

## EXECUTIVE SUMMARY - THE RCC-B STRATEGIC PLAN - JUNE 2011

### MISSION STATEMENT

We are business, professional, and community leaders and citizens, who are dedicated, in the Rotary spirit of Service of Above Self, to making a difference in our community with hands-on projects in support of the community, vocations, and youth, and to contributing to the educational and humanitarian mission of Rotary International.

### VISION STATEMENT

The Rotary Club of Carbondale-Breakfast will

- 1) Continue to excel and be recognized as a leading social and charitable organization in the community
- 2) Enjoy a growing responsible and responsive membership
- 3) Support the programs of the Rotary Foundation
- 4) Cultivate the leadership essential to realize our vision.

The four components of this vision statement identify our strategic goals for the next three years.

### STRATEGIC GOALS

- 1) **Recognition as a leading social and charitable organization.**
  - a. Improve our Club's major Community service projects (Arena Yard Sale, Chili Supper, Beautiful Southern Bike Ride) as fund raising events
  - b. Expand our Vocational service projects
  - c. Develop a new community service project or event
  - d. Increase promotion of Youth or New Generations (e. g., RYLA, Interact, Rotaract, Blanche Carlton Sloan Speech Contest, Youth Exchange)
  - e. Earn a Club Presidential Citation each year and win the District Governor's Trophy at least once (in the Small Club category)
- 2) **Enjoy a growing responsible and responsive membership.**
  - a. Increase membership to 40 (by gaining 3 new members each year)
    - i. 31 to 34 by the end of 2011-2012
    - ii. 34 to 37 by the end of 2012-2013
    - iii. 37 to 40 by the end of 2013-2014
- 3) **Support the programs of the Rotary Foundation.**
  - a. 100% participation in Every Rotarian, Every Year (EREY) contributions to The Rotary Foundation
  - b. 80% Sustaining memberships
  - c. 6 more Paul Harris Fellows (for a total of 26)
  - d. 2 more District Paul Harris Society members (for a total of 8)
  - e. 2 more Benefactors (for a total of 6)
  - f. 1 more Bequest Society member (for a total of 5)
  - g. 100% member contributions to the annual District goal for PolioPlus
  - h. Expand participation in the Rotary Foundation's Educational programs and Humanitarian Grants.
- 4) **Cultivate the leadership.**
  - a. Establish a reliable Club Leadership Plan
  - b. Smooth succession of Club officers (VP, PE, P) and of major Committee and Sub-Committee chairs
  - c. Better continuity and more effective Club leadership
  - d. Encouraging and training newer members with interest and potential in leadership roles.

# ROTARY INTERNATIONAL STRATEGIC PLAN

## CORE ESSENCE

A worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities.

## MISSION

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

## CORE VALUES

Rotary's core values represent the guiding principles of the organization's culture, including what guides members' priorities and actions within the organization. Values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

**Service** We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.

**Fellowship** We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

**Diversity** We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

**Integrity** We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

**Leadership** We are a global fellowship of individuals who are leaders in their fields of endeavor. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

All of these core values are reflected in the [Object of Rotary](#) and [The Four-Way Test](#), which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining integrity in human relations.

## STRATEGIC PRIORITIES AND GOALS

The revised strategic plan, effective 1 July 2010, identifies three strategic priorities supported by 16 goals:

### Support and Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

### Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on:-New Generations Service programs-The Rotary Foundation's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

### Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities