

## Strategic Plan 2020-2021 and 2021-2022

The South Brunswick Islands Rotary Club President-Elect and President-Nominee attend President Nominee Training Seminar (PETS) prior to assuming the club President role. This leadership training is mandatory for the President-Elect and strongly suggested for the President-Nominee. After attending the March 2020 PETS, Clint Berry and Kathleen MacDonald developed a vision statement for their combined years of presidency. Clint and Kathleen prepared this vision statement as an implementation plan to achieve the goal with little steps over the combined two-year term.

### 1. Strengths and weaknesses

Strengths	Weakness
Recognized District-wide as a strong club.	Complacency
Optimal size – large but not over meeting room capacity. Individuals can know each other. Enough members for adequate Pareto principle participation.	Knife edge size – Membership losses can spiral.
Comradery	Several committees need strengthening.
Financial strength in giving to RI Foundation, SBIR Foundation and fundraising abilities.	
Strong service orientation with many projects. Historical club focus is Brunswick County Youth.	
Established club structure.	

### 2. Vision for 2020 through 2022

#### 2.1. General membership is engaged on at least two levels of effort.

2.1.1. Attend weekly meetings.

2.1.2. Attend fundraising events.

2.1.3. Attend service events.

2.1.4. Identify and coordinate weekly meeting speaker.

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2.1.5. Bring guests to the meetings, and/or events.

2.2. Meetings are fun but respectful.

2.2.1. Club is respectful to speaker – rearrange the agenda so the speaker is early in the meeting.

2.2.2. Speaker is respectful to club – presenter will not extend over the allotted time.

2.2.3. Members are respectful to other members - adopt Rotary International Harassment-Free Environment guidelines.

2.3. Club is organized and accountable.

2.3.1. Board meeting agenda topics will be submitted the Tuesday before the Board meeting. If a topic is not submitted and included in the agenda, the topic will be held until the next meeting.

2.3.2. President may close the weekly meeting by standing at the door to collect any required materials such as volunteer commitments, speaker commitments, guest commitments, etc.

2.3.3. DACdb will be the club internal communication hub.

2.3.3.1. The calendar module will have the weekly program speaker schedule.

2.3.3.2. The engagement and attendance modules will track membership participation.

2.3.3.3. The membership module will have contact information (at least email for non-members) for members, guests, speakers, sponsors, Tamer's Restaurant.

2.4. Club is both a service organization and a professional/business networking organization.

2.4.1. The existing club's service culture is a strength. Keep nurturing it so the club does not become complacent.

2.4.2. The professional/business networking culture needs cultivating.

2.4.2.1. Professional weekly meeting guests are expected to talk 2 minutes about their business when introduced.

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- 2.4.2.2. Professional guests are invited by “If I buy you breakfast and give you 2 minutes to tell approximately 50 people about your business, would you be my guest to the Friday meeting?”
- 2.4.2.3. Club develops a poster with the logos of each club member’s company.
- 2.4.2.4. Public Image will feature articles highlighting a club member’s business on a regular basis. These articles will be used especially if the Wheels In Motion content is light.
- 2.5. Club membership is the embodiment of the 4 Way Test.
  - 2.5.1.
- 3. Vision implementation for 2020-2021.
  - 3.1. General membership is engaged on at least two levels of effort.
    - 3.1.1. Identify and coordinate weekly meeting speaker.
    - 3.1.2. Bring guests to the meetings, and/or events.
  - 3.2. Meetings are fun but respectful.
    - 3.2.1. Club is respectful to speaker – rearrange the agenda so the speaker is early in the meeting.
    - 3.2.2. Speaker is respectful to club – presenter will not extend over the allotted time.
    - 3.2.3. Members are respectful to other members - adopt Rotary International Harassment-Free Environment guidelines.
  - 3.3. Club is organized and accountable.
    - 3.3.1. Board meeting agenda topics will be submitted the Tuesday before the Board meeting. If a topic is not submitted and included in the agenda, the topic will be held until the next meeting.
  - 3.4. Club is both a service organization and a professional/business networking organization.
    - 3.4.1. The existing club’s service culture is a strength. Keep nurturing it so the club does not become complacent.

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### 3.4.2. The professional/business networking culture needs cultivating.

3.4.2.1. Club develops a poster with the logos of each club member's company.

3.4.2.2. Public Image will feature articles highlighting a club member's business on a regular basis. These articles will be used especially if the Wheels In Motion content is light.

### 3.5. Club membership is the embodiment of the 4 Way Test.

3.5.1.

## 4. Vision implementation for 2021-2022. Keep previous and start the remaining.

### 4.1. General membership is engaged on at least two levels of effort.

4.1.1. Attend weekly meetings.

4.1.2. Attend fundraising events.

4.1.3. Attend service events.

4.1.4. Identify and coordinate weekly meeting speaker.

4.1.5. Bring guests to the meetings, and/or events.

### 4.2. Meetings are fun but respectful.

4.2.1. Club is respectful to speaker – rearrange the agenda so the speaker is early in the meeting.

4.2.2. Speaker is respectful to club – presenter will not extend over the allotted time.

4.2.3. Members are respectful to other members - adopt Rotary International Harassment-Free Environment guidelines.

### 4.3. Club is organized and accountable.

4.3.1. Board meeting agenda topics will be submitted the Tuesday before the Board meeting. If a topic is not submitted and included in the agenda, the topic will be held until the next meeting.

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4.3.2. President may close the weekly meeting by standing at the door to collect any required materials such as volunteer commitments, speaker commitments, guest commitments, etc.

4.3.3. DACdb will be the club internal communication hub.

4.3.3.1. The calendar module will have the weekly program speaker schedule.

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The South Brunswick Island Rotary Club does not have an official Executive Committee. An Executive Committee would consist of the Immediate Past-President, current President, President-Elect and President-Nominee. For continuity, the Executive Committee should annually meet shortly after PETS to review and modify the club direction.

The President-Elect and President-Nominee will share the club vision with the Board and general membership. The vision will be shared with the Board during individual conversations to enlist buy-in and assignment of goals. The vision will be shared with the general membership during two club program presentations. The first will be shortly after PETS and generally talk about future club evolution. After the President-Elect, President-Nominee, and Board have the fleshed out implementation goals and strategies, the President-Elect will present the club vision with specifics prior to taking the Presidency.