

JAMES CITY COUNTY ROTARY CLUB STRATEGIC PLAN (FINAL)
2015-2020

1. **PURPOSE:** Develop a Strategic Plan that contains a vision along with supporting strategic priorities and goals for the period 2015-2020. While this plan covers a five (5) year period it is intended to be updated annually by the Club Board Elect before the beginning of their Rotary Year to ensure long range goals are on track. Goals will be modified, deleted, or new goals added as the situation requires.

2. **BACKGROUND:** The Rotary Club of James City County is a member club of Rotary International. The Club belongs to District 7600 of Rotary International. Rotary International is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. This plan supports the Rotary International Objectives to encourage and foster the ideal of service as a basis of worthy enterprise through:
 - a. **First:** The development of acquaintance as an opportunity for service.
 - b. **Second:** High Ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society.
 - c. **Third:** The application of the ideal of service in each Rotarian's personal, business and community life.
 - d. **Fourth:** The advancement of international understanding, goodwill and peace through a world fellowship of business and professional persons united in the ideal of service.

3. **VISION:** The James City County Rotary Club is a vibrant club, of 60 Active Members, engaged in meaningful activities that support and enhance Rotary's Five Avenues of Service through strong support of its Foundation, Endowment, and the Rotary International Foundation and by empowering every member to help shape the club's future.

4. **ORGANIZATION:** Our organization is based on our Club's Bylaws and this Plan and is depicted at the end of this document.

5. **Strategic Priorities:** Our Strategic Priorities for this plan's timeframe are:
 - a. **Membership.** Develop a membership plan that will grow and maintain our club at 60 diverse active members that provide a range of perspectives and approaches to the achievement of our goals.

GOAL 1: The membership Committee shall develop a plan that will result in a minimum growth each year of net +2 striving for a balance of ethnic, gender, profession and age that reflects our location.

GOAL 2: The membership committee shall conduct at least two club programs each year to encourage membership participation in new member recruitment.

GOAL 3: The membership committee shall develop a plan to monitor attrition, determine causes of members leaving the club, and propose fixes to the club BOD.

- b. **PUBLIC RELATIONS.** Develop, implement and update a plan to provide the public with information about Rotary and to promote our Club's service projects.

GOAL 1: Create media content on club activities for release to the public and membership through newspapers, local publications.

GOAL 2: Publish a Club Bulletin Monthly promoting Club activities.

GOAL 3: Ensure the Club Website displays updated content that serves to stimulate interest in club activities, improves attendance and contributes to member education.

- c. **ROTARY INTERNETIONAL FOUNDATION.** Continue to support the Foundation of Rotary International.

GOAL 1: Maintain 100 % "Every Rotarian Every year."

GOAL 2: Have 100% Sustaining Members every year.

GOAL 3: Increase number of Benefactors by three each year.

GOAL 4: Increase PHF participation by two members yearly.

GOAL 5: Increase PH Society members by one member yearly.

GOAL 6: Identify and award two Honorary PHF yearly using recognition points.

GOAL 7: Participate in at least two Rotary Foundation Activities each Year.

- d. **JAMES CITY COUNTY ROTARY CLUB FOUNDATION AND ENDOWMENT.** Educate all members on the purpose and responsibilities of the Foundation and the rationale for increasing the value of the Endowment to ensure our club can continue its goal of "Service to Others."

GOAL 1: Annually elect a Board of Trustees and Officers to manage the Foundation and Endowment IAW the By-Laws.

GOAL 2: Provide guidance to the Club BOD on the allocation of funds for "Annual Charitable Giving" and ensure all disbursements are IAW applicable Internal Revenue Code and the Commonwealth of Virginia.

GOAL 3: Develop a Long Term Plan for the growth of the Endowment to include annual goals for each year of this plan period; methods for achieving the goals; and encouraging members to consider leaving a bequest to the foundation in their estate plans or wills.

e. **CLUB SERVICE (First Rotary Avenue of Service)**

GOAL 1: Create an Attendance/Setup Team, led by the Sergeant-at Arms, made up of two teams of five members each that includes new members as well as experienced active members. The teams will rotate monthly.

GOAL 2: Manage the relationship with the meeting venue provider to optimize the cost and quality of service associated with our regular meetings.

GOAL 3: Create a Program Team, led by the President-Nominee that arranges a slate of meeting programs that inform our members of matters pertaining to our service activities and significant current or historical community, regional, national and global topics of interest.

f. **VOCATIONAL SERVICE (Second Rotary Avenue of Service)**

GOAL 1: Increase our Club's Scholarship Program to five annual scholarships.

GOAL 2: Maintain the level of Scholarship award at \$2,000.

GOAL 3: Award at least one Scholarship each year to a HS graduate pursuing a vocation not requiring a college degree.

GOAL 4: Promote the importance and participation within the club of the annual Ideal of Service Award.

GOAL 5: Identify one new vocational service activity in which the club should engage

g. **COMMUNITY SERVICE (Third Rotary Avenue of Service)**

GOAL 1: Increase receipts from all annual charitable fundraising activities by 10%.

GOAL 2: Expand the Community Development Team activities to include at least one new repeatable activity that demonstrably improves the condition of the community and its facilities.

h. **INTERNATIONAL SERVICE (Fourth Rotary Avenue of Service)**

GOAL 1: Identify and initiate at least one new International Service activity for our club to support.

GOAL 2: Identify at least one International Service Project, new or ongoing, that requires us to partner with an international Rotary Club and obtain RI grant funding over multiple years to complete.

GOAL 3: Maintain support for the Water for People Program.

i. **YOUTH SERVICE (Fifth Rotary Avenue of Service)**

GOAL 1: Establish the foundation for a club sponsored HS or College Interact/Rotaract Club.

GOAL 2: Conduct one International Student or Young Professional Activity.

GOAL 3: Identify and fund a minimum of one RYLA attendee each Rotary year.

6. BOARD OF DIRECTORS. Our annual Club Leadership change-over provides membership opportunities to take on new roles and challenges that require detailed up front planning and training to be successful.

GOAL 1: Pre-On the Job training will include attendance at PETS; attending District Conferences; working closely with the members of the outgoing BOD to exchange ideas.

GOAL 2: Participation in District and National activities that improve networking and sharing of activity experiences.

GOAL 3: Participate in the Rotary Leadership Institute. New board members and Rotarians with leadership potential will have priority for attendance.

7. DISTRICT AWARDS AND INDIVIDUAL CLUB MEMBER RECOGNITION. Competing for specific annual District Awards and recognition of individual club members contributes to a vibrant club.

GOAL 1: Develop a plan by the start of each Rotary year to be competitive for the Presidential citation award.

GOAL 2: Develop a plan early in the Rotary year to compete for as many District awards as applicable our Club.

GOAL 3: Each year select one member as "Rotarian of the Year" for the JCC Club. Selection criteria and appropriate recognition shall be developed by the Club BOD and announced in the first two months of the Rotary Year.

8. ASSESSMENT AND EVALUATION. Continuous assessment and evaluation of this Strategic Plan is essential to its success.

GOAL 1: Each of the goals in this Strategic Plan will be reviewed and evaluated every 6 months of the Rotary year.

GOAL 2: This Strategic Plan shall be reviewed annually and updated as stated in paragraph 1 above.

Rotary Club of James City County



