

Rotary Club of Kent Island Strategic Plan 2023

Vision

People coming together to make lasting positive change on Kent Island, in Maryland and throughout the World.

Mission

Rotary is where people and problem-solvers share ideas, join other leaders, and take action to improve the quality of life for people in their communities.

Values:

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 the club, 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, acceptance and transcends all boundaries.

DIVERSITY

We believe Rotary unifies all people behind the ideal of service. We strive to achieve diversity 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 that 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

Rotary is 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 the 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.

Goals

1. Grow and sustain our club
2. Improve our Financial Viability and Accountability
3. Focus and increase our community projects
4. Increase community awareness of our club and Rotary
5. Improve Club Fundraising

Objectives and Actions

Goal 1: Grow and sustain our club.

- Objective 1.1: Identify, invite, and recruit new members with a focus on expanding and diversifying our membership.

Action 1.1.1: Increase the number of members on the Membership committee		
Measure	Due Date	Member Responsible
A committee will be formed and a list of the members sent to the club.	January 19,2024	Janet Salazar

Action 1.1.2: Develop relationship with local businesses and the Chesapeake Bay Business Park.		
Measure	Due Date	Member Responsible
Club Members will complete the 'who do you know' sheet at the business meeting so the club can assess who has contacts in the business community and business park.	January 2024	Candi will share this when she sends out the meeting agenda
Membership Committee and club members will reach out to the contacts.	Ongoing	

Action 1.1.3: Establish a connection to all communities in the area.		
Measure	Due Date	Member Responsible
The Membership Committee will research and create a list of which communities in the Stevensville, Chester, Grasonville, and Queenstown area the club needs to reach out to.	March 2024	
The Membership Committee and club members will hold Discover Rotary events in these areas.	Ongoing	

Action 1.1.4: Continue hybrid meetings and explore other formats for conducting club business		
Measure	Due Date	Member Responsible
Club leadership will research other meeting formats, times, and locations and present findings to the club for feedback.	December 2024	
A subcommittee will be created to schedule and run additional meetings for members who can't make the morning meeting.	December 2024	

- Objective 1.2: Develop an onboarding process.

Action 1.2.1: Create a mentoring system.		
Measure	Due Date	Member Responsible
Every new member is assigned a mentor at his/her induction into the club. The mentor will conduct new member orientation within one to two weeks after induction.	Ongoing	
New members become involved in a club committee, club event, or club project within 6 months (or sooner) of joining the club. This involvement will be monitored and reported to the membership chair within the aforementioned time frame which then can be reported to the board at the next scheduled board meeting. A system of active engagement must be in place to ensure participation. The system of active engagement includes an Areas of Interest survey for each member to complete during their onboarding.	Ongoing	

Action 1.2.2: Develop best practices for mentoring.		
Measure	Due Date	Member Responsible
<p>Along with measures for 1.2.1, the committee will develop suggested steps of engagement for the mentoring program. These steps include:</p> <ul style="list-style-type: none"> • Follow up personal meeting with the Mentor and new member within recommended two weeks of the new member induction. • Mentor and new member sit together at regular meetings. • Mentor periodically conduct short meetings with new member over the course of the year. 		

Action 1.2.3: Curate a list of members to be mentors.		
Measure	Due Date	Member Responsible
Membership committee surveys the club by email for current members who will be mentors.		
Survey report completed and sent to the Board		

Action 1.2.4: Provide the environment of an expectation for leadership and engagement.		
Measure	Due Date	Member Responsible
After six (6) months of mentoring, new members are asked to take a lead role in an aspect of a club activity. This can be as simple as being a volunteer recruiter or scheduler or as dynamic as taking a project leadership role.	Ongoing	

- Objective 1.3: Develop club structure and pathways to support members in pursuing leadership opportunities.

Action 1.3.1: Create a club manual for outlining duties of members, committee chairs, and Board members.		
Measure	Due Date	Member Responsible
Each Committee Chair (or designee) will send to the Club President (or designee) a short blurb about what their committee does.	February 2024	Candi Cook
The Club President (or designee) will collect the pieces together to create the manual.	February 2024	Candi Cook

Action 1.3.2: Create and regularly update the list of club committees, with duties, Chair, and members listed for each committee.		
Measure	Due Date	Member Responsible
Each Committee Chair (or designee) will review and update their committee page in the Club Manual at least quarterly or sooner if changes are needed.	Quarterly Ongoing	Club Secretary

Action 1.3.3: Develop a club leadership training program		
Measure	Due Date	Member Responsible
All members will be taught how to access the My Rotary and the DACdb sites. New members will be instructed by their mentors. Current members will be instructed by other individual members with the knowledge of how to access these sites.		
Members expressing an interest in leadership position in the club will be directed to the Club Leadership module in the My Rotary Learning Center to enroll and complete the courses they are interested in.	Ongoing.	
The Club will send at least 3 members to the Rotary Leadership Institute training offered every year.	Ongoing	

- Objective 1.4: Hold social events that engage club members and potential new members outside of regular club meetings.

