STRATEGIC PLAN

Effective Jul 1, 2020 – June 30, 2023

(This plan was created in its initial form from sessions held during The Rotary Club of Albuquerque Del Norte, Zoom planning meetings in March 2020, and adapted from the District 5520 Strategic Plan 2020-2023)

Club Objective 1: Grow membership by 10% by the end of the 2022-2023 Rotary Year

Strategies/Initiatives over a three-year period:

a. Ensure that the Membership Committee has at least three additional committee members
b. Ensure that the membership chair contact information is in ClubRunner and in accurate
c. Enter membership goal in Rotary Club Central before April 25 of each year
d. Attend District Assembly on April 25
e. Develop Rotaract and Interact Clubs (Youth Programs Committee)
f. Engage and empower members, old and new
   a. Take care of members and select new ones carefully
   b. Enter new member in Club Runner within 30 days of induction
      i. New members are welcomed, mentored, and experience the “making a difference” feeling
   c. Encourage mentorship
d. Develop orientation and induction scripts that inspire and empower
e. Assess club “health” by using the “Healthy Club Checklist” and “Member Survey”
f. Review the “Be a Vibrant Club” brochure and attend District workshops
g. Encourage club Rotarians to participate in the Rotary Leadership Institute (RLI)
h. Support our club by fostering “fellowship and fun”
i. Emphasize “delivering value” to members – in Club newsletters, social media, news releases
j. Members invite colleagues and friends to service projects
k. The Rotary Foundation Committee shares stories that inspire and invitations to participate
l. Reach out to Alumni to reengage interest

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m. Successes are celebrated – newsletter, social media

Club Objective 2: Employ all methods of branding to build awareness of our club impact and brand within the community

Goal: Our club will have qualified under the Public Image section of the Rotary Citation by the end of each Rotary year, 2020-2021; 2021-2022; 2022-2023

Strategies/Initiatives over a three-year period:

a. Ensure that we are communicating a consistent message
b. Use the new Rotary branding
c. Effectively utilize all available media (e.g., print media, social media)
d. Ensure our Public Image committee is functioning effectively and has at least three committee members
e. Promote club events
f. Utilize an exit process for departing Rotarians to discover gaps between expectations and experiences, with a view to improve our internal brand (i.e., Rotarian’s experience of Rotary)
g. Ensure our club’s online presence accurately reflect its current activities
h. During the Rotary year, at least monthly, update our club’s website or social media accounts
i. Cover at least 3 media stories of our club’s projects during the Rotary year
j. Use Rotary International’s advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in our community during the Rotary year

Club Objective 3: Create and effectively manage our knowledge assets, including policies and procedures, meeting minutes, bylaws and other key documents and information

Goal: 80% or more “highly satisfied” related to “we have what we need, we know where to find it, and we know how to access it” by the end of the 2022-2023 Rotary year. (Conduct club survey related to club assets)

Strategies/Initiatives over a three-year period:

a. Include the relevant procedures that need to be followed
b. Develop a master list of key Club documents
c. Use ClubRunner for relatively small documents and the Cloud for larger documents
d. Make to sure address information security and access (i.e., who should have access to what, and designated read-only or edit access)
e. Focus on streamlining (i.e., limit document clutter)
f. Develop a meeting minutes template that would be used for all Club meetings

g. Use ClubRunner to manage most Committee documents such as meeting minutes. This would be in conjunction with Committee members having full access to these documents but not all Rotarians

h. Ensure “Sustainability” of Club documents (e.g., make sure that the documents stored electronically will be accessible regardless of new versions of Windows, compatibility with new software)

Club Objective 4: Develop and implement effective communication/information sharing structure and protocols

Goal: 80% or more “highly satisfied” with Club communication/information sharing by the end of the 2022-2023 Rotary Year

Additional Indicator: # or % of Club Members who open email, newsletters, etc.

Strategies/Initiatives to consider with three-year period:

a. Establish a baseline; identify what we can track and how to track it

b. Develop a system to prioritize who gets (or should get) message, who should send the message (i.e., role of Executive Secretary), and modes of communication (i.e., how it is sent and received)

c. Ensure we have feedback loops for our communications (i.e., members communicating with Club Leadership)

d. Focus on technology/Zoom, when applicable

e. Acknowledge/appreciate Club members other than through Facebook and newsletter

f. Communicate all relevant policies and procedures

g. Consider USPS mail/personalized communications

h. Communicate purpose/agenda for all Committee meetings

Club Objective 5: Increase Participation in all Rotary Foundation Programs

Goal: 100% of Club members support the Rotary Foundation (at least one Program) by the end of the 2022-2023 Rotary Year

Strategies/Initiatives over a three-year period:

a. Establish methods for identifying and tracking types of Rotarian support

b. Build awareness/increase education regarding the Foundation and its various programs

c. Focus on member recognition

d. Support World Polio Day (Oct 24) and other Rotary Foundation initiatives
Club Objective 6: Cultivate and Motivate Leaders

Goal: All Club Leadership posts are filled including full and functioning Club Committees (e.g., Committee members would be in line to become committee chairs as part of succession planning), and each Committee has a succession plan developed and in place

Strategies/Initiatives to consider within three-year period:

a. Provide opportunities for leadership development
b. Collaborate with Toastmasters (led by Rotary International)
c. Develop and use job descriptions for Club Leaders with include qualification requirements to fulfill Club roles/responsibilities
d. Make sure we have sufficient turnover at the Club leadership level to bring in new and young leaders who offer new and fresh ideas

Sandra B. Rausch, President, 2020-2021

Clarence Hughes, President, 2021-2022

Mary Tieman, President, 2022-2023