

STRATEGIC PLAN 2006-2009

ROTARY CLUB OF AMES

PROPOSED PLAN

PARTICIPANTS

ROTARY CLUB OF AMES

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ROTARY CLUB OF AMES VISION STATEMENT

Rotary Club of Ames will be the premier service and fellowship organization in the Ames community.

To accomplish this vision, we will utilize the following guiding principles:

SERVICE: Through the four avenues of service, the club creates and accomplishes significant, innovative service projects which improve our club, community, vocations, and the world.

FELLOWSHIP: Membership provides opportunities for friendly and welcoming interactions at local, district, and international events -- meetings, social activities, committee involvement, and service projects.

PROGRAMS: The club provides a variety of programs (e.g., location, type, format) which inform and entertain the membership, and inspire the membership to serve through the four avenues of service.

MEMBERSHIP: Membership reflects a balance of generations, gender, and vocations. New members receive mentoring. All members attend club meetings regularly and participate fully in the club.

ORGANIZATION: Club and committee leadership are guided by the club's strategic plan. Training begins in the year preceding responsibility. Each committee has a clear purpose and members actively participate.

COMMUNICATION: The club effectively shares, with members and the public, substantive information about Rotary programs and projects. Communication avenues (e.g., newsletter, web site, e-mail, etc.) are broad and diverse, in recognition of the diversity of club membership. The membership is well informed on the status of club service projects, membership, and finances.

FOUNDATION: Membership enthusiastically supports the Rotary Foundation and its programs to assure the continuing strength of Rotary International and the Rotary Club of Ames.

ROTARY CLUB OF AMES MISSION STATEMENT

Consistent with the Object of Rotary International, Rotary Club of Ames will:

- create greater understanding among all people to advance the search for peace in the world;
- emphasize service activities by individuals and groups that enhance the quality of life and human dignity;
- expect high ethical standards as articulated in the 4-Way Test*; and
- ensure continuing relevance of Rotary to help build a better world.

Rotary International encourages and fosters the ideal of service as a basis of worthy enterprise, as embodied in the principal motto – “Service above Self” and through the four avenues of service – Club, Vocational, Community, and International.

* NOTE: The Rotary International 4-Way Test is as follows:

"Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?"

INITIAL OBJECTIVES

SERVICE – Implement service projects within our capabilities that meet identified needs.

FELLOWSHIP – Create a welcoming, caring, and interactive environment for members and guests.

PROGRAMS – Include a spectrum of subjects and a variety of venues.

MEMBERSHIP – Assure growth in vitality and breadth of ideas, perspectives, and vocations.

ORGANIZATION – Implement the strategic plan and use it to guide decisions.

COMMUNICATION – Inform the membership and community of programs and activities.

FOUNDATION – Support the Rotary Foundation and its programs.

OBJECTIVES, STRATEGIES, AND GOALS
ACTION PLAN

1. SERVICE – Implement service projects within our capabilities that meet identified needs.

A. Identify potential service project needs – local, state, national, international.

GOALS	RESPONSIBILITY	TARGET DATE
1. Review requests and recommend one-time and ongoing local projects.	Local Projects Committee	Annual
2. Seek input from committee members on their perceptions of community needs.	Local Projects Committee	Annual
3. Continue water project in Xicotepec, Mexico	World Community Service Committee	Continuing
4. Continue water project in Tanzania, but expand it to include Health and Education issues.	World Community Service Committee	Continuing
5. Continue developing a third project if the opportunity arises from member interactions with Rotary Clubs in other countries.	World Community Service Committee	Continuing
6. Explore possibilities for student involvement in our projects.	World Community Service Committee	Annual
7. Inform club members about opportunities for participation in District 6000 World Community Service projects, like MOST.	World Community Service Committee	Annual
8. Document requirements, contacts, procedures with timelines to host an inbound and an outbound high school exchange student.	Youth Exchange Committee	Annual

B. Identify resource requirements and determine level of support needed to implement projects.

GOALS	RESPONSIBILITY	TARGET DATE
1. Recognize community youth for outstanding citizenship, service, and academic achievement.	Community Youth Development	Annual
2. Promote volunteering to support projects in addition to financial support.	Local Projects Committee	Continuing

C. Establish a Vocational service project.

GOALS	RESPONSIBILITY	TARGET DATE
1. Promote member participation in Vocational Awareness programs/events arranged for Middle/High School students, in conjunction with Ames/Gilbert School Districts.	Vocational Awareness Committee	1/1/08

D. Organize New Member Projects as groups of 12 new members join the Club.

GOALS	RESPONSIBILITY	TARGET DATE
1. Initiate a community service project.	Committee of 12-004; 12-005....	Continuing

OBJECTIVES, STRATEGIES, AND GOALS
ACTION PLAN – (CONT.)

