blue badge
 - ✓ 2011-2012: A rule was established that all PNG volunteers must be screened, finger printed and trained
 - ✓ 2012-2013: All PNG volunteers are currently screened, finger-printed and trained in Youth Protection
 - ✓ 2013-2014: All LARC red badgers are now required to do youth protection training.
 - ✓ 2014-2015: Continue promoting red badgers to do youth protection training online.
 - ✓ 2015-2016: Continue promoting Red Badgers to do youth protection training online.
 - Objective: Hold youth protection trainings that meet Rotary guidelines and facilitate the fingerprinting process at least twice a year.
 - ✓ 2011-2012: The Youth Protection classes were held 7 times (approximately 140 people attended)
 - ✓ 2015-2016: All Youth Protection classes are now conducted online
 - Objective: a process is in place to complete the certification process for individuals
 - ✓ 2011-2012: The process was refined..
 - ✓ 2012-2013: The process has been successfully implemented, with some refinement with the fingerprinting component.
 - ✓ 2015-2016: This process is complete.

INTERNATIONAL SERVICE

Our Club has a strong tradition and commitment to International Service. We are focused on sustainable projects to help as many people as possible, for the money invested. We are already recognized around the world for our work with AIDS and we want to expand that. Goals identified include:

- GOAL: Child AIDS Prevention Program implemented in Sub-Sahara Africa
 - ✓ 2011-2012: Los Altos Rotary Aids Project, with a \$60,000 global grant from RI and in collaboration with Global Strategies for AIDS prevention sent a seven person Vocational Training Team to Monrovia, Liberia. More than 50 health care workers were trained in Child Aids Prevention education, screening and intervention at the St. Joseph's workshop.
 - ✓ 2011-2012: Los Altos Rotarian, Rich Casey, President of the Rotary Aids Project received the District 5170 highest award, the Karl G. Ohmen Award for "the greatest personal commitment to world peace and understanding".
 - ✓ 2012-2013: Submission of a \$250,000 Global Grant application to TRF for the expansion of Child AIDS prevention to 22 more clinics in Liberia. Completed. Grant approval pending
 - ✓ 2012-2013: Expansion of support for the CAP project to two more Rotary Districts
 - ✓ 2011-2012: Northern California and Inland Empire supported the project
 - ✓ 2012-2013: Completed. Support gained from clubs in Districts
 - ✓ 2012-2013: Selection of the next Sub-Saharan country for initiation of a Child AIDS Prevention project. (Tanzania, Zambia, Malawi or Botswana). Decision pushed to October 2013, in collaboration with Save the Children
 - ✓ 2012-2013: Complete collaboration agreement with Save the Children for all of Sub-Saharan Africa. Discussion to be held in October, 2013
 - ✓ 2012-2013: Explore collaboration with the Clinton Foundation. No progress
 - ✓ 2012-2013-2014 Our club's \$192,500 Global Grant from TRF from LARAP/WCS for the expansion of Child AIDS prevention to 22 more clinics in Liberia. Application MOU with Save the Children, our partner NGO, was finally revised to TRF satisfaction and Grant application was recently approved by TRF. With additional \$32.5K direct cash for Save the Children expenses, project will total ~ \$225,000
 - ✓ 2012-2014: Explore possibility of strategic collaboration with the Clinton and/or Gates Foundations... no progress as yet.
 - ✓ Rich Casey and our Child AIDS prevention projects featured in Rotarian magazine.
 - ✓ 2013-2014: Initiate selection process of the next Sub-Saharan country for Child AIDS Prevention project. (Tanzania, Zambia, Malawi or Botswana, or possibly other). Decision pushed to 2014 after pending \$225K GG approved. Working with Save the Children in this selection.
 - ✓ 2013-14: Expansion of support for the CAP project includes several Rotary Districts beyond 5170; in 2011-2012: Northern California and Inland Empire supported the project

