

**Carlsbad Hi-Noon Rotary
STRATEGIC PLAN 2021-2022**

VISION

Carlsbad Hi-Noon Rotary (CHNR) provides opportunities for service, leadership, friendship and personal growth.

MISSION STATEMENT

By emphasizing “Service Above Self” the Carlsbad HI-Noon Rotary selects programs and projects, which build relationships, provide fellowship, encourage personal growth, and enhance the local and global community.

The club’s emphasis is on community service and leadership development both in young people and its members. Club service involves hands-on local projects as well as participation in Rotary’s international efforts to *make a difference* in the world.

STRATEGY

The Carlsbad HI-Noon Rotary five-part strategy to implement this vision and mission is:

1. Club-wide participation in hands-on local projects and fundraising events.
2. Youth leadership development.
3. Engagement in Rotary International projects with a special emphasis on housing/shelter, the environment, improved water and sanitation, economic development and/or healthcare needs.
4. Vocational education and leadership opportunities for the membership.
5. Sustain club activities and grow membership.

STRATEGY #1 – HANDS ON LOCAL PROJECTS

Goal: Identify local work projects or grant requests, which would engage a significant number of club members. These projects will serve a utilitarian function, improve a community concern, or contribute to improving community, social, economic development, or environmental issues.

Methodology: Under the direction of the President and the Community Service Director, engage the community and identify projects for board approval and club support. Under the advice of the President and Community Services Chair, the board will solicit, review and approve projects and applications for grant support.

Suggestions: Consideration will be given to designing club fundraisers, joint projects with other clubs and other projects that improve community welfare such as addressing the homeless, elderly and medically fragile, those with access or functional needs, educational or economic issues.

STRATEGY #2 – YOUTH LEADERSHIP DEVELOPMENT

Goal: By combining the expertise of club members with a spotlight on key influential speakers, inspire young people to better understand options before them, develop increased leadership skills, work more strategically to achieve success and foster a commitment to future Rotary service.

Methodology: Under the direction of the President and Youth Services Director, continue the programs for young people including Interact, AVID, LEAD, RYLA and Model UN and others as defined by the Director and the board. Programs should be motivational, inspiring, educational, interactive and career enhancing. All club members working with youth will have completed Rotary's Youth Protection Program training and certification.

Suggestions: Develop additional programs focused on middle school students, which might include formats similar to Junior Achievement, What Grownups Do for Work, and book fairs or literacy enhancements. Consider the creation of "advanced" workshop environments for students who have participated in previous Rotary training programs. Advance the participation of high school students through a speech contest and/or/both a music competition. Monitor scholarship applicants' use of club scholarship funds to compile impact statistics for the support of fundraising goals.

STRATEGY #3 – INTERNATIONAL FOCUS

Goal: Identify international projects through RI that provide club members an opportunity to make a global impact.

Methodology: Under the direction of the President and International Director, engage RI and the District to identify international projects for board approval and club support. Under the advice of the International Service Director, the board will review and approve applications for District and RI grants and partnership agreements with other clubs.

Suggestions: The club will seek to engage in RI humanitarian, economic and or environmental projects with groups with which our club has shared values or legacy. The club will pursue international projects with a special emphasis on housing/shelter, the environment, improved water and sanitation, education/literacy and or healthcare needs. The club will continue financial support of Polio Plus. The club will promote club partnerships for greater impact. It will create opportunities for club members to travel for international service on identified projects and report back on club international projects. The club will develop strategies to involve the entire club in marketing and fundraising for local and international projects and programs. Club members will be encouraged to become actively involved with international projects. The club will provide education on projects through motivational speakers and programs. Project chairpersons will provide contact and communication to the board and Rotary tracking the status on all international projects.

STRATEGY #4 – VOCATIONAL EDUCATION

Goal: Identify opportunities for club members to enhance their leadership skills and career opportunities through programs.

Methodology: Under the direction of the President and Vocational Services Director, programs, visits or training opportunities are designed to enhance the skills of the membership.

Suggestions: Organize and implement visits to corporations/businesses to enhance the awareness and skills of the members. Consider training modules on specific skills such as public speaking, project organization, team building, conflict resolution and feedback.

STRATEGY #5 – MEMBERSHIP

Goal: Grow membership with an eye toward increasing club vitality and relevance, in a measured way, and diversity while sustaining club core values and monitoring member classifications. Build Carlsbad Hi-Noon Rotary to be Carlsbad’s premier service and leadership club.

Methodology: Under the direction of the President, President Elect and the Membership Chair, proactively engage and recruit community leaders as members. Engage and encourage membership from Carlsbad businesses. Demonstrate to prospective members the pro-activity and vitality of the club: club community and international service value, leadership role, life-long friendship opportunities and fun.

Suggestions: Initially engage prospective club members in a social, non-club meeting environment. Develop pamphlet succinctly stating Hi-Noon’s mission, vision, goals, opportunities and historic service to Carlsbad and the greater international community. Provide orientation to new members early in the membership to advance their body of knowledge and their comfort within the club environment. Engage new members on a specific committee of their choice.

Update of Strategic Plan: April 16th, 2022

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