# Akron Rotary Strategic Plan Re-boot

Rob's attempt to summarize and identify overlap 3/9/2021





# Visibility/Impact -Knauer/Colville-Hall

#### Inclusion

Diversity focused service projects in conjunction with community group /club / fraternity, sorority, etc.

#### V/I

Annual service project planning process

- 1. Create standard work for service project development and vetting, weighing impact with objective measures (?service project work group)
- 2. Outline project frameworks Recurrent annual, one time, international, shared with diverse community group or another club Grid of each current "regular" project
  Align projects with RI: Environment
  - · Growing local economies
  - · Providing Clean Water
  - · Saving mothers and children
  - · Promoting peace
  - Fighting Disease
  - Supporting Education

#### Long term -

- PR team to share progress or completion of each initiative
- Annual/semiannual Report
- Annual Service Plan (3-4 new projects with one International focus/year with metrics.
- Impact Awareness Committee

Engage

3. Distribute Bio information of new members



### Inclusion—Babcock/Hall

Innovate

Membership pathways

#### Inclusion

- Set up joint virtual opportunities to highlight other organizations' cultures, food/drinks
- 2. Enhance our partnering efforts with Rotaract and Interact and culturally different organization/fraternities-Sororities offer labor and financial support for their service projects

Long term -

Develop Rotary Speakers Bureau/List and advertise to different organizations to serve as outreach tool (Dan O'Connell did SCORE Explore reaching out to LBGTQ community Engage

3. Deliberate strategy to engage more diverse groups, timeline, staging, etc



### Experience—Harig/Farkas

#### Inclusion

Partner with organizations in Akron Community Support local businesses

#### Experience

- 1. Create standard work graphic or grid with what club is doing locally, district, zone and internationally
- 2. Create orientation plan for new members and updates for more seasoned Rotarians

Long term –

Explore ways to help members develop their employees to gain new skills/education

Engage

3.Update/Distribute Bio information of new members, sponsors and intentional highlights of member's businesses each week in newsletter



# Engage – McGregor/Horak

#### Inclusion

Exposure to new cultures within Akron and beyond our club through RI Youth Exchange

#### Engage

- Create survey to determine HOW
   Rotarians want to connect and engage
   (being a member isn't engagement being a Rotarian is engagement)
- 2. Facilitate networking now periodic vocational ice breakers, add title/vocation/avocation on ZOOM name tags, small group activities social or service, voluntell new member to play in your group or activity

Long term – ?Link with Leadership Akron for Akron education/tour Explore leadership development training opportunities

Outside of meeting development seminars Promote engagement beyond our club

#### **Impact**

3. Distribute Bio information of new members



# Transform – Naragon/Miller

### Visibility and Impact

Imagine what a link with Akron Rotary Foundation/Camp/Club and LBJ Foundation could do!

#### Transform

- 1. Lean into North Hill area partners to give them something they need (not what we think they need) Leverage
  - 1.International Institute (Kane),
  - 2.Asian Services Inc,(Lupica)
  - 3.Celebration Church (Lupica),
  - 4.North High (Buie, Colville-Hall)
- Begin dialogue with LeBron James
   Foundation for potential long-term
   project for respite of families ravaged by pandemic at our camp

Long term – Partner with the I-Promise schools to collaborate with families the school has identified with needs which could be met by us

#### Inclusion

1. Lean into North Hill Exposure to new cultures within Akron



### Innovate – Hrdlicka/Dalton

Visibility and Impact

Robust web presence

#### Innovate

- 1. Succession Planning, Onboarding formal policy and procedures to gain efficiencies within the club, board and board committees (no re-inventing the wheel?)
- 2. Membership pathway development (younger professionals under 35, couples, corporate)
- 3. Create video to make Club Runner more powerful tool to leverage
  - a) Video in onboarding checklist
  - b) Encourage members to better take advantage of website

Long term – Partner with the I-Promise schools to collaborate with families the school has identified with needs which could be met by us

Inclusion

2. Membership pathway development

#### Engage

More engagement with ClubRunner