E. Provide opportunities for individuals in the community to support Rotary projects.

GOALS	RESPONSIBILITY	TARGET DATE
1. Initiate Junior Rotarian guest program with Ames/Gilbert High Schools.	Community Youth Development	1/1/08

F. Continue funding local scholarships each year.

GOALS	RESPONSIBILITY	TARGET DATE
1. Identify funding and applicants to award \$1,000 scholarships for at least 5 Ames/Gilbert high school new graduates for post HS education/training.	Local Rotary Scholarship Foundation	Continuing

2. FELLOWSHIP – Create a welcoming, caring, and interactive environment for members and guests.

A. Increase interaction among members and guests.

GOALS	RESPONSIBILITY	TARGET DATE
1. Inform club leadership and membership about special needs of members.	Fellowship Committee	Continuing
2. Coordinate cards, visits, and support for members with special health or family needs.	Fellowship Committee	1/1/08
3. Promote opportunities for members to meet and know other members.	Fellowship Committee	Continuing
4. Explore team and breakfast options for new member orientations.	New Member Orientation Committee	Continuing
5. Engage every pre-approved new member and their Club sponsor in an informal discussion about the history, structure, service, and programs of Rotary International (RI) and RI Foundation.	New Member Orientation Committee	Continuing
6. Explore new ways to expedite the process and orientation discussion.	New Member Orientation Committee	Continuing
7. Prepare/deliver memorial tributes and resolutions to our Club and the family of deceased members.	Memorial Committee	Continuing

B. Establish a process to host and introduce visiting Rotarians.

GOALS	RESPONSIBILITY	TARGET DATE
1. Assist with registration and introduction of guests and visitors at each Club meeting.	Greeting Committee	Continuing

OBJECTIVES, STRATEGIES, AND GOALS
ACTION PLAN – (CONT.)

C. Incorporate social activities into annual meeting plan.

GOALS	RESPONSIBILITY	TARGET DATE
1. Support District 6000 Conference in spring 2007 with a golf outing.	Sports & Recreation Committee	6/30/07
2. Promote the District 6000 Bunny Harper Golf Tournament and a Rotary Bowling team in a local league.	Sports & Recreation Committee	Annual

D. Utilize new members as Greeters.

GOALS	RESPONSIBILITY	TARGET DATE
1. Greet and welcome all who attend each Club meeting.	Greeting Committee	Continuing

E. Have fun at meetings.

GOALS	RESPONSIBILITY	TARGET DATE
1. Plan/coordinate special Club meetings to promote social interaction among our members/families and members/families of neighboring Rotary Clubs.	Social Committee	Continuing
2. Invite all widows and widowers of deceased members to a Club Holiday meeting in December.	Social Committee	Continuing
3. Coordinate participation for at least one recreational event open to all members and their families at a Club activity.	Sports & Recreation Committee	Annual
4. Plan/coordinate exchanges between D6000 Clubs.	Friendship Exchange	3/1/08
5. Lead singing at each Rotary meeting.	Music Committee	Continuing
6. Arrange special musical programs at selected club meetings	Music Committee	Continuing

3. PROGRAMS – Include a spectrum of subjects and a variety of venues.

A. Present local, state, national, and international topics.

GOALS	RESPONSIBILITY	TARGET DATE
1. Select program based on 40% local, 15% state, 15% national, and 30% international issues.	Program Committee	Continuing

B. Develop programs that cover the four avenues of service.

GOALS	RESPONSIBILITY	TARGET DATE
1. Select program based on 40% local, 15% state, 15% national, and 30% international issues.	Program Committee	Continuing

OBJECTIVES, STRATEGIES, AND GOALS
ACTION PLAN – (CONT.)

C. Meet occasionally at business and university facilities.

GOALS	RESPONSIBILITY	TARGET DATE
1. Schedule semi-annual meeting at business or university facilities.	Program Committee	Continuing

D. Devote some programs to purely entertaining topics.

GOALS	RESPONSIBILITY	TARGET DATE
1. Select program based on 40% local, 15% state, 15% national, and 30% international issues.	Program Committee	Continuing
2. Schedule semi-annual meeting at business or university facilities.	Program Committee	Continuing

4. MEMBERSHIP – Assure growth in vitality and breadth of ideas, perspectives, and vocations.

A. Invite members of high ethical and moral standing in leadership positions in business and the professions.

GOALS	RESPONSIBILITY	TARGET DATE
1. Maintain expedient and efficient pre-approval processes for assessment of proposed new member qualifications.	New Member Classification Committee	Continuing
2. Achieve a net gain of 3 new members during each year of the plan.	New Member Recruitment Committee	Continuing

B. Improve the balance of professions and breadth of the membership.

GOALS	RESPONSIBILITY	TARGET DATE
1. Determine appropriate vocational classification for pre-approved new members.	New Member Classification Committee	Continuing
2. Inform membership of new member processes for categorizing, proposing, approving, and inviting new members.	New Member Recruitment Committee	Continuing

C. Retain members.

GOALS	RESPONSIBILITY	TARGET DATE
1. Conduct meetings for new members and their significant others and sponsors to inform more about Club and RI activities and foundations, and encourage active participation.	New Member Red Badge Exchange Committee	Continuing
2. Provide manpower for Rotary projects or joint efforts.	Rotarian Power Committee	Continuing

OