

Visioning Results

Mesa West Rotary Club

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We are very excited to share the results of the Visioning process in which some of our club members engaged. Before we do, though, we would like to share a little about what Visioning is and the format we used.

What Is A Club Vision?

It is a living management tool that:

- Defines a shared commitment
- Provides long-term direction
- Creates a framework to establish goals and objectives
- Optimizes use of resources



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Club vision is a living management tool. It helped us define a shared commitment among those present at the event. It will serve to provide a Long Term direction for us. Visioning has created a framework for us to establish our goals and objectives over the next three years. It will also help us optimize the resources that are not just here in the room but in our community and internationally as well.

Why Is A Plan Needed?

- Club Leadership changes yearly
- Establishes a multi-year coordinated plan
- Provides for greater consensus, continuity, consistency, and ***communication***



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You may be wondering why a plan for the next three years for our club is needed. We get a new president every year. If we have a three year plan, then the club leadership knows what you as members want to achieve. This gives our club consensus, continuity, consistency, and better communication between leadership and members. Efficiency is also a critical outcome of the planning process.

FOOD FOR THOUGHT

**“Plans are Useless,
But Planning is Indispensable”** DDE

“He who fails to plan is planning to fail” Winston Churchill

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Insert media



5 Questions in Planning

- Who are we?
- Where are we?
- Where do we want to be?
- How will we get there?
- How will we know we've arrived?



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We used five planning questions in considering what we wanted our club to achieve over the next three years. First our leadership did a Pre-session Questionnaire where we told about our club so we answered the question: Who are We? Then all of you were given a Rotary Visioning Questionnaire to reflect what you thought about our club before we held the Visioning event to answer the question: Where are we? During the Visioning event we answered the question: Where do we want to be? Now you will help with the next two questions. Together, we will design a Master Plan and for each goal on our Master Plan, we will create an Action Plan in order to implement the steps that will lead us to achievement of each goal. We then will be answering the question: How will we get there? On the Action Plan is a space for us to predict our Outcome when the goal is achieved. We then will have answered the question: How will we know we have arrived?

ROTARY'S ACTION PLAN

Increase Our
Impact

Expand Our Reach

Enhance
Participant
Engagement

Increase Our
Ability to Adapt

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Rotary's Action Plan through 2024 has four areas to consider. In our club, we want to increase our impact in our community, expand our reach in our service, enhance how you and others engage with the club and Rotary on a larger scale, and increase our ability to adapt to new and innovative ways of thinking about Rotary.

Impact: Creating lasting change, locally, globally. Focusing efforts, attention, and resources in the most meaningful ways

Expanding Reach: inclusive, engaging. Bringing people together to experience the positive power of Rotary. Adapting to the era and opening new channels for those feel included within Rotary

Participation Engagement: Keeping the Rotary Club alive and vibrant, how do we avoid plateaus. Keeping members excited and feeling a sense of fulfillment in decade 5 as on day 1.

Adaptability: Seeking new ideas, perspectives that can strengthen the club, community, and Rotary altogether. The world is ever changing, and we ultimately need to change with it. With this, new members can find Rotary more enticing to join.

Planning Steps...



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Successful organizations employ these steps to generate a solid plan for goal achievement. We started this cycle with our Visioning event. Now we are going to develop a long range plan that our club can put into practice for the next three years. The clarity that will come from this process will provide the alignment within our club of activities that promote an increase in our club's impact, that show us a way to expand our reach, that will give us a plan for membership growth and engagement, and will allow our thinking to adapt to new ideas that will make our club even more dynamic. We will develop a Master Plan with a goal for each idea we want to achieve. Then we will develop an Action Plan for each goal on our Master Plan. So now, let me tell you about the results of the Visioning and the ideas we came up with for our club to pursue for the next three years.

MESA WEST VISIONING SESSION

- Conducted over 4hrs on Saturday August 6th
- ~25 members participated (even Zoom attendees)
- 52 ideas generated

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MESA WEST VISIONING SESSION

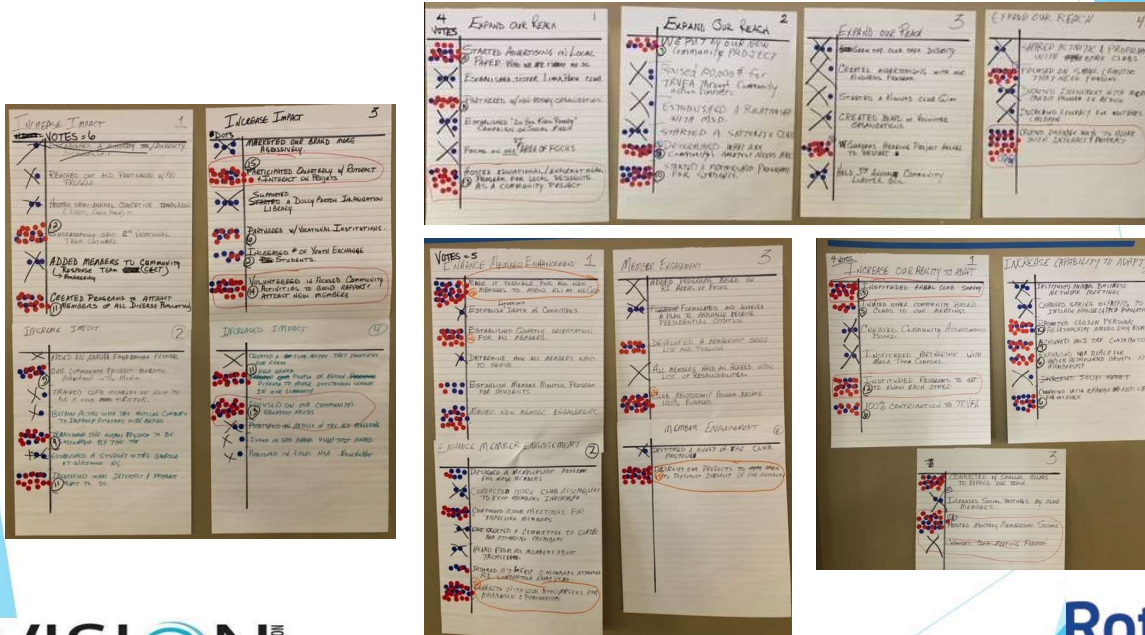
- 4 areas of focus were examined separately
- Input was from our members only
- No idea was dismissed out of hand
- Ideas recorded on view boards
- Ideas generated for each aspect

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The results.....



We are excited to share what our participating club members dreamed about during our Visioning.

Conducted 2 rounds, the ideas with the least votes were crossed off. 2nd round we voted on the last remaining items.

Commonalities

- Increase collaboration with Rotaract & Interact (Youth Focused)
 - 5 ideas
- Better understand & create impact to the Mesa Community
 - 13 ideas
- Implement Mentorship Style Programs (Youth & Members)
 - 4 ideas
- Implement Club Vocational Model
 - 2 ideas
- Funding / Giving
 - 2 ideas

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Club Size

- Over the next three years we want our club to be between 75-80 members.
- That means we need to gain 11 new members in the next three years.

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We were also asked to dream about what our club size could be within the next three years. Just think of all the service we could do with that many members.

Increase our Impact

- Participate with Rotaract & Interact Clubs
- Implement community needs assessment
- Volunteer projects
 - Communities' greatest needs
 - Areas of focus



These are the top ideas that we generated in the area of increasing our impact. (Go over the top ideas.)

Expand our Reach

- Work alongside Rotaract & Interact Clubs
- Host educational workshops
- Tell locals who we are and what we do

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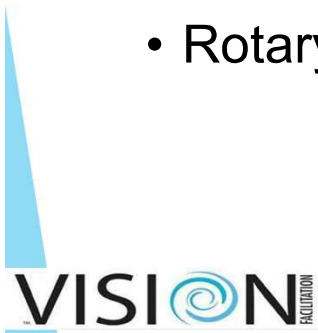
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These are the top ideas that we generated in the area of expanding our reach.
(Go over the top ideas.)

Enhance Member Engagement

- Diversify service projects
- Partner with local businesses
- Rotary Leadership Institute (RLI) – no cost



These are the top ideas that we generated in the area of enhancing participant engagement. (Go over the top ideas.)

Increase our Ability to Adapt

- Host monthly membership socials
- Team building activities
- Establish annual club surveys



These are the top ideas that we generated in the area of increasing our ability to adapt. (Go over the top ideas.)

How will we get there?

- Create a Master Plan: generate goals from ideas
- Form committees to take each goal
- Create an Action Plan for each goal: develop the tasks needed to accomplish each Goal and the resultant Outcome
- Monitor progress; re-evaluate where needed

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So today we begin on the fourth planning question: How will we get there? (Specify if you want to use the above steps in some way or generate your own plan for the next steps you need to take). One example might be: We are going to give each idea to the appropriate committee and let the committee come up with a goal for the idea. The next step would be to generate an Action Plan for each goal and specify the outcome you hope to achieve. Will that work for our club? (If you do this, then assign each idea to the committee chair the idea relates to so a goal can be generated and an Action Plan completed for each goal.)

