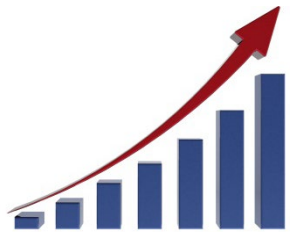


Rotary

Club of Akron, Ohio



**2020-2021 - Capt'n Rob,
Dr. Rob or Mixologist Rob?**



July 7,2020



- **Optimism - Glass Half-full**
- **Victim versus forward thinking (HBR On Mental Toughness)**
- **Public health reality**
- **Awesome Strategic Plan in our pocket**





-
- **Walk through a little Strengths, Threats, Opportunities as I see us navigating during this pandemic**
 - **Review our summary page from the strategic plan and get this plan on the web**
 - **List newer ideas/projects NOT directly on the strategic plan**

- **Strengths**
- **Threats**
- **Opportunities**

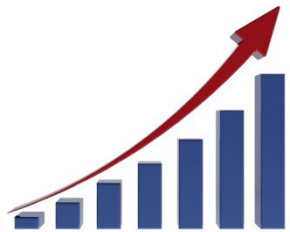
- **Phenomenal Board and Committee Chairs**
- **Adaptability**
- **Strong membership numbers**
- **Commitment**
- **Relationships**
- **High-energy**
- **Bi-modal demographics**
- **4 way test – Compassion/Empathy**

- **Novel virus – therefore not predictable**
- **RI D&O insurance**
- **Communication**
- **Preference for personal touch/in person networking**
- **Redefining value proposition**
- **Membership impact**
- **Isolation**
- **Safety**
 - Service projects
 - North High School new order
 - Large indoor fund raisers

- **Re-engage those who can't take 2 hours of their Tuesdays**
- **Talented speakers from outside the region**
- **Save money for reinvestment in projects/programs**
- **Mentor virtually or physically distant**
- **Connect intentionally**
- **Rescale smaller group projects**
- **Bridge our teams/committees – Council of Chairs**
- **Deliberate risk assessment/management**
- **Re-focus on our strategic plan**
- **Take best practices from Covid19 times to post-Covid life**

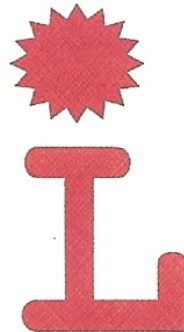
Rotary

Club of Akron, Ohio



Akron Rotary Club Strategic Plan Execution Planning

August 14, 2019



IMPACT Learning, Inc.
The Resource For Today's Leader

Goals



- To continue the momentum associated with the development of our strategic plan
- **To establish timeline, point person and preliminary plans for our strategic initiatives**
- **To begin using a Dashboard as a tool to monitor progress.**

Vision and Mission



■ Vision

- *Together, we aspire to make a lasting, positive impact in the lives of those in our Akron community and beyond.*

■ Mission

- *An inclusive, action-oriented service organization, Akron Rotary improves our community and the world while having fun and building friendships.*



Our Strategic Priorities



Impact

Increase visibility of Akron Rotary, our work and our impact locally and globally

Experience

Define and demonstrate the Akron Rotary Experience

Include

Intentionally diversify our membership and embrace inclusion

Engage

Enhance member engagement on multiple levels

Transform

Target and support our camp, community and global transformational project(s) with focused effort

Innovate

Establish innovative, efficient and relevant internal processes

Priority?

- [illegible]

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- **Develop a one-page visual of the strategic plan to use internally and externally**
- **Assess and improve meetings**
- **Consider different “Membership Pathways” and alternatives to in person meetings with processes that are supportive**
- **Ensure administrative and logistic processes engage members and support the Akron Rotary Experience**
 - Assess and continually improve scholarship process
 - Assess committees’ relevancy and effectiveness
 - Assess and enhance internal and external communication goals and processes
 - Promote, instruct on and leverage profiles in the data base
 - Develop apps and provide tech training on our internal systems
 - Consider and establish a variety of processes to engage and enhance membership



- **Conduct member engagement survey, analyze and address findings (membership preferences, interests, etc.)**
- **Develop a membership recruitment/engagement/retention plan**
 - Follow up and follow through
- **Continue to make the membership experience easy and effective**
 - Be intentionally more social at meetings and in general
 - Need more engagement of visitors and new members
 - Simplify and streamline communications as well as expand methods/venues
- **Facilitate break-out sessions on the strategic plan and other topics at meetings and other venues**



- **Define the Akron Rotarian Experience**
 - Establish a team to map “touchpoints”, expectations, establish communications to reinforce and processes to demonstrate
- **Promote the value of the Akron Rotarian experience**
- **Demonstrate and reinforce the Akron Rotarian experience in all aspects of Rotarian engagement**
 - The value proposition for membership, meetings, service, networking, partnerships, leadership, etc.



- **Develop a specific plan to recruit, engage and retain diverse members**
 - Go to them, partner with “diverse” organizations
- **Consider “membership pathways” – to engage outside of meetings that will make people feel they can be fully engaged even if not able to attend many meetings**
- **Conduct a retention assessment and analysis**
- **Recognize and publicize to demonstrate our inclusiveness**
- **Develop a brief “sell” sheet – who we are, what we do and why you should join, why it matters, etc. (My Rotary)**
 - Aligns with the Akron Rotary Experience

Intentionally diversify our membership and embrace inclusion





- **Share our mission and what we do to the greater public**
- **Identify and promote what we are already doing**
- **Develop and execute a comprehensive, targeted marketing plan**
- **Determine and establish meaningful and collaborative partnerships**



- **Leverage and continue to enhance/expand the Rotary Camp**
- **Consider opportunity with opioid “special need” children (Child Services) or other synergistic opportunities in the community**
 - Consider future projects that leverage Akron Rotary strengths
- **Assess current projects for effectiveness, relevancy and impact**
- **Determine specific international goals and develop a plan**

Outside the Strategic Plan



- **Bylaws completion including establishing D/I as standing committee**
- **Charge committees to create a charter and annual plan aligning with strategic plan**
- **Monthly Board meetings**
- **Monthly Committee chairs meetings**
- **Establish ad hoc risk assessment/advisory team**
- **New board member education**



THE
LIMIT
IS NOT IN
THE SKY
THE
LIMIT
IS IN
THE MIND

The Year of Lemonade (or?Tom Collins)

#we'vegotthisAkronRotary



Rotary
Club of Akron, Ohio

