**02\_Common Terms Used in Rotary Strategic Planning** (26/04/2022)

**Vision**: the desired future state of being aimed for by an organization or individual

**Mission**: the vision expressed as an intention to do something now or in the immediate future

**Focus Areas**: the key areas within which any organization or individual will work to help realize their vision/ mission – in a typical Rotary club, the following are common focus areas – often forming Standing (or ongoing) committees:

* Planning
* Administration
* Membership
* Public Image
* Rotary Foundation
* Fundraising
* **Community Service**
* **International Service**
* **Vocational Service**
* **Youth Service**

**Standing Committee**: One of the commonly 10 committees (listed above) that are formed every Rotary year to manage the various activities of the club.

**Sub-committee**: A (usually) temporary committee set up to run a particular project for the duration of that project or program.

At Maryborough Rotary, the underlined focus areas (above) form our Governance Standing committees. Those in bold form our **Service** Standing Committees.

A **goa**l is a broad primary outcome in pursuit of a vision/ mission.

A **strategy** is the approach you take to achieve a goal.

An **objective** is a measurable step you take to achieve a strategy.

A **tactic** is a tool used in pursuing an objective associated with a strategy.

A **strategic issue** is a problem area facing the club or organization.

A **strategic priority** is an important general goal aimed at addressing one or more of the strategic issues.

A **strategic planning document or strategic plan** is one that outlines an organization’s intentions in terms of vision/ mission, strategically prioritized goals, and strategies over a mid-range period of 3 to 5 years.

An **action plan document or action plan** is one containing a set of measurable objectives and tactics in each focus area (or Standing committee) to realize the intentions of the strategic plan over a more limited period – such as annually

* It contains details such as the members assigned to the project, actions required, resources needed, and the timeline etc.

**Full plan** = first time a plan is attempted in the organization / club, and for any subsequent full strategic plans in the future – usually after a period of 3 to 5 years

**Plan Review** = a yearly review of the current plan commencing after the first plan has completed its first year and annually after that until a new full plan is conducted.

**Service or Fundraising Project**: A major task that is a one-off development for the club.

**Service or Fundraising Custom**: A smaller task that is ongoing and repeated from year to year.