- ✓ 2013-14: Child AIDS Prevention GG (was VTT) in preparation for 2014-15 for Nepal
 - ✓ 2014-15: Selection process completed for expansion to the next African country for Child AIDS Prevention project negotiated with global NGO, Save the Children as our partner. Ethiopia selected. Process now focused on building strong relationship with an appropriate Ethiopian Rotary club to serve as host club. Addis Ababa West Rotary club appears to be leading candidate for host club.
 - ✓ 2014-2015: LARAP to hire a grant writer to create a phased approach in developing mission/vision, strategic plan and boilerplate language for grant writing.
- GOAL: Leader in SOLAR Projects around the world
 - Objective: Continue dialog with World Neighbors NGO and try to convince them to also try adding a future solar element to their set of Nepal projects
 - ✓ 2012-2013: COOPERATING WITH WORLD NEIGHBORS ON 2013-14 GRANT PROPOSAL IN SUMBA ISLAND, INDONESIA Objective: Work with schools to demonstrate/teach solar and sustainable technologies.
 - ✓ 2014-15: Allart Ligtenberg continues to serve as the District 5170 Chair for Water, Health, Hunger, and Solar. LARC WCS has sponsored and staffed solar & sustainability info booths and demonstrations at all District events.
 - ✓ 2014-15: worked with Area 6 and Saratoga clubs on integrating solar/sustainability element into Tanzania Okeezwa school project support.
 - ✓ 2014-15: championed a \$1,000 cash grant to a Rwandan tribal village Women's Cooperative for solar hot water heating system in support of garment manufacturing micro-business.
 - ✓ 2014-15: worked with SPUDEP school leadership and ODFL at Los Altos HS on advanced planning of possible solar/sustainability element to be included in potential future Haiti SPUDEP GG project .
 - ✓ 2014-15 Began exploring the possibility of a Economic Development oriented Solar GG project in Peruvian Andes area.
 - ✓ In aftermath of devastating April 2015 earthquake in Nepal our WCS wire transferred \$5,000 cash from WCS LAREF account to our partner Kathmandu Sunrise Rotary Club to assist them in emergency earthquake relief efforts. Contributions are being solicited by WCS with more than \$9,000 additional in funds now raised... these funds will be split between Save the Children NGO Nepal clinics for medical relief work, ShelterBox NGO for emergency shelter work in Nepal and the Kathmandu Sunrise Rotary club for their focused relief work specifically directed to villages where we have partnered previously.
 - ➔ 2015-16: Visit Peru later this year to meet with local Peruvian Rotary clubs to find suitable partner for this possible project.
 - Objective: Fight the stigma associated with the disabled (leprosy, blind,

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wheelchair, mental, HIV/AIDS, etc.) through income generation with solar drying and fabrication of simple solar cookers and biomass briquettes.

- ✓ 2011-2012: Successfully completed Nepal matching grant project (solar/sustainability)
- ✓ 2011-2012: Allart Ligtenberg was the District 5170 Chair for Water, Health, Hunger, and Solar. LARC had solar demonstrations at District events.
- ✓ 2011-20i12: Allart Ligtenberg worked on these projects in his trips to Nepal In the Fall and Spring
- ✓ 2012-2013: Successfully completed Nepal matching grant project (solar/sustainability)
- ✓ 2012-2013: Successfully completed Nepal cash project for a) disabled groups (solar/sustainability/briquettes/income gen), and b) solar+/green education programs for 10 schools.
- ✓ 2012-2013: Allart Ligtenberg continued as District 5170 Chair for Water, Health, Hunger, and Solar. He updated D5170 website for WHH&S. LARC had solar+ demonstrations at District events.
- ✓ 2012-20i13: Allart Ligtenberg worked on these projects and planned future projects in his trips to Nepal In the Fall.
- ✓ 2012-20i13: Allart Ligtenberg organized a Matching Grant project in Sankhu village that was approved by TRF.
- ✓ He organized another MG project for Neulapur village that is waiting for TRF approval.
- ✓ 2012-20h13 Allart is planning a Global Grant (GG) Solar+ project in Nepal with Dhulikhel Rotary for 2013-14. Plus participates in planning a GG Water & Sanitation project in Sumba Island, Indonesia with Bali Ubud RC, Seaside RC (lead) in Oregon, WASRAG, and other clubs in Oregon and Bali.
- ✓ 2012-20i13: Allart Ligtenberg had articles in The Rotarian Magazine and the San Jose Mercury newspaper on his solar+ activities in Nepal and other countries.
- ✓ 2012-2013: Allart Ligtenberg gave multiple presentations to Rotary Clubs in D5170, D5160, D3292, scouts, schools, and service groups. Did solar cooking demonstrations at Art Fair, LAHS, Google, PARC/Xerox, and Mt View CERT team.
- ✓ 2011-2012: Allart Ligtenberg received the Rotary International's highest award, the Service Above Self Award for his dedicated service in Nepal.
- 2013-2014: planning a new30K global grant project in Western part of Nepal
- ✓ 2014-2015: LARC celebrated 25-year anniversary of the Rotary AIDS project with in-club awareness, in-club film screening and celebratory lunch.

➤ Objective: Wherever we plan to do international projects - review if adding a solar component (even very small) would make sense. Examples: in a water well project use solar pump. In a health project add solar cooker or water pasteurization. Electricity is always a problem so add solar PV, lantern and WLED lighting.

- 2013-2014: Haiti, Sopudep: looking for project to include community sized rocket stove+ biomass fuel briquette production/presses and solar demonstration . photovoltaic solar electric power and notebook computers/readers. New Mexico Santa Fe Centro club on board to continue as lead on this anticipated GG

- GOAL: Strong relationships with Rotary Clubs around the world
 - Objective: Continue our strong set of relationships with past and current Rotary club partners on international projects
 - ✓ 2011-2012: LARC partnered with Rotary clubs in New Mexico, Haiti, Nepal, Liberia, Mexico.
 - ✓ 2011-2012: Excellent progress in planning our next set of matching grant/global grant proposals for Nepal, Indonesia and Yucatan, Mexico.
 - ✓ 2011-2012: After potential partner World Hands NGO support became problematical, quickly redirected our support to SOPUDEP through ODFL... \$10K in building materials provided to assist rebuild of SOPUDEP school damaged in earthquake.
 - 2012-2013: LARC partnered with Rotary clubs in New Mexico, Haiti, Nepal, Liberia, Mexico.
 - 2012-2013: Submitted Global Grant application to extend Liberia CAP with combined LARAP+WCS financial support to TRF, approval pending; partnered with Somerville NJ club which submitted MG solar+sustainability MG application for next village in Nepal, TRF approval pending; partnered with Santa Fe Centro, NM, RC which submitted MG application to TRF for desks, chairs and furnishings for SOPUDEP school in Haiti, approval pending.
 - ✓ 2012-2013: Excellent progress in planning and setting up partnerships under Future Vision rules for next year's set of Global Grant proposals for Nepal (Los Altos lead), Indonesia (Seaside, OR/TRF WASAG lead), Yucatan, Mexico (Palo Alto RC lead) and Haiti/SOPUDEP (Santa Fe Centro lead).
 - ✓ 2012-2013: After potential partner World Hands NGO support became problematical, quickly redirected our support to SOPUDEP through ODFL... \$10K in building materials provided July 2012 to assist rebuild of SOPUDEP school damaged in earthquake.
 - ✓ 2013-2014: Indonesia/Sumba Island: will join Rotary Water and Sanitation Action Group to support the Seaside, OR Rotary club clean water and Sanitation project. Clubs from Oregon, Bali Indonesia and Australia will participate
 - ✓ 2014-2015: Collaboration and Partnership with Rotary Area 6 (Almaden Valley, Gilroy, Gilroy Sunrise, Hollister and Morgan Hill) plus Saratoga on \$86K+ GG#1523996 to upgrade school materials and upgrade classrooms for Orkeezwa School, Monduli Tanzania. Anticipating a February final submittal.
- GOAL: LARC/WCS sponsor international hands-on projects in which LARC members participate on-site.
 - Objective: Explore projects in readily accessible Mexico or Central America for a LARC hands-on team and service project.
 - ✓ 2011-2012: In June, a team of Los Altos Rotarians travelled to Merida, Yucatan to participate in a hands-on project with Proyetco Itzaes, to put finishing touches on a school. The relationship with this NGO has the potential for future projects.
 - ✓ 2012-2013: Planning a follow-on GG project and service team visit next year to Merida, Yucatan to participate in a hands-on project with Proyetco Itzaes, to support demonstration of solar +sustainability element of next year's planned education-oriented

GG in partnership with Palo Alto and Mt View Rotary Clubs.

- 2013-2014 Yucatan, Mexico . Supporting Palo Alto project focusing on Education & Literacy (low cost PC notebooks & internet connectivity) We are including rocketstoves + biomass fuel briquettes and solar demonstrations for the 4 participating villages. Partners include Mt. View Rotary and Proyecto Itzaes NGO.
- ✓ 2014-15: Joined Palo Alto club led GG consortium of clubs, also including Mt View and Sunnyvale, organizing that part of a GG service team which visited Yucatan March 2015 to participate in a hands-on project with Proyetco Itzaes. Project provided notebook computers to PI village learning centers along with learning oriented software to further computer literacy. Project was coupled with major solar + sustainability demonstration and STEM educational element. Solar and rocket stove cooking devices along with biomass briquette fuel making devices were provided and demonstrated to four Proyecto Itzaes village participants. Adults and Children. The STEM presentations provided on memory sticks explained how these devices work and are put to practical use in support of reducing Carbon imprint and a more sustainable/environmentally responsible lifestyle. Memory sticks also provided practical/useful recipes in Spanish for cooking with these devices. Subsequent Yucatan projects will involve visiting team participation.
-

INTERNATIONAL SCHOLARS

- GOAL: Be a recognized leader in International Scholars in District 5170
 - Objective: To continue to increase awareness in the community of the opportunities that Rotary International's scholarship program presents for worthy applicants
 - Objective: To continue to expand our pool of applicants
 - ✓ 2011-2012: Two applicants applied. One was submitted to the District, but was not selected
 - ✓ 2012-2013: One applicant applied and was submitted to the District, but was not selected
 - 2014-2015... although announced and publicized, no Applicants from our club this past year.
 - Objective: To continue to increase the number of winners from among those whom we sponsor, building on the success we enjoyed in recent years.

FUTURE VISION

- GOAL: Maintain our qualifications within District 5170
 - Objective: Attend all D5170 training sessions
 - ✓ 2011-2012: Roland Payne and/or Mary Marley, and some WCS committee members have attended all District 5170 training events in 2010-2012.
 - Objective: Cooperate with other Rotary Clubs in D5170 and other Pilot Districts to enable larger projects with TRF support
 - ✓ 2011-2012: Sixteen district 5170 Rotary clubs have signed up for exchanging cash for their DDF. The exchange will begin at about Jul
 - Objective: Keep LARC personnel informed of TRF and D5170 FV rqmts & processes.
 - ✓ 2012-2013: Update briefings were given at every WCS meeting

- GOAL: Be a Leader in Global Grant by the end of the Pilot Program
 - Objective: Exchange cash for DDF with D5170 clubs that do not have projects of their own, to achieve larger projects with the resulting TRF matching of DDF amounts.
 - ✓ 2011-2012: \$33,000 exchanged DDF for cash.
 - ✓ 2012-2013: \$33,000 exchanged DDF for cash to support the Liberia CAP project
 - Objective: Continue to honor our commitments to projects we have initiated in non-Pilot districts - e.g., Haiti, Nepal.
 - ✓ 2011-2012: We continued projects in Nepal and worked with other clubs to provide support for SOPUDEP in Haiti, in spite of many roadblocks.
 - Objective: Make preliminary plans for larger projects (larger than in years past) in the 2013-14 year when all of Rotary is likely to be under the same TRF rules and guidance.
 - 2013-2014: Plan to actively recruit partners for Child AIDS Prevention. Working with Save the Children NGO
 - 2013-2014: Input to RI re difficulties with system

THE ROTARY FOUNDATION (TRF)

From Annual Giving to the Paul Harris Society, it was agreed that the Rotary Foundation is a critical element of being a Rotarian. The difference between TRF and LAREF, and what TRF does were identified as areas of confusion for members. Goals identified include:

- GOAL: 100% Participation in TRF – Every Rotarian Every Year
 - Objective 2011-2012: Reach a minimum of 87% participation in TRF for 2011-2012
 - ✓ 2011-2012: Reached 87%, then divided Cioppino Feed \$ for Polio Plus among members, to reach 100%. (RI records show 87%. Seems that we missed the March deadline for having it count...
 - ✓ 2012-2013: Reach a minimum of 100% participation in TRF with \$5 TRF contribution included as part of annual dues
 - ✓ 2012-2013: Reach \$200.00 average per member giving to Permanent Fund
 - ✓ 2013-2014: Annual billing to include TRF payment for the year
 - ✓ 2013-2014: Reach \$200.00 or more average per member giving to Permanent Fund
 - ✓ 2014-2014: EREY due to including \$5 in membership dues.
 - ✓ 2014-15: Exceeded Dist 5170 giving goal of \$31,290 for our club... per capita contribution >\$180/member
 - Objective 2012-2013: 10% of membership are PHS members
 - 2012-2013: 10 members are PHS members
 - 2013-2014: 14 members are PHS members
 - 2014-2015: Over 5 members (the goal) committed to the PHS level
- GOAL: 80% of members are Double Sustainers or higher each year
 - As a side benefit of this, by most members becoming Double Sustainers we will have many more Paul Harris Fellows in the Club and we will approach 100% Paul Harris Fellows.
 - Objective 2011-2012: Reach 50% of membership at double sustainer level
 - ✓ 2011-2012: 51% of club were double sustainers
 - ✓ 2012-2013: 76% of members obtained double sustainer level
 - ✓ 2013-2014: ?? of members obtained double sustainer

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- Objective: November 2011 meetings to have TRF education piece relevant to the club
 - ✓ 2011-2012: There were several informational presentations on TRF before and during the November campaign and throughout the year
 - ✓ 2012-2013: Late October/November 2012 meetings to have TRF education piece relevant to the club
- Objective 2012-2013: Reach 60% of membership at double sustainer level
 - ✓ 2012-2013: 76% of members attained Double sustainer status
 - ✓ 2012-2013: Revisit Handbook and Orientation materials to assure there is proper communication explaining the expectation of members to contribute and specific levels of recognition.
 - ✓ 2014-2015 75% of membership will reach double sustainer status
- GOAL: Explain to new Members – Handbook or TRF vs. LAREF
 - ✓ 2011-2012: Several meetings contained TRF education
 - ✓ 2013-2014: Late Oct. or early Nov. presentation to the club
 - ✓ 2014-15: Continue to orientate new members on the topic.
- Objective: Revise manual and orientation materials to highlight TRF/LAREF relationship
 - ✓ 2011-2012: Orientation materials were revised to clarify TRF and LAREF
 - ✓ 2012-2013 accomplished
- GOAL: Educate and motivate members to consider TRF in their estate planning
 - Objective: Identify three to five potential candidates from membership to include TRF in estate planning for Benefactor and Bequest Society.
 - 2012-2013- not attained
 - 2013-2014: Special five minute presentation on becoming a benefactor
 - ✓ 2014-15: Explanation of estate planning was given to club.
- GOAL: As directed by RI, continue to raise additional funds for Polio Plus
 - Objective: Raise \$1000 for Polio Plus through special fundraising event
 - ✓ 2012-2013 obtained
 - ✓ 2014-2015 promoted World Polio Day with a presentation to the club and received donations to Polio Plus in excess of \$1,000
- Goal: (New goal, 2013) Paul Harris Recognition Points from the club will be given as a joint program with the membership committee
 - Objective: 500 recognition points will be given to any member who brings in a new member to Rotary. This will be done after the new member obtains Blue Badge Status and is with the Club for six months.
 - ✓ 2014-2015 Sponsors received 500 recognition points for bringing in new members
 - Objective: If a new member obtains Blue Badge Status within six months of entering the club, they will be awarded 250 recognition points.
 - ✓ 2014-2015 Several red-to-blue badge members received 250 PH recognition points for completing red badge requirements within six months.
- Goal: Paul Harris award for a Community Leader – Beginning 2013.
 - Objective: At the last meeting where the President presides (The week before Kick-Out), the Club will honor a member of the community, not a member of LARC, with a Paul Harris award.
 - ✓ 2012-2013: Gay Krause was presented the Los Altos Rotary Paul Harris Award
 - ✓ 2013-2014: Dr. Judy Minor was presented a PH Fellowship