Action 1.4.1: Rotate location of Discover Rotary Hours.		
Measure	Due Date	Member Responsible
Based on results of business research and community research, Discover Rotary events will be held every other month at rotating locations and times identified in Actions 1.2.1 and 1.3.1.	Ongoing	

Action 1.4.2: Regularly schedule Happy Hours, rotating locations		
Measure	Due Date	Member Responsible
Happy hours or other social events will be held monthly.	Monthly Ongoing	Membership or Public Relations committees

- Objective: 1.5: Assist the Interact Club in growing their club.

Action 1.5.2: Create joint Club and Interact projects.		
Measure	Due Date	Member Responsible
The Youth Services Chair will discuss with the Interact Club leadership potential opportunities for both Clubs to participate in projects together and present the findings at the Board meeting.	Quarterly Ongoing	Youth Services Committee Chair

Goal 2: Improve our Financial Viability & Accountability

- Objective 2.1: Increase club members' participation in the Rotary Foundation.

Action 2.1.1: The club will become a Sustaining Club/Every Rotarian Every Year.		
Measure	Due Date	Member Responsible
Each club member will be asked to donate \$100 to the Rotary International Foundation by June 1 every year. A report will be given to the club quarterly, at the business meeting.	Quarterly Ongoing	Foundation Chair (Brad Lundberg)

Action 2.1.2: Grow the Rotary of Kent Island Community Foundation fund		
Measure	Due Date	Member Responsible
Create a Board for the Rotary of Kent Island Community Foundation.	Completed	Board members have been identified (8/23)
Hold one dedicated fundraiser each year whose proceeds will go directly to the community foundation fund.		Foundation Board
At each monthly Board meeting, report on the value of the community foundation fund and any expenses for managing the fund.	Monthly	Foundation Chair or liaison

- Objective 2.2: Improve members' understanding of the club's financial standing.

Action 2.2.1: Create an annual budget for the club.		
Measure	Due Date	Member Responsible
The club's annual operating budget is completed by the President, President Elect, and Treasurer and is based on the club's priorities for community support	July 15	Club President
The club's annual budget is approved by the Board at the July Board Meeting every year.	Yearly - July	Board
The Treasurer ensures the budget accurately reflects the financial status of the club by providing a report to the Board every month.	Monthly	Treasurer
At the Board meeting, the Board monitors and evaluates the budget against actual financial performance to ensure the club is meeting its financial goals and objectives.	Monthly	Board

Action 2.2.2: Present a Treasurer's Report at every club Business Meeting.		
Measure	Due Date	Member Responsible
The Treasurer's Report is clearly communicated to every club member by the Treasurer at the club's monthly business meeting.	Monthly	Club Treasurer

Action 2.2.3: Create a Club Financial Committee		
Measure	Due Date	Member Responsible
A committee is created.		

ROKI Strategic Plan - Goal 3: Focus and increase of our community projects

- Objective 3.1: Prioritize all current club projects by eliciting and being responsive to members' diverse ideas for service.

Action 3.1.1: Create a prioritized list of club projects and a timeline for their completion to focus attention where it is needed.		
Measure	Due Date	Member Responsible
We have assigned responsibility to a committee or work group identifying the individual responsible for implementing this objective.	In Progress	Pat Perry
The Committee/workgroup has compiled the prioritized list and identified the time and resources needed to complete each project.	In Progress	Pat Perry
All Club projects have been completed by the dates set by the Committee/workgroup with the prior approval of the Board.	Ongoing	Jim McComb
The Service Committee Chair will follow up with club members regarding the status of service projects. Reports of service activities are due at the monthly Board meeting	Ongoing Reported monthly	

- Objective 3.2: Create a system for managing ideas for service projects, fundraisers, and other projects.

Action 3.2.1: Create a tickler file for member suggestions for community projects.		
Measure	Due Date	Member Responsible
A form and process for soliciting member suggestions and a tickler file is created. The form will be handed out at every monthly business meeting.	Sept. 1, 2023	Jim McComb

- Objective 3.3: Expand our opportunities to work with other, neighboring clubs.

