

**ROTARY CLUB OF SANTA FE
STRATEGIC PLAN 2015-2018**

1. Where are we now? Club strengths and weaknesses

A. Strengths

1. Stature in the community
 - a. Ways to increase the information on Rotary
 - 1). Booth at Pancakes with Rotary info.
 - 2). Banner – What is Rotary?
 - 3). Signage
 - 4). T-shirt sales include info on club.
 - 5). Need marketing segment added to PR Committee
 - 6). Radio spots from Pancakes or Hutton Broadcasting monthly spots on Rotary
2. Rich long history and historical leadership
 - a. 22 past presidents in club
 - b. District leadership
 - c. Past Presidents meeting/quarterly
3. Committed membership
 - a. Ask and members respond
 - b. People want to serve
 - c. Culture of our Club
4. Generosity of member
5. Retention good, many activities and diverse
6. Support of two club foundations
 - a. Club Foundation - vehicle to accomplish giving through tax-free donation
 - b. RI Foundation – EREY, Polio Plus – 50% back to district to distribute in three years
 - c. Arts Foundation – Specific project to raise money for children in the Arts, honoring of Distinguished Artists
7. High quality of club programs and meetings
8. Experienced, mature membership
9. Rich relationships
10. Club involvement in District 5520
11. Club is focused
12. Youth focus

B. Weaknesses

1. Sporadic and inconsistent Internal communication
 - a. Restarted La Rueda
 - b. Work on website currently in progress
 - c. Education Critical
 - 1). RGA, Pancakes, Foundation, Mentoring, Club Assemblies, New board members begin attending board meetings in January, Retention, Involvement.
2. Lack of focused PR effort
3. Committee under construction – need to add members to PR committee
 - a. Recruit new members to PR Committee
 - b. Goal – public answers to “What is Rotary”?
4. High average age (>60)
 - a. Currently – 57 average age. Want to be at 50 average age.
5. Relationship connection among all members
 - a. Increased fun committee activities shows better participation and great relationships
 - b. Could use a picture directory printed again
6. Superficial knowledge of Rotary beyond the club level

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Mission/Vision Statement: We leverage our Rotary fellowship and resources to serve our community and our world.

STATED GOAL – LARGE CLUB OF THE YEAR 2014-2015 AND EVERY YEAR

II. Where do we want to be?

- 1. Target Date: June 30, 2018**
- 2. Number of members: Maintain a 100 floor but recruit from underrepresented groups**
- 3. Retention %: 95**
- 4. Balance between local and international service projects: 75/25%**
- 5. Support of The Rotary Foundation: 100% EREY, Polio Plus**

III. How do we get there?

Strategic Priority 1: Strengthen Our Club

1. Maintain a membership floor of 100 members by June 30, 2018 emphasizing recruitment of underrepresented groups reflective of profile of our local community. Net new member goal is to maintain a minimum of 100 members. Chair of Membership and Committee.
 - A. Explore Satellite Club.
 - B. Invite speakers from under-represented groups to speak and then ask them to become members.
 - C. Continue to recruit underrepresented groups through after hours events.
2. Continue to maintain 95% retention plan.
 - A. Assign mentors
 - B. Assign new members to committees.
 - C. Compassion outreach.
 - D. Form Vocation Groups – Vocational Service
 - E. Continue Membership Minute and Past President’s Minute
3. Broaden emphasis on continuing education beyond the club level by attending Rio Grande Academy and attending Bi-District and District Conferences. Responsibility: Director Club Service

Strategic Priority 2: Increase Service – Locally and in the World

1. Increase local service.
 - A. Develop a hands-on community project (Ramps Project)
 - B. President’s Initiative to increase graduation rates in partnership with other organizations. Chair of Community Service.
 1. HEP program
 2. Rotary Reads
 3. Mentoring
 4. Internships
 5. Fund raising and support
 - C. Support Interact
 - D. Explore Roteract
 - E. Support EarlyAct .
2. Increase International Service
 - A. 100% EREY
 - B. Continue to support Global Grants
 - C. Rotary Youth Exchange
 - D. Polio Plus annual special event - Assigned to Director International Service Avenue
 - E. Set Club Foundation goals and focus for Foundation – Board to determine

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Strategic Priority 3: Increase Club Communication and Club Awareness through Education

1. Get media coverage for local projects. PR Committee
2. Continue to enhance our website facilitating postings and access by the public. Webmaster
3. Develop Social Media Plan to improve intra club communications, public access to club activities and projects. PR Committee

IV. How are we doing?

1. **Follow-up methodology to assure success**
 - A. **Presentation of Strategic Plan Update 1st Quarter**
 - B. **Reports to Board quarterly on progress**
 - C. **Quarterly progress updates at Club Assemblies**
 - D. **Annual report at Club assembly in December of each year**

SUMMARY OF GOALS 2018

1. Membership floor of 100
2. Endowment goals set for Foundation
3. Membership Enrichment
4. Keep going – no steps backward (Maintain)
5. Younger membership with average age 50 in Club (age diversity)
6. Increase service goals – Support Youth emphasis

Notes:

1. Satellite Club strategies:
 - Continue dialogue
 - It remains part of club
 - Can vote or not
 - Different fee structure (could be no meal included)
 - Pay the club dues
 - Certain regulations set by club
 - Can attend parent club
 - Work on projects with the club
 - Doesn't take away from club membership #
 - Flexible meeting time and place