
Rotary Club of Powell River Sunshine

Strategy 2011 / 2012

April 9, 2011

Record of Charts Created

Roadmap for the Session (April 9th, 2011)

1. Review the strategic planning process
2. S.W.O.T. Activity
3. Review the Rotary International Mission Statement
4. Vision Elements Activity
5. Strategies and Objectives
6. Next Steps

Participants:

William Mitchell-Banks

Pawel Makarewicz

Ken McLeish

Jim Coutten

Gerard Nachtegaele

Tim Wall

Doug Nauga

Harley deBruyckere

Arleen Davis

Helen deBruyckere

Facilitator:

Ian Grant

Situation Analysis

Strengths / Weaknesses / Opportunities / Threats Exercise (SWOT)

(brainstormed lists attached)

Strengths (Priority ranked)

1. Enthusiasm
2. Members share values
3. Strong visionaries
4. Energetic people
5. Strong business and international experience

Weaknesses (Priority Ranked)

1. Wanting to move too quickly
2. Energy needs focus
3. Lack of time to get to know each other
4. Lack of fundraisers
5. New - everything needs to be done

Opportunities (Priority Ranked)

1. To build the club of our choice
2. To select a meaningful set of projects
3. To participate with the evening club who are very well established
4. to leverage social media

Threats (Priority Ranked)

1. Splitting of Rotary resources - community perception
2. Only so many resources in the community (sponsors)
3. Aging of members
4. Not making things happen fast enough
5. Vision not big enough

Mission Statement

The mission of The Rotary Club of Powell River Sunrise is to provide service to others both within our community and internationally, promote high ethical standards, advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

Guiding Principles

Core Values

Rotary's core values represent the guiding principles of the organization's culture, including what guides members' priorities and actions within the organization.

Values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

Service

We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.

Fellowship

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

Diversity

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

Integrity

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

Leadership

We are a global fellowship of individuals who are leaders in their fields of endeavour. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

All of these core values are reflected in the Object of Rotary and The Four-Way Test, which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining high ethical standards in human relations.

Rotary Club of Powell River Sunshine

Vision Elements 2016 (Ranked)

1. 50 members
2. we have projects in the community we are known for
3. we are sponsoring youth exchange students
4. to sponsor a Rotoract club
5. we are using technology effectively
6. to have obtained a foundation grant
7. we have effective fundraising
8. our club is sustainable

Membership Strategy and Objectives

Strategic Thrust

To achieve a membership of 40 active members by 2014 who reflect the demographics of the community. To create an experience where members are passionate about being Rotarians. To have members feel they are getting personal benefits from Rotary membership.

Objectives for 2011

M - 1 To have at least 30 members.

Ken/Arlette/Chris/Don

By July 2012

M - 2 To create a list of potential members based on skills, age diversity.

Ken/Arlette/Chris/Don

By July 2011

M - 3 To implement a mentorship program to help new members get engaged and knowledgeable more quickly.

Ken/Arlette/Chris/Don

By July, 2011

M - 4 To develop an educational process for members using for example internal meetings, Rotary web based training, district training etc.

Ken/Arlette/Chris/Don

Club Administration and Leader Development Strategy and Objectives

Strategic Thrust

Recognizing the constraints of our one hour breakfast meeting format, to structure the agendas to provide time for networking, club business and speakers through having some meetings focussed on only business or networking. To put in place an effective leadership development process and a set of by-laws that meet the needs of our newly formed club. To put in place an effective club communication system.

Objectives for 2011

CA - 1 To establish a format for our meetings and an agenda structure recognizing the need for time to discuss business, network and have speakers.

Doug By July 1, 2011

CA - 2 Develop and get club approval for our club bylaws and constitution.

Gerrard/Doug/Helen By July 1 2011

CA - 3 Develop a framework with the evening club for how we will work together.

Doug/Gerrard By July 1, 2011

CA - 4 We will have as many members as possible attend RLI through having a trainer come to Powell River.

Gerrard/Tim By Nov, 2011

CA - 5 To review Club Runner as a communications tool.

Projects Strategy and Objectives

Strategic Thrust

We will put in place an on-going process for identifying and ranking projects to help us determine which projects we will support and a methodology for assessing and reviewing projects. We will use a community needs assessment process to help us select projects.

Objectives for 2011

P - 1 Put in place a projects assessment process.

