

Strategic Plan 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. Due to Covid-19, PETS was held virtually and the Pres-Elect and Pres-Nom did not have the opportunity of quality time together in the three-hour commute. In July 2021, the previous version of this document was specifically presented to the membership during a club meeting. The membership identified strengths and weakness. During the July Board meeting, implementation ideas were discussed.

1. Strengths and weaknesses

Strengths	Weakness	Objectives
Recognized District-wide as a strong club.	Complacency	Support Brunswick County children and literacy/education as priority then support other areas of focus.
Optimal size – large but not over meeting room capacity. Individuals can know each other. Enough members for adequate Pareto principal participation.	Knife edge size – Membership losses can spiral.	Support Jeff as current District Governor Elect and then as District Governor.
Comradery	Unfilled key positions and the members have not volunteered or were assigned to a committee.	
Giving - Financial strength in giving to RI Foundation, SBIR Foundation and fundraising abilities.	Sharing plans	
Strong service orientation with many projects. Historical club focus is Brunswick County Youth.	Diversity	

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Strengths	Weakness	Objectives
Established club structure.	Follow up with past members and participants	
Communication	Succession plan	
Energetic	20/80 rule membership participation/work in committees	
Welcoming		

2. Vision for 2020-2021

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.

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.

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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.

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.

3. Vision for 2021-2022.

3.1. The Club will continue the previous year's vision.

3.2. Club membership is the embodiment of the 4 Way Test.

3.3. Club leadership positions are filled, and membership is engaged in all club activities.

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- 3.3.1. The Board will send out a survey to the membership giving them the opportunity to volunteer for the various committees. After the survey period is complete, the members will be assigned to a committee. It is the committee chair's responsibility to encourage and delegate for all member's participation.
- 3.3.2. The Board will work with the new committee members to encourage or draft committee chairs.
- 3.3.3. The Service Committee will organize lots of small labor-only projects and the Board will encourage participation in these membership bonding events. Suggested activities include Ft Caswell Living Shores project, back to school activities with Jen and Amber, Boys and Girls Home ping pong tournament and WARM construction projects.
- 3.3.4. The Administration Committee will organize lots of small social activities such as wine and cheese get togethers, small membership dinner pot luck dinners at members homes, group meals at restaurants, etc.
- 3.4. Club supports Jeff Mount during his tenure as Governor-Elect and Governor
- 3.5. Club leadership effectively and frequently shares plans. The Wheels in Motion, pmail, and club meeting announcements will be used to communicate with the club.
- 3.6. Membership is diverse. Fundamentally Diversity, Equity, and Inclusion (DEI) should be resolved by the Four Way Test and the nature of the club's Service projects address underserved community needs. None the less, the Past President has the responsibility of promoting DEI. SBIR will continue to recruit prospective members whom we believe to be ethical businesspeople and people who agree with the Four Way Test. The Service Committee will focus on underserved communities.
- 3.7. Club maintains relationship or at least follows up with past members and club participants.
 - 3.7.1. The Membership Committee will conduct exit interviews of Rotarians leaving the club. The exit interviews will be brought to the Board to address issues.
 - 3.7.2. The Sunshine Committee will periodically send Thinking of You correspondence to past members until the past members opt out of the communication.
- 3.8.