

Strategic Planning Guide 2021-22

Phase	Action Item	Planned Start Date	Planned Completion Date	Actual Completion Date
1	Identify strategic issues to address	2021-04-01	2021-04-15	
	Determine Club's Strengths and Weaknesses	2021-04-01	2021-04-15	
	Assess Member satisfaction and needs	2021-04-01	2021-04-15	
	Identify opportunities and challenges in the community	2021-04-01	2021-04-15	
2	List five to seven characteristics we want the club to have	2021-04-08	2021-04-15	
	Create a vision statement	2021-04-08	2021-04-15	
3	Set strategic priorities	2021-04-15	2021-05-15	
	Set annual goals	2021-04-15	2021-05-15	
	List activities, timeline, and resources we'll need	2021-04-15	2021-05-15	
4	Monitor Progress toward annual goals	2021-06-01	2021-06-15	
	If missed targets, determine why	2021-09-01	2021-09-15	
	Adjust your action plans	2021-09-15	2021-09-30	

Phase	Action Plan
1	<p>1. Recover from COVID year of member and giving losses. 2. Develop one new Service and one new Fund raising activity. 3. Diversify our membership (Younger Base) 4. Unify activities of Morning and After Hours Club 5. Recognize the value of member's, life experiences as a gauge to satisfying future needs of the club.</p> <p>Strengths: Very strong leaders, financially strong members, a core of very active members, and active committee structure. Weaknesses: Low engagement of members, leaders who tend to not coordinate activities, low turnouts since COVID, Giving depressed since COVID.</p> <p>1. Existing members happy with actions of President and Board through Covid, to keep us together and moving forward. 2. Prepare and issue a Rotary Satisfaction survey to members.</p> <p>1. We have a great chance for new members, with the influx of new people into a growing number of new homes in HSV. 2. Utilize the 5th Thursday in the 2021-22 calendar year to present Rotary International subjects, at regular meetings. 3. Prepare and issue a Rotary Satisfaction survey to Village residents.</p>
2	<p>1. To be known as THE community service organization in the HSV. 2. To be known as THE reliable tool for community service. 3. To be known as a very giving organization. 4. To be instantly recognizable to HSV residents. 5. To be known as the Fun Travel Club.</p> <p>What More Can I Do for You?</p>
3	<p>1. Continue to increase membership. 2. Increase Service Projects for children. 3. Improve engagement to 80% of membership in one Service Project or Fund Raiser.</p> <p>See rotary.org Goal Setting for these annual goals.</p> <p>1. Annual Goals for 2021-22 will be listed in the RCC2 section of Rotary.org.</p>
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