

2018 LARC Strategic Plan Update

- 'Club' Items across multiple areas/responsibilities
- Club Operations
- Community Service
- Fellowship
- International Service
- Membership
- Youth & Vocational Service

'Club' Items Across Multiple Areas/Responsibilities

1. Los Altos Rotary recognized as the premier/most dynamic service organization in our community, welcoming diversity>>>continued as most important

2. Determine optimum club size... continue to assess range from 170 to 200>>> 180 selected as optimum

3. Develop and implement plan for community improvement project(s) funded from LAREF's endowment (with attribution to Rotary for its donation to the community). Given resource limitations, candidates presented below in priority order are:

- continue improvements to Garden House as a City asset and as our Club meeting venue>>> install additional HDTV screens opposite podium & podium lighting first, then look at installation of ceiling fans and operable skylights for passive cooling; future Garden House improvements committee established... Jerry Moison volunteered to chair.... to assess longer term interior and exterior improvements

- Rotary funded undergrounding of utilities into our FAITP venue, Lincoln Park, consider a permanent stage area with electrical connection, and adoption of the Gazebo >>> LAREF has donated gift intended for this purpose; continue working ideas and plan with City

- a Rotary sponsored meeting room in new City Community Center >>> pending assessment after City design & approval of the project

- Evaluate a possible Rotary assist in expansion of Chamber of Commerce's rear conference room (often used by Rotary) >>> pending development of Chamber plans & cost estimates

- furnish/equip in part, the City's proposed new Senior Center (also pending, see c above)

- enhancements to Edith/San Antonio Village Park (consider phasing in small increments)

'Club' items, cont'd

- 4. Maintain Excellence of Programs/Speakers through the work of our Program Committee; conduct meetings to ensure prompt adjournment at 1:30 PM >>> Program Committee continues to vet and provide excellent programs, scheduled well in advance**
- 5. Develop/ensure continued quality in Club Leadership: develop leaders that bring flexibility, perseverance, experience, diversity & transparency >>> newer/younger members taking on key roles, being mentored**
- 6.. Increase Seek/Obtain outside support of club service projects and initiatives including donations and sponsorships, leveraging OPM (Other People's Money). Target up to \$500K cumulative over several years >>> examples include continuing with Haiti/SOPUDEP, Polio Plus and other FAITP raffles, etc**
- 7. Partner and network with other clubs in activities, projects, events >>> Palo Alto & Mt View Clubs have joined in our activities, with more to come**
- 8. Foster and maintain an atmosphere of good feeling and civility among Rotarians, who outside of Rotary, hold divergent views >>> LARC strives for political and religious neutrality; civility an important virtue**
- 9. Los Altos Rotary and its LAREF foundation recognized as a principal financial supporter of local non-profits focused on helping the disadvantaged in our community; encourage our Rotarians to volunteer for leadership or Board positions on these community based non-profit organizations providing these needed services >>> ongoing**
- 10. Work to build LAREF Endowment fund toward \$1M cumulative goal... proceeds then help fund item 3 above Community assets and as well as fund the community non-profit services of 9 above >>> ongoing**

Strategic Plan Update/Club Operations: Promotion

- Publicity to assist in attracting members
- Publicize Club accomplishments locally
- Develop a standard Press Packet (LP)
- Club Video
- Monthly Newspaper Ads to publicize club activities, speakers, events
- Logo Branding: club stickers, decals to build club identity

Strategic Plan Update/Club Operations:Use More Digital Tools

- Create live or recorded feed of meetings or programs
 - Create video program Library: promotion
 - Cons: will impact revenue from meetings. Lack of privacy if meetings are recorded.
- Remote conferencing for teams:
 - enable younger working members to participate
- Web site refresh annually
 - Balance promotion and club information
- Expand use of social media
 - Teams must self promote
 - Difficult with most members not engaged in social media
- Point of Sales Function
 - Apple Pay, Google Pay, RotoCoin, credit cards
- Groupware, web based and possibly open source
 - Virtual Server
 - Minimize the number of different tools needed
 - Tools for working groups.

