**RCLS Long Range Plan**

**7.01.14 to 6.30.17**

**Preamble**

The Rotary Club of Lexington Sunrise (RCLS) is a local organization of business and professional persons united, through Rotary International, with Rotary Clubs in the US and worldwide. It wholeheartedly embraces the Rotary motto, “Service Above Self,” and the many challenges imbedded in the Object of Rotary, “to encourage and foster the ideal of service as a basis of worthy enterprise” through:

* Development of acquaintance as the opportunity for service
* Promotion of high ethical standards in business and professions
* Service in one’s personal, business and community life
* Advancement of international understanding, goodwill and peace.

In an effort to engage the full array of the Club’s resources (talent, energy, time, money) in focused, high value programs that manifestly serve our communities, the Rotary Club of Lexington Sunrise will establish a rolling three year Long Range Plan (LRP) around **SMART** Objectives (**S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**ime Limited). Those program objectives will reflect the core Missionof LSRC to serve, primarily, the needs of children, the disabled, and the elderly.

**Plan Process**

The individuals committed to this new planning discipline will be guided by the invocation of the mythical First Rotarian, “I like an organization that looks at what it is doing, throws out the bad, keeps the good, adds new ideas; and, then repeats those steps on an annual basis.”

Commencing November 2014, and in November of each succeeding year, the President Nominee will lead a team to update an assessment of LSRC’s **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats (**SWOT**); “roll” the LRPforward one year; and, secure the approval of the RCLS Board of Directors (by 1/31) for the revised three year plan.

Commencing in February 2015, and in February of each succeeding year, the President Elect and the Teams managing all five Avenues of Service will prepare annual plans built around **SMART** Objectives for their Club year beginning July 1st. They will secure approval for their respective annual plans from the RCLS Board of Directors by 3/31; and, make progress reports to the Members of the Club quarterly.

**Club Service**

* Membership: Target range established at 55-65
* Design and implement a pragmatic internal training program for new Avenue of Service Directors and Committee Chairpersons. The training should help them identify the resources (human/networking, programmatic, and financial) available to them through Rotary International, District 7570, and the Rotary Club of Lexington Sunrise as they construct their respective Annual Plans. Update this training program annually.
* Update the Membership Handbook annually to reflect the LRP and Annual Plan objectives, programs, and projects.

**Community Service**

* At least biennially, conduct / update a community needs assessment
* Aggregate Annual Club Distribution goals from the LSRCF Committed Projects Fund (JA, Globes, scholarships), Long Term Projects Fund, and Grants/Awards Fund are established as follows:

Club Year Actual Goal

2010-2011 $17,200

2011-2012 $15,100

2012-2013 $12,675

2014-2015 $17,500

2015-2016 $20,000

2016-2017 $22,500

* Develop a program to offer pro-bono mentoring to community organizations by talented RCLS members

**International Service**

* Catalogue and prioritize the Club’s investment of human and financial resources (over the LRP period) across current / new projects, District international exchanges, etc.

**Vocational Service**

* In the annual plan for the 7/14-6/15 Club year, consider:
  + The development of a Business Ethics Symposium
  + Leveraging the Club’s investments made in RYLA students by pairing them with mentors who can provide essential short term coaching to help the students integrate their newly acquired skill(s) and demonstrate their use on a routine basis

**New Generations**

* Conduct / update a biennial Interact needs assessment
* In collaboration with the Rotary Club of Lexington (evening group), create a plan for a sustainable Rotaract group involving VMI, W&L, and the community, including SMART objectives for a one year pilot.
* Support Interact Clubs in our area and the RYLA conference

**2013 Long Range Plan Committee**

Steve Beck, James Cook, Matt Hayden, Marc Hudson, Elaine Nelson, George Pryde, Dick Rathmell, Lori Sadler, Joe Simcoe