

Carlsbad Hi-Noon Rotary

STRATEGIC PLAN 2017 – 2018

VISION

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

MISSION STATEMENT

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

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 four-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, and/or healthcare needs.
4. Sustain club core values and grow membership

LEG#1 – HANDS ON LOCAL PROJECT

GOAL: Identify local work projects 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 or environmental issues.

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

SUGGESTIONS: Consideration will be given to projects that improve community welfare such as supporting the homeless, elderly and medically fragile, and or those with access or functional needs. Projects should carry the Hi-Noon Rotary brand, when practical.

LEG#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, work more strategically to achieve success, and foster a commitment to future Rotary service.

METHODOLOGY: Under the direction of the Vocational Chair, continue the programs for young people including Interact, AVID, LEAD, RYLA and Model UN. 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.

SUGGESTIONS: Develop workshop, or series of workshops, for high school students in the late afternoon to include a light dinner, mid-week at the Sheraton, attendance about 50 plus adult supervision, engage key sports or other motivational, leadership or student "success story" figure to attract interest. Develop skill-based curriculum, consider post-RYLA, post Model UN follow-up, or focus on students who may be missed by other leadership activities.

LEG#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 International Chair, engage RI and the District to identify international projects for board approval and club support. Under the advice of the International Services Chair, the board will review and approve applications for District and RI grants.

SUGGESTIONS: The club will seek to engage in RI humanitarian and or environmental projects with groups with which our club has shared values or legacy. Pursue international projects with a special emphasis on housing/shelter, the environment, improved water and sanitation, and/or healthcare needs. Continue financial support of Polio Plus. Promote club partnerships for greater impact. Create opportunities for club members to travel and report back on club international projects. Develop strategies to involve the entire club in marketing and fundraising. Encourage club members to become actively involved with international projects. Provide education on projects through motivational speakers. Report on international project status.

LEG#4 - MEMBERSHIP

GOAL: Grow membership with an eye toward increasing club vitality and relevance, in a measured way, 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 Membership Committee chair, proactively engage and recruit community servants and leaders. Engage and encourage membership from Carlsbad businesses. Demonstrate to prospective members: club community and international service value, leadership role, life-long friendship opportunities and fun.

SUGGESTIONS: Initially engage prospective club members in social, non-club meeting environment. Develop pamphlet succinctly stating Hi-Noon's mission, vision, goals opportunities, and historic service to Carlsbad and international community.