Master Plan – Year 1

Visioning Theme of the Year: <u>Improving Awareness</u>		
Goals for the Year:		Who Will Lead?
1	Conduct Mesa Community Needs Assessment (Education & Youth Needs)	Community Service Committee / Visioning Committee
2	Add 2 Community Projects based on the greatest needs	Community Service Committee
3	Identify Interact & Rotaract Clubs Passions	Youth Services
4	Participate with Rotaract + Interact Clubs on 1 quarterly service projects	Youth Services / Community Service Committee
5	Develop Monthly Membership Socials Plan	Membership Committee
6	Create Annual Club & Visioning survey	Pam C. / Logan H.
7	Establish Partnership with 1 local business to increase awareness	Vocational & Community Service
8	Develop Club Vocational Training Team (VTT) Model	Lucinda G. / Logan H.
9	Create Annual People of Action Dinner (POA)	Club & Community Service Committee
10	Develop Annual Youth Career Fair Day / Field Trip Model	Vocational Service



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- Annual Theme:
Improving Awareness
- Better understand the needs of the community, club, & members

Master Plan – Year 2

Visioning Theme of the Year: <u>Strengthening Relationships</u>		
Goals for the Year:		Who Will Lead?
1	Add a minimum of 5 Community Projects based on the greatest needs	Community Service Committee
2	Participate in 2 or more quarterly service projects w/ Rotaract & Interact	Youth & Community Service Committee
3	Conduct 1st Annual Youth Career Fair Day / Field Trip	Vocational Service
4	Expand attendees and POA nominees for annual People of Action Dinner	Club & Community Service Committee
5	Increase monthly membership socials by 10	Membership Committee
6	Increase TRVFA contribution by individuals	Jeanie M. / John Pennypacker / Fundraising Committee
7	Establish Partnership with 2 local business to increase awareness	Vocational & Community Service
8	Plan and Approve 1st annual Vocational Training Team abroad	Lucinda G. / Logan H.
9	Establish Relationship with all Mesa Clubs to facilitate central project/event	President Line
10	Create Club Fundraising Campaign	Fundraising Committee



- Annual Theme: **Strengthening Relationships**
- Building upon the new and existing relationships

- Expanding models & ideas developed in Year 1

Master Plan – Year 3

Visioning Theme of the Year: <u>Maintain Adaptability</u>		
Goals for the Year:		Who Will Lead?
1	Re-Conduct Community Needs Assessment	Community Service Committee
2	Continuing Annual POA Dinner	Club & Community Service Committee
3	Continue Youth Career Fair Day / Field Trip	Vocational Service
4	Assess (increase/decrease) as needed the monthly membership social	Membership Committee
5	Initiate first all Mesa West Clubs event	Community Service
6	Continue TRVFA contribution	Jeanie M. / John Pennypacker / Fundraising Committee
7	Expand/Evaluate relationship with 2nd Title 1 school	President Line / Youth Services
8	Evaluate current business partnerships and expand as needed	Vocational & Community Service
9	Send 1st annual Vocational Training Team abroad	Lucinda G. / Logan H.
10	Conduct 2nd annual Club Fundraising Campaign	Fundraising Committee



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- Annual Theme:
- **Maintain Adaptability**
- Adapt to community changes
- Re-evaluate club progress
- Fix and/or expand club

goals

Vision Club Motto

- More than The Ace of Clubs...
- Put it to a vote...
 - Option 1
 - Transforming Communities. Creating Opportunities. Impacting Youth
 - Option 2
 - Culture Driven, Service Oriented, Youth Focused



We were asked about what our club stands for and what our club attributes are. From the ideas generated, a committee came up with this club motto. What do you think? Does it fit our club? (Try to get a consensus that it fits. If not, perhaps you can give it back to the committee with the ideas the members generate and come up with one that fits better.)

We will send out a survey to determine which motto the club would like to move forward with.

Next Steps?

- Committees to create an Action Plan for each goal:
 - develop specific, actionable, tasks needed to accomplish each Goal and the resultant Outcome
- Club Visioning Committee (Logan ☺..any others?) to meet with individual Committees
 - Provide guidance, ideas, templates on how to create the Action Plan
 - “Set you up for success, not throw you to the wolves”
- Roll Out Action Plan: **TBD**
- Monitor progress; re-evaluate where needed

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So today we begin on the fourth planning question: How will we get there? (Specify if you want to use the above steps in some way or generate your own plan for the next steps you need to take). One example might be: We are going to give each idea to the appropriate committee and let the committee come up with a goal for the idea. The next step would be to generate an Action Plan for each goal and specify the outcome you hope to achieve. Will that work for our club? (If you do this, then assign each idea to the committee chair the idea relates to so a goal can be generated and an Action Plan completed for each goal.)

Call to Action

Please sign up for the committee
that fosters your passion!



If you are passionate about one or more of the ideas you have heard, please join the committee that will be working on that idea even if you are on another committee at the present time. Remember, we need to adapt so be sure to engage your passion.

Questions?



Are there any questions? (Answer any questions they have. Then make the following statement.) I would like for someone to move that we adopt this Vision and the resultant Master Plan as the strategy we will use over the next three Rotary years as the direction that will allow our club to thrive and grow. (Do the voting procedure you use at your club.)