→ 2014-2015: Presentation did not occur

- Objective: Past recipients of LARC-bestowed Paul Harris designations will be invited on an annual basis.
 - ✓ 2014-15: Past recipient Dr. Judy Minor was invited to several LARC meetings and also invited to join our membership
- Objective: This award is to be publicized in our community, for PR and awareness, thereby building over years, a high profile in our community. With this regular practice, TRF will be an identifiable beneficiary for Club members and Non-Club members alike.
 - ✓ 2013: The Paul Harris Award to Gay Krause was covered by the Town Crier

PUBLIC AWARENESS

The group discussed the continued importance of public relations for the club and the need to publicize action-oriented service as a means to gain exposure for the Club and for Rotary and to attract new members. Goals identified include:

- GOAL: Rotary symbol on major community project
 - ✓ 2011-2012: Approached city about replacing Rotary signs at entrance to Shoup Park. Approved in concept by city.
 - ✓ 2012-2013: New plans are in process for the Community Plaza at Main and State Streets' intersection. LARC is staying involved in order to maintain a Rotary presence (and possible Rotary Symbol signage) in the new Plaza.
 - 2014-2015 LAREF Task Force working on getting a project with legacy gifts, which will have Rotary wheel/signage included
 - 2015-2016: The Veterans Plaza at Foothill College will be improved with rotary time and money and the Plaza named after our Club.
 - 2015-2016: We are about to have Foothill Park put on the City council Agenda where we would like to rename the Park "Los Altos Rotary Park" in exchange for the promise to improve the park so that it can be more appealing and functional for the Art Show and other potential users in the future.
- GOAL: Use social media to promote Club activities – internally and externally
 - ✓ 2011-2012: Appointed a social media chair, who created a club presence on Facebook and Twitter and articles in The Patch online newsletter
 - ✓ 2012-2013: Formed a Social Media sub-committee with four members
 - ✓ 2012-2013: We now maintain four Facebook pages (LARC, Fine Art in the Park, PNG and LARAP)
 - ✓ 2012-2013: PR committee is currently developing a Social Media policy for LARC to use moving forward
 - ✓ 2013-2014: Training class at Foothill College on using Clubrunner to help internal communications
 - ✓ 2013-2014: continue technology training
 - ✓ 2013-2014: Encourage members to use Club Runner mobile app on Smart phones.
 - ✓ 2013-2014: FAiTP uses Facebook to promote artists and activities at show

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- ✓ 2014-2015: Increased visibility on Facebook for LARC activities and our FAiTP activities
- ✓ 2015-2016: We have converted to ClubRunner 3.0 and increased our use of access to and from other web-sites.

