Boulder Rotary Club Strategic Plan 2010-14

Mission:

Benefiting our Community and our World through action, integrity, service, and fellowship.

Vision:

We are the premier service club in our community, the Club everyone wants to join. We actively support quality educational opportunities for our Community’s youth. We are renowned as the Club of action and as a catalyst for change. We seek out cooperative relationships with other institutions to better our Community and our World, always promoting ethical practices and social responsibility.

Core Values:

* ACTION – Our Club is committed to making things better in our Community and our World. Our members are involved and actively participate in areas of service about which they are passionate. We always seek to be relevant and involved in important issues that challenge us domestically and internationally.
* INTEGRITY – Our Club and each of our members are sincere and ethical in all our actions. We strive to be a role model for ethical practices in our Community. We honor and seek diversity in our membership.
* SERVICE – Our Club operates and our members live by the Rotary motto *Service Above Self.*
* FELLOWSHIP – Our Club has fun carrying out our mission. We care deeply about one another. We are there for each other. We support one another.

**2010 -11 Strategic Priorities**:

* Sustained Membership: We desire to be a Club of 275 to 300 members, attracting the best and most active individuals who reflect the diversity of our Community.
* *Strategies, 2010-11*:
	+ Our members, in concert with the Membership Development Committee, will actively seek out and propose for membership individuals in our Community who are committed to the concept of service and to the mission and vision of the Boulder Rotary Club so that our Club will increase to 265 members by June 30, 2011.
	+ This will be accomplished using the following strategies:
		- Each member of Boulder Rotary will be asked to bring as a guest of the Club a qualified person who is the same age now as the Rotarian was when they joined Rotary.
		- Each member of Boulder Rotary will be asked to contact friends who are employers of individuals who could be potential Boulder Rotarians to discuss the employer’s sponsorship of those selected employees by payment of their dues and allowance of time off from work to participate in Boulder Rotary activities.
* Club Service: Our Club’s weekly meetings include programs that inform, educate, challenge and entertain us. Club meetings are an opportunity for compelling fellowship. We strive to involve new members in Club activities from day one. Club sponsored social events are fun and well-attended.
* *Strategies, 2010-11:*
	+ Through our Program Committee, we will continue our longstanding emphasis on weekly programs that inform, educate, challenge and entertain the members and guests that attend our weekly meeting.
	+ Each weekly meeting will include an opportunity for fellowship and socializing before the start of the meeting and Members will be encouraged to invite new members to their table and to occasionally sit with someone other than their usual table mates.
	+ Through our Red Badge Program, we will educate and engage our new members in Rotary and the activities of the Boulder Rotary Club by:
		- Having them serve as greeters at weekly Club meetings.
		- Encouraging them to join one or more Club Committees.
		- Offering them the opportunity to attend one of our Club’s social programs as a guest of the Club during their first six months in Boulder Rotary.
* Vocational Service: We seek to be a leader in a community-wide effort that ensures that all at-risk students within the Boulder community have access to an adult mentor. Our Club will provide meaningful scholarship opportunities supporting this initiative.
* *Strategies, 2010-11:*
* We will continue to support, and attempt to grow, the Adelante program for Hispanic boys and girls in the Boulder Valley School District.
* We will seek out other Community groups involved in mentorship of youth with which Boulder Rotary might partner on a meaningful basis.
* We will offer $20,000 in Resident High School Scholarships for BVSD graduates attending Colorado colleges and universities.