Strategic Plan Update for 'Community Service'

1. Work with District to expand Veteran's Support to other District Rotary clubs
2. Strive for Rotarian representation/liaison on key community/non-profit organizations
3. Upgrade Lincoln Park with Rotary branding eg:. Underground utilities, fix & maintain gazebo, install brass plaques, electrical to stage area for events, etc.
4. Collaborate with non-Rotary groups eg: help sponsor Community meeting room and/or help equip Senior Center in proposed new Community Center and/or help upgrade Chamber conference room (which LARC committees often use)
5. Mentor & collaborate with Interact Clubs on community projects
6. Should it again be possible, help bring back Rotacare to El Camino Hospital/YMCA
7. Expand community-oriented senior related activities such as the PEG committee, Roadrunners, Hillview Senior Center, etc.
8. Sponsor speaker's event at proposed community center or library to increase LARC awareness
9. Staff a booth at LAVA Farmer's Market, monthly ads in Town Crier to increase LARC awareness
10. Pursue possibility for "Rotary Week" banner across Main St

Strategic Plan Update: Fellowship Avenue of Service -

1. Build relationships and sense of family through social, cultural and adventure events.
 - Create a committee to survey the membership and to organize events of interest to the membership
 - Provide adventure and outdoor activities that appeal to families with children and potential younger members
 - Support monthly Satellite Meetings and elicit ideas and feed back to refine and improve Rotary fellowship events
2. Partner with other clubs in activities, projects and events.
 - Leverage respective club ideas, resources and opportunities that build relationships
3. Focus on learning in the community.
 - Coordinate with Red Badge Chair to elicit new members' interests and provide events with service project opportunities emphasizing education and fellowship that attract and maintain quality members
4. Leverage our international projects to provide opportunity for members to travel as a group to project locations and participate in project work
 - These provide great fellowship opportunities for our club members; examples include recent club trips to Peru & Oaxaca
5. Assess idea of assigning members to 1 of 4 teams to develop greater fellowship.

Strategic Plan Update: International Service

We plan to grow our International Service efforts through the following actions:

- Encourage visits by LARC members and other Rotarians to our International Service project sites:
 - Set up a travel opportunity to visit each International Service project 1 year after its launch (at time of interim report)
 - A subcommittee of WCS or LARAP will plan the trip and invite members of LARC and other Rotary Clubs.
- Expand communication and relationships with other Rotary Clubs to invite partnership in LARC's International Service projects:
 - Continue to staff WCS and LARAP tables at PETS Workshops and Avenues of Service Conferences
 - Obtain contact information from Presidents-Elect and other Rotarians, and offer speakers to present programs at their club meetings
 - Invite other clubs to partner with LARC on our International Service projects with cash, DDF and/or active participation
- Grow World Community Service Committee membership and participation:
 - Coordinate with Red Badge Chair to present WCS projects at Red Badge meetings, and encourage them to visit and join the WCS Committee, donate to The Rotary Foundation and support PolioPlus
 - Have WCS members serve as greeters, then ask LARC members if they are aware of the WCS Committee and invite them to meetings
- Grow Los Altos Rotary AIDS Project membership and participation:
 - Sustain and expand existing Child AIDS Prevention projects and develop additional CAP projects
 - Utilize strategies similar to those described for WCS to encourage membership and support for LARAP
- Work with District 5170 leaders and TRF in an effort to improve responsiveness and cooperation of host Rotary Clubs and Districts:
 - Strategize with our District Grants Chair regarding processes for preventing or resolving miscommunication and conflicts
- Develop additional "cash-only" projects:
 - Smaller projects may not require matching funds to achieve success.
 - Avoiding the grant application process makes projects easier and more flexible, and it dramatically shortens the time to implementation.
- Publicize International Service projects to attract OPM (Other People's Money) to support our efforts:
 - At Fine Art in the Park, display large posters or banners in strategic locations to inform public about WCS and LARAP projects
 - Direct people to our solar booth to obtain more information and make donations

Strategic Plan Update: Membership

- 1. Continue recruiting efforts to maintain growth of our club.
- 2. Continue to offer a strong Red Badge program that emphasizes education and fellowship to help attract and retain quality members.
- 3. Strive for/maintain a membership that has an equal number of men and women, racially and culturally diverse to reflect the demographics of our area.
- 4. All club members understand and are exposed to the Rotary four-way test and demonstrate integrity in the way they live and lead.
- 5. Continue efforts to bring in younger members by offering activities and programs attractive to younger people and their families.
- 6. Maintain a membership that has 50% of it's members still active in a profession.
- 7. Use our increased presence within the community to recruit qualified members.

Strategic Plan Update : Youth & Vocational

- Youth
 - Major supporter of Youth
 - Known in Community as Youth sponsorship leader
 - Explore expansion of LARC/LAREF Scholarships to multi-year instead of just 1 year or otherwise build on Scholarships program
 - Expand support for mentoring youth
 - Expand/Get more participants reflecting all cultures/backgrounds (both adults & students served)
 - Table at local HS's passing out 'Help Cards' per earlier Red Badge project
- Vocational
 - More vocational talks at meetings ... "What you don't know about ..."
 - Establish specialty panel to teach students about occupations ... ask HS Principals to give input on this
 - Provide Vocational mentoring for High Schools, Veterans, colleges, workdays with youth (shadowing)
 - MTC is strong/expanding; expand mentoring to include vocational advice