

ROTARY INTERNATIONAL'S STRATEGIC PLAN





WHAT IS A STRATEGIC PLAN?

It is a living management tool that:

- ✦ Provides long-term direction
- ✦ Builds a shared vision
- ✦ Sets goals and objectives
- ✦ Optimizes use of resources



WHY IS A PLAN NEEDED?

- ✦ Tradition of annual cycles not effective
- ✦ Need for greater consistency, continuity and efficiency
- ✦ Establishes a multi-year coordinated plan



GENESIS OF THE PLAN

Gathered information through

- ✦ Interviews with 48 senior leaders
- ✦ Surveying 23,320 individuals including club presidents, district governors, current and past directors and staff



KEY PRIORITIES IDENTIFIED

- ✦ Improving Public Image
- ✦ Increasing Membership
- ✦ Expanding Leadership Training
- ✦ Retaining Membership



PLAN DEVELOPMENT

A Strategic Planning Committee met in August 2002 to:

- ✦ Review Rotary's history, strengths, values and culture
- ✦ Analyze interview and survey results



PLAN OVERVIEW

From that meeting, the Strategic Planning Committee developed

- ✦ A vision statement for Rotary
- ✦ Seven strategic goals
- ✦ Objectives for achieving each goal



RI VISION FOR 2010

- ✦ Rotary will be recognized for its leadership and success in the eradication of polio
- ✦ Rotary will have a strong and visible presence worldwide
- ✦ Rotary will achieve enhanced capacity for friendship and service through a strong organization with an increased and diverse membership
- ✦ Rotary will advance its ideals of high ethical standards, international understanding, goodwill and peace through a membership united in service



THE 7 STRATEGIC GOALS

- ✦ ERADICATE POLIO
- ✦ SHARPEN PROGRAM FOCUS
- ✦ SELECT A NEW CORPORATE PROGRAM FOCUS
- ✦ REFINE GOVERNANCE/ LEADERSHIP STRUCTURE



THE 7 STRATEGIC GOALS

Continued....

- ✦ IMPROVE TRAINING/
EDUCATION AT ALL LEVELS
- ✦ EXPAND/INTEGRATE
MEMBERSHIP GLOBALLY
- ✦ ENHANCE ROTARY'S PUBLIC
IMAGE



TAKING ACTION

Volunteer and staff Action Planning Teams developed three-year action plans to achieve the goals and objectives approved by the RI Board in July 2003



PROGRESS TOWARD GOALS

- ✦ *Goal 1:* Held high level meeting of WHO and Rotary leadership
- ✦ *Goal 2:* Drafted club surveys on program participation and relevance
- ✦ *Goal 3:* Completed recommended criteria for developing new corporate program and presented to committee



PROGRESS TOWARDS GOALS

Continued...

- ✦ *Goal 4:* Researched committee structure and effectiveness
- ✦ *Goal 5:* In the process of reviewing over 50 Rotary leadership positions to identify and fill training gaps



PROGRESS TOWARDS GOALS

✦ Continued...

✦ *Goal 6:* Instituted a welcome mailing to all new Rotary club members from RI

✦ *Goal 7:* Developed materials for a public image campaign which has been provided to clubs worldwide for placement during RI's Centennial



● COUNCIL ON LEGISLATION SUPPORT

Legislation was passed by the COL in support of the Strategic Plan including:

- ✦ Adoption of the Strategic Plan
- ✦ Providing for a Standing Committee to oversee the process
- ✦ Adding support to clubs and districts to RI's purposes



COUNCIL ON LEGISLATION SUPPORT

Continued...

- ✦ Making the General Secretary the COO of RI
- ✦ Amending the duties of the President and Executive Committee
- ✦ Affirming ethics as a core value for Rotary






WHY WILL THIS PLAN SUCCEED?

- ✦ Received input from all levels of Rotary in development stage
- ✦ Utilized professional guidance
- ✦ Implementation plans are joint effort of Rotarians and staff
- ✦ Has the support of the Board and the COL



HOW CAN YOU HELP?

-  Communicate widely and often about the plan
-  Encourage participation in surveys, focus groups and activities designed to accomplish plan objectives
-  Focus efforts at the local level on the achievement of the seven goals locally



TOGETHER...

WE CAN MAKE ROTARY
THE BEST IT HAS EVER
BEEN AS WE ENTER
OUR SECOND CENTURY
OF SERVICE!

THANK YOU