* We will offer $15,000 in Study-Abroad Scholarships for University of Colorado students spending a portion of their junior or senior years enrolled in a qualified program of study overseas.
* We will provide $3,500 in Vocational Scholarships for graduates of Boulder TEC to continue their post-secondary education.
* We will seek to expand our 4-Way Test program to include all elementary and middle schools in the BVSD.
* We will sponsor 4 RYLA and 2 Young RYLA students.
* Community Service: We seek to be the local service club that community organizations look to for expertise and support in meeting community needs. We will develop a *Quick Response Team* that stands ready for action to respond to local, national and international crises. To fully involve our members in this critical area of service, we will identify all our members’ areas of expertise and maintain a technological database to match member skills with community needs.
* *Strategies, 2010-11:*
	+ We will appoint a committee chaired by the immediate Past President and made up of two past presidents and a committee chair from one of the committees in each of Community, International and Vocational Service. The Quick Response Committee is charged with the responsibility of monitoring local, national and international issues to which a response from Boulder Rotary would be appropriate and beneficial and advising the Board on action which the Club might take to assist in the resolution of the issue.
	+ We will form a Task Force to make recommendations to the Board on the processes to be employed to implement the identification of our members’ areas of expertise, the development and maintenance of a technological database of member skills and match those skills with community needs.
* International Service: Our focus for international service will be well-defined with an emphasis on projects directed at clean water and literacy education. We seek to develop a sustainable long-range project in one of our areas of emphasis that will make a significant impact on the lives of those people our project assists.
* *Strategies, 2010-11*
	+ We will allocate $24,000 to the World Community Service Committee to allow them to fund international projects that, to the extent possible, qualify for District and TRF Matching Funds. Projects that focus on clean water or literacy will have funding preference over other projects.
	+ The World Community Service Committee will explore the potential for multi-year sustainable projects with the goal of participating in projects that have a longer term benefit to those our project assists.
* Humanitarian/Educational Fundraising: Our goal is to provide at least $100,000 annually to address the identified Club areas of emphasis in our Community and our World.
* *Strategies, 2010-11:* Though the generosity of our members and the other resources of our Club we will:
	+ Though the generosity of our members and the other resources of our Club we will:
	+ Contribute $45,000 to The Rotary Foundation Annual Fund.
	+ Contribute $10,000 to complete our obligation to the Polio Plus Challenge.
	+ Through the paddle raiser at our Club Signature Event raise $25,000 dedicated to Shelter Box.
	+ Though our Club Signature Event and other member donations, contribute $30,000 for the Boulder Rotary Club Foundation’s annual community service activities.
* Public Relations: We will develop ongoing relationships with reporters in print and electronic media to bring to light the outstanding works of the Boulder Rotary Club. Our Club website will be current, fun and interactive. Club members will be encouraged to forward their CybeRIBs to family, friends and acquaintances outside the Club to enhance exposure to the good and noble works of the Club and its members.
* *Strategies, 2010-11:*
	+ We will continue to issue regular press releases to our local media outlets proclaiming Club and Member achievements and upcoming Club programs.
	+ We will continue to inform members and the public of the activities of the Club and the good that Rotary does locally and internationally.
	+ We will continue to upgrade the Club Website including the addition of professionally prepared video links highlighting Club activities.

*Updated March, 2012*

**2012-13 Strategic Priorities**:

* Sustained Membership: We desire to be a Club of 275 to 300 members, attracting the best and most active individuals who reflect the diversity of our Community.
* *Strategies, 2012-13*:
	+ Our members, in concert with the Membership Development Committee, will actively seek out and propose for membership individuals in our Community who are committed to the concept of service and to the mission and vision of the Boulder Rotary Club so that our Club will increase to 280 members by June 30, 2013.
		- Each member of Boulder Rotary will be asked to bring as a guest of the Club a qualified person who is the same age now as the Rotarian was when they joined Rotary.
		- Each member of Boulder Rotary will be asked to contact friends who are employers to discuss the employer’s sponsorship of individuals who could be potential Boulder Rotarians, by payment of their dues and allowance of time off from work to participate in Boulder Rotary activities.
		- Each member of Boulder Rotary will be offered “invitation to lunch” cards to be given to individuals who could be potential Boulder Rotarians.
* Club Service: Our Club’s weekly meetings include programs that inform, educate, challenge and entertain us. Club meetings are an opportunity for compelling fellowship. We strive to involve new members in Club activities from day one. Club sponsored social events are fun and well-attended.
* *Strategies, 2012-13:*
	+ Through our Program Committee, we will continue our longstanding emphasis on weekly programs that inform, educate, challenge and entertain the members and guests who attend our weekly meeting.
	+ Each weekly meeting will include an opportunity for fellowship and socializing before the start of the meeting. Members will be encouraged to invite new members to their table and to occasionally sit with someone other than their usual tablemates.
	+ Through our Social Committee, we will review all our social events and seek ways to freshen their appeal to Club members.
	+ Through our Red Badge Program, we will educate and engage our new members in Rotary and the activities of the Boulder Rotary Club by:
		- Having them serve as greeters at weekly Club meetings.
		- Encouraging them to join one or more Club Committees.
		- Offering them the opportunity to attend one of our Club’s social programs as a guest of the Club during their first six months in Boulder Rotary.
		- Re-emphasizing the role of the Sponsor in helping new members become engaged.
* Vocational Service: As Club members, we share our skills, expertise and ethical standards through our vocations and through our service. We develop, support and actively participate in programs that provide mentors to at-risk students within the Boulder community.Our Club provides meaningful scholarship opportunities supporting this initiative.
* *Strategies, 2012-13:*
* We will continue to support the Adelante program for Hispanic boys and girls in the Boulder Valley School District.
* We will offer Resident High School Scholarships for BVSD graduates attending Colorado colleges and universities.
* We will offer Study-Abroad Scholarships for University of Colorado students spending a portion of their junior or senior years enrolled in a qualified program of study overseas.
* We will provide Vocational Scholarships for graduates of Boulder TEC to continue their post-secondary education.
* We will seek to expand our 4-Way Test program to include all elementary and middle schools in the BVSD.
* New Generations: Committed to the development of future generations of Rotarians, we sponsor and support RYLA, Young RYLA, Interact, Rotaract and Rotary Youth Exchange to promote the development of leadership potential, commitment to *Service Above Self,* and world peace and understanding among young participants in these programs.
* *Strategies, 2012-13*
	+ We will sponsor 6 RYLA/Young RYLA students.
	+ We will support the service projects of our Club-sponsored Interact and Rotaract Clubs.
	+ We will host 3 inbound Rotary Youth Exchange students.
	+ We will create links between our Rotary youth programs as pipelines into Rotary.
* Community Service: We seek to be the local service club that community organizations look to for expertise and support in meeting community needs. We will develop a *Quick Response Team* that stands ready for action to respond to local, national and international crises.
* *Strategies, 2012-13:*
	+ We will maintain a Quick Response Committee charged with the responsibility of monitoring local, national and international issues to which a response from Boulder Rotary would be appropriate and beneficial and advising the Board on action which the Club might take.
	+ We will convene an umbrella committee to review and recommend continuance, discontinuance and/or expansion of current projects and to review proposed new projects for alignment with our strategic priority for Community Service.
* International Service: Our international service projects will be compatible with RI’s six areas of focus with an emphasis on projects directed at the areas of water and sanitation, and basic education and literacy. We seek to develop sustainable long-range projects that will make a significant impact on the lives of those people our projects assist.
* *Strategies, 2012-13*
	+ Through our World Community Service Committee, we will continue to meet all requirements to be certified as compliant with Future Vision by January 1, 2013.
	+ The World Community Service Committee will explore the potential for multi-year sustainable projects with the goal of participating in projects that have a longer term benefit to those our project assists.
	+ We will identify at least one such project to be ready to apply for Future Vision funding by July 1, 2013.
	+ We will plan and carry out a water and sanitation project in rural Nicaragua.
* Humanitarian/Educational Fundraising: Our goal is to provide at least $100,000 annually to address the identified Club areas of emphasis in our Community and our World.
* *Strategies, 2012-13:* Though the generosity of our members and the other resources of our Club we will:
	+ Contribute $45,000 to The Rotary Foundation Annual Fund.
	+ Contribute $30,000 to the Boulder Rotary Club Foundation for Education Endowment.
	+ Through our Club Signature Event, raise $20,000 dedicated to an international project.
	+ Though our Club Signature Event and other member donations, contribute $25,000 for the Boulder Rotary Club Foundation’s annual community service activities.
* Public Relations: We will develop ongoing relationships with reporters in print and electronic media to bring to light the outstanding works of the Boulder Rotary Club. Our Club website will be current, fun and engaging. Club members will be encouraged to forward their CybeRIBs to family, friends and acquaintances outside the Club to enhance exposure to the good and noble works of the Club and its members.
* *Strategies, 2012-13:*
	+ We will continue to issue regular press releases to our local media outlets proclaiming Club and Member achievements and upcoming Club programs.
	+ We will continue to inform members and the public of the activities of the Club and the good that Rotary does locally and internationally.
	+ We will continue to upgrade the Club Website including professional quality video links highlighting Club activities.
	+ We will develop a social media strategy.