Action 3.3.1: Meet with Centerville, Chestertown, Denton, and other clubs to identify joint projects.		
Measure	Due Date	Member Responsible
Club leadership will schedule and conduct meetings with neighboring clubs.	October 15, 2023	Candi Cook

- Objective 3.4: Partner with other community agencies to learn what programs and projects are needed in the community.

Action 3.4.1: Identify and contact agencies and organizations to identify community needs.		
Measure	Due Date	Member Responsible
Community agencies identified and contacted	In progress & partially accomplished Sept. 12, 2023	Jim McComb

Action 3.4.2: Create a prioritized plan for hands-on service projects from identified needs and		
Measure	Due Date	Member Responsible
The plan is presented to the club at the February 2024 Business Meeting.		Pat Perry and Janet Salazar

Goal 4: Increase community awareness of our club and Rotary.

- Objective 4.1: Create an external communication plan that covers print media, social media, website, and community signage and assign club members to these roles.

Action 4.1.1: Increase the number of members on the Public Image Committee and list delegation of duties.		
Measure	Due Date	Member Responsible
A committee is formed and members assigned duties.	August 30, 2023	Leslie Sandoz

Action 4.1.2: Create talking points so that every member can concisely explain what our club does.		
Measure	Due Date	Member Responsible
The committee creates talking points and presents the document to the Board. Once approved, the document is presented to the club at the next business meeting.		

Action 4.1.3: Create a timeline for posting on Social Media to increase awareness of Rotary and Rotary initiatives.		
Measure	Due Date	Member Responsible
In the monthly committee meeting, create a report to show the number social media posts, press announcements, and website stories. Track the reach of the social media posts and document the website traffic within the report. Report due to Board monthly	Monthly	
The committee will seek out where prospective members and speakers have learned about our club to evaluate the effectiveness of certain posts/stories.	Ongoing Reported monthly	

Action 4.1.4: Post signage around the community advertising ROKI.		
Measure	Due Date	Member Responsible
The committee will research where in the community the Club may post advertising for Club events and recruitment flyers.		

- Objective 4.2: Create an internal communication plan to ensure all members are informed of club activities, speakers, and important information.

Action 4.2.1: Create a newsletter for club members to be informed of upcoming events, birthdays, anniversaries, and other important information.		
Measure	Due Date	Member Responsible
The committee will designate one member to design and implement a newsletter.	August 1, 2023	Janet Salazar

Action 4.2.2: Invite speakers to inform club about what is happening in the county. Speakers should steer away from political and religious ideologies.		
Measure	Due Date	Member Responsible
The President Elect will coordinate all speakers for the club. Club members will actively recruit speakers and keep the President Elect informed of contact information for the speakers, the topic the speaker will address and any presentations needs the speaker has.	Ongoing	President Elect

- Objective 4.3: Invest in branded items for the club.

Action 4.3.1: The club will have branded items to hand out at outreach events..		
Measure	Due Date	Member Responsible
The Public Image Chair will submit to the Board an itemized list, with pricing included, of Rotary branded items to purchase for outreach events. This list is due to the Board to be voted on by the July Board meeting every year.	July, Yearly	Public Image Chair
The committee will inventory the stock of branded items quarterly and report the findings to the Chair. The Chair will report the findings to the Board quarterly.	Quarterly	

Action 4.3.2: All club members will be strongly encouraged to wear a branded club shirt at club outreach events.		
Measure	Due Date	Member Responsible
Each new member will be strongly encouraged to purchase a Rotary branded shirt of their choosing. Ongoing as members are added. Any current members without a shirt will be encouraged to purchase one.	Ongoing	

Goal 5: Improve Club Fundraising

- Objective 5.1: Expand and strengthen our club's fundraising efforts.

Action 5.1.1: Create fundraisers that appeal to/engage the majority of club members and the community.		
Measure	Due Date	Member Responsible
The Fundraising Committee will research potential fundraisers to add to the Club's current fundraising efforts and report due to Board.		Fundraising Chair

Action 5.1.2: Ensure fundraisers provide a stable source of funding to support the club's goals.		
Measure	Due Date	Member Responsible
Set a fundraising goal for the Rotary of Kent Island Community Foundation fund. Due to the Board by the July Board meeting each year.		
Set a specific dollar amount goal for each fundraiser the club holds. Due at the time of proposed fundraiser approval sought from the Board.	Ongoing	
Evaluate each fundraiser for effort to produce and cost benefit. Report due to the Board 1 week before the next scheduled Board meeting after the completion of the fundraiser.	Ongoing	