

Rotary



The Rotary Club of Wilmington
Post Office Box 1194
Wilmington, NC 28402

Three-year Strategic Plan, 2016-2019

March 9, 2016

MISSION

The Mission of the Rotary Club of Wilmington is to foster and provide service.

GOALS

I. Engage and retain new members

To help new members feel connected to the club, its members and its projects, a “New Member Committee” will be established. When new members are inducted they will be assigned to this committee, which will work on simple but important projects such as collecting books for the Literacy Committee, collecting coats for the Williston Legacy Committee and joining hands-on projects organized by the Service Project Committee. This will ensure that new members are engaged in club activities before committing to other committees or projects. Funding will be provided, as needed, for the New Member Committee’s work. The club will continue to encourage new members to serve on the Sergeant at Arms Committee as a way of getting to know their fellow Rotarians. The club will conduct an “exit interview” with resigning Rotarians, and their reasons for leaving the club to be reported to the Board of Directors.

II. Establish more focused, long-term club service priorities

A. Literacy, basic education and citizenship

2016-17 Continue and expand existing local efforts

- Members will tutor adults, youth and children at all grade levels
- The club will procure books for schools
- The club will extend its efforts to help ages 0 to 6 prepare for school

2017-18 Go national: Seek wider opportunities to promote literacy

2018-19 Go global: Add education component to partnership in Guyana

B. Water and sanitation

2016-19 Local, national, and global

- Research potential projects or partnerships to supply clean, safe water in our region or elsewhere in the United States.
- Guyana water projects: apply for Global Grant 2016-17

C. Community development and services

In evaluating proposed projects for funding, volunteer work or both, the club will give priority to those with a strong economic and community development component. To support this goal, the club will:

- Continue to apply for District Matching Grants each year
- Emphasize “hands-on” projects with involvement by individual Rotarians
- Focus on just one or two projects at a time, perhaps for multiple years

III. **Strengthen and streamline the Tuesday meetings and programming**

2016-17 Provide these guidelines for the Program Committee:

- Clarify our policy on presentations by or about non-profits
 - o Retain our focus on informing members about issues
 - o Continue our prohibition on direct solicitation by speakers
- Focus on programs that address these objectives:
 - o Information about significant community issues
 - o Balance corporate, non-profit and governmental sources
 - o Relate to the club’s signature projects
 - o Allow members to share significant experiences or expertise
 - o Pure entertainment
- Ensure that weekly meetings regularly include
 - o Club business, specifically including scheduled committee reports
 - o Periodically incorporate entertainment into meetings
- Ensure that all programs are educational, not self-serving, and comply with the Four-Way Test; that selection of speakers be diverse and inclusive; and that speakers are carefully briefed to ensure all programs conclude on time.
- Other objectives related to weekly meetings:
 - o Explore possibility of finding new, more diverse catering options
 - o Continue encouraging members to rotate their seating each week
 - o Establish firm protocol for courtesy to speakers: If it’s necessary to leave before program ends, do so before speaker begins; encourage voluntary \$1+ “fine” (to CART buckets) for leaving meeting early.

2017-18 Measure Goals from 2016-17 and adjust as needed

- Celebrate diversity, continue or reinstate such programs as non-profit day and vocational day, and consider ways to rotate the club's meeting place

2018-19 If required by redevelopment of the Coastline Conference Center, find a new meeting location