- GOAL: Align Public message with materials from Rotary International
 - ✓ 2011-2012: Participated in a District sponsored joint ad with other district club, using RI materials
 - ✓ 2011-2012: Appointed a Public Image Chair to coordinate LARC PR activities and align the message with RI. PR committee was formed, with representatives from major club endeavors. Tasks to include PR materials, web site, print and social media.
 - ✓ 2012-2013: New LARC brochure was designed and printed. This brochure will live for 2 Rotary years, but could be updated annually if needed. The brochure provides an overview of Rotary at the club level and as an international network of clubs.
 - ✓ 2012-2013: Participated in District-wide ad campaign, which included Facebook "Cover" ad and print ads that ran in local newspapers
 - ✓ 2012-2013: Received Proclamations from Los Altos and Los Altos Hills Mayors to honor February 23, 2013 as Rotary Day in celebration of Rotary International's 108th birthday
 - ✓ 2012-2013: Held Public Image event on Rotary Day in downtown Los Altos with all major club projects represented; Event was advertised and covered by local press.
 - ✓ 2014-2015: Participated in District ad campaign

- GOAL: Weekly articles and ads submitted and posted in print and electronic media
 - Objective: The monthly LATC Meet a Rotarian ad is scheduled through June, 2012
 - ✓ 2011-2012: there were 12 Meet a Rotarian Ads in the Los Altos Town Crier.
 - ✓ 2011-2012: there were 24 additional print articles
 - ✓ 2011-2012: The RI magazine, The Rotarian, featured LARC projects in two issues. "Special Deliveries" in the May issue featured the work of Rich Casey and the LARC Vocational Training Team work on mother to child transmission of AIDS in Liberia. "The Sun Also Cooks", in the July issue, which arrived in June, featured the work of Allart Ligtenberg with solar cookers in Nepal
 - ✓ 2012-2013: there were 50+ print articles as well as articles in the Los Altos Patch online
 - ✓ 2013-2014: Continued approx. 50+ print articles
 - ✓ 2014-2015: Continue press releases
 - ✓ 2015-2016: We continue our goal to publish an overview of our weekly speaker in the LA Town Crier.
 - Objective: The PNG ad in the LATC and MV Voice will have 3 installments on Mentors by June, 2012
 - ✓ 2011-2012: accomplished
 - ✓ 2012-2013 : eight adds placed in boht the Town Crier and Mountain Voice

- View
- GOAL: Club has presence at every event in the area
 - ✓ 2011-2012 LARC members are very active in the community, but there is not an official representative at every event in our active

area.

- ✓ 2012-2013: Our members continue to be a vital part of the Los Altos community. No data is collected to confirm presence at every event.
- ✓ 2012-2013: In addition to our presence at the Art & Wine Festival, Fall Festival, Holiday Lights Parade, Fine Art in the Park, we have started having an information booth at the Farmer's market every Thursday during the summer
- ✓ 2013-2014: Rotary booth at one farmer's market per month
- Goal: 2013-2014: Create Local Community Awareness of what Rotary is and specifically what Los Altos Rotary is doing locally and internationally.
 - 2013-2014: Rotary Sponsored First Friday for the Month of May.
 - 2013-2014: Sub-Committee to develop Farmers Market planning for 2014 Farmers Market

END OF STRATEGIC PLAN

Original Compiled by: Mary Marley, Club Trainer

Original:	September 13, 2011
Presented to BOD:	September 14, 2011
Approved	December 15, 2011
Revised:	December 14, 2011
Presented to BOD:	December 14, 2011
Presented to Club:	January 12, 2012
Finalized:	January 12, 2012

Update: 2012-13 compiled by PP Mona Armistead
In honor of Mary Marley

Objectives (from BOD) Approved by Pres. Council	September 2012
Stored on website	
Update presented to Presidents' Council	June 12, 2013

2013-2014 revision (objectives) from BOD

Presented to President's council	October 31, 2013
Presented to board, posted on website	November, 2013

2014-2015

President's Council met to review	July 24, 2014
KG update	February 16, 2015
KG Sends doc to Board	May 6, 2015
Finalized	July 4, 2015

2015-2016

Jerry Moison update	September 17, 2015
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