Cameron/Dan

By July 1, 2011

P - 2 Put in place a documented project management plan that can be used to manage all projects.

Cameron/Dan

By July 1, 2011

P - 3 Celebrate successful projects.

Harley

Foundation / Fundraising Strategy and Objectives

Strategic Thrust

We will generate a list of fundraising opportunities and create a process for selection and implementation. We will work with the evening club on joint fundraisers. We will be active contributors to the Rotary Foundation.

Objectives for 2011

F - 1 Establish a fund raising committee.

Doug

By June 1, 2011

F - 2 Develop a list of fundraising opportunities

Fund raising committee

By July 1, 2011

F - 3 RI Foundation support, target \$100 per member to the foundation in 2011 - 2012.

F - 4 Our Polio Plus contribution for 2011 - 2012 will be \$1,000

Public Relations & Communications Strategy and Objectives

Strategic Thrust

We will be recognized as the premiere service organization in the community. The Sunrise club will increase the awareness of Rotary in Powell River.

Objectives for 2011

PR - 1 Have members wear Rotary pins, logos to increase community awareness.

Harley

Ongoing

PR - 2 Have meeting times published in the local paper.

PR Director

PR - 3 Update and put new Rotary signage at the docks, hotel where we meet and on the highway.

PR Director

PR - 4 Put in place a PR director.

Doug

By April 30, 2011

Youth / New Generations Strategy and Objectives

Strategic Thrust

To sponsor a Rotoract club and to sponsor a youth exchange student. We will send at least one student per year to RYLA

Objectives for 2011

Y - 1 Identify potential RYLA candidates.

Helen

By March, 2012

Y - 2 Develop a project fundraiser with the local Interact club.

Helen

By July 1, 2011

Next Steps:

1. Send the strategic plan document to the club.

Ian

April 11, 2011

2. Present the plan to the club and post it on the website

Doug/William

Early May, 2011

3. Review the plan highlights and progress at each board meeting

Doug

4. Hold a 6 month progress review

Helen / Ian

October 2011

5. Hold an annual review and set 2012 objectives

Helen / Ian

Strengths (Brainstormed list, unranked 2011)

- Enthusiasm
- some experience with Rotary
- strong business and international experience
- new- fresh start
- members share values
- strong community ties
- ready for change
- members experience
- diversified membership
- leadership
- energetic people
- co-operation among members
- strong visionaries
- openness
- good financial base
- flexibility
- morning club - accessible for young families
- respect for each other

Weaknesses (Brainstormed list, unranked 2011)

- new - everything needs to be done
- challenge of communications
- wanting to move too quickly
- fellowship
- rapid membership growth - too many ideas/causes
- lack of plan/focus
- lack of structure
- lack of knowledge
- lack of fundraisers
- time required to learn Rotary
- too many direction setters
- energy needs focus
- lack of time to get to know each other
- potential to be bogged down by Rotary rules

- meetings need to be engaging
- lack of social time in meetings

Opportunities (Brainstormed list, unranked 2011)

- To get new members because of morning meetings
- To participate with the evening club who are very well established
- To get involved in international projects due to member connections
- To get mentorship from the evening club
- To build the club of our choice
- To leverage the reputation of Rotary and the existing presence in the community
- To get members with diversity
- To share the Rotary experience, sunshine coast
- To develop direction
- To re-energize the Rotary name in Powell River
- To use our waterfront venue to attract other Rotarians for makeups
- To tap into the volunteer spirit of the community
- To use our communities size in support of fundraising
- To get more public relations
- To form relationships with other service organizations
- To do a community needs assessment
- To select a meaningful set of projects
- To leverage social media

Threats (Brainstormed list, unranked 2011)

- only so many resources in the community (sponsors)
- time involvement
- ageing of members
- splitting of Rotary resources - community perception
- not making things happen fast enough
- vision not big enough
- old boys image of Rotary

Vision Elements at 2016 (Brainstormed list, unranked 2011)

- 50 members
- we have projects in the community we are known for
- we have a diversity of members by age/influence
- we are using technology effectively
- our club is sustainable
- we are involved in international projects
- we have effective fundraising
- we have member diversity by classification/skills
- strong youth involvement
- we are sponsoring youth exchange students
- we are a well respected sound club
- to have obtained a foundation grant
- to sponsor a Rotoract club