

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large red speech bubble shape is centered on the page, containing the text.

The Rotary Club of Rochester

Strategic Planning update

Timeline

Vision to Strategy

April 29th input session
May 24/26 visioning session

Strategy plan development

June, 2021

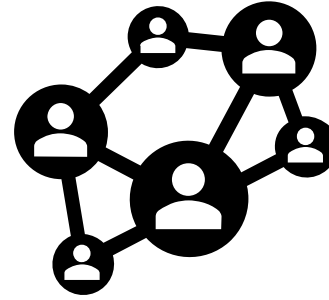
Board led, pulls together the input across the membership

Strategy implemented

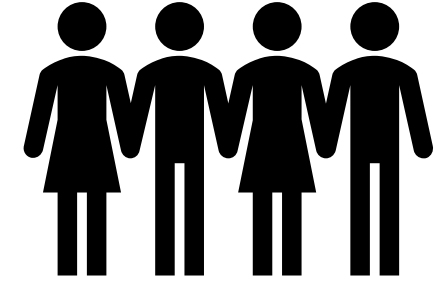
July, 2021 – June 2024
Transition will be over the course of the first months

APRIL 29, 2021
THEMES

6 listening groups
33 participants



Connections matter



Service is key



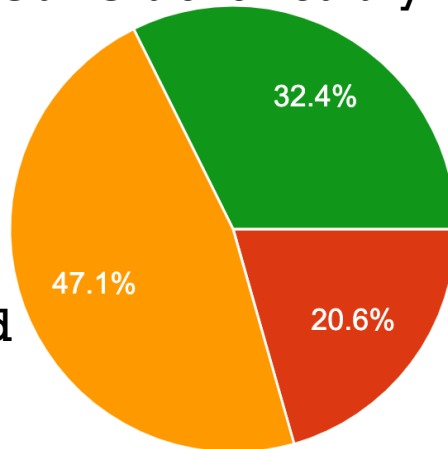
Alignment of efforts for impact
(local, regional, international)
Is vital

34 responses

32% response rate

VISIONING SURVEY

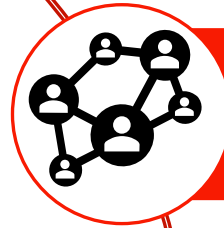
Our Club is healthy



Agree

Disagree

Undecided



Membership diversity



Clear Impact



Communications

2 days

11 participants

Rotary Priority Areas from Visioning session

• Adaptability

Flexible club
Collaborative
Mentoring of young professionals
Clear impact with measurable results

• Expand Reach

Demographics of club match community
Known for impact in the areas of Education and Health
Active and Engaged membership

• Enhance Participant Engagement

Strong value proposition for members and community
Provide personal/professional development opportunities

• Increase Impact

Increase investment in C2C (time, talent, investment)
Increase awareness and impact of foundations
Evaluate and align current programs



Alignment is key

ROTARY INTERNATIONAL:

TOGETHER we see a world where PEOPLE unite and take action to CREATE lasting CHANGE across the globe, in our communities and in ourselves.

ROTARY CORE VALUES (FIELDS):

Fellowship | Integrity | Extraordinary | Leadership | Diversity | Service

THE ROTARY CLUB OF ROCHESTER IS KNOWN FOR:

- Building and supporting leadership and personal growth for all members
- Supporting the elimination of all opportunity gaps in education
- Innovating medicine with partner clubs across the world
- Being welcoming, having fun and building strong relationships

Filters for Building the Strategy



The Four Way Test

of the things we think, say and do

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?
5. Is there an element of **FUN**?

Next Steps

- Strategic Plan Draft based on the input covered
- Tactics and Governance structured by the Board
- Transition/first tactics will be implemented over the first few months (July – September)
- Monthly progress updates

QUESTIONS? Contact Julie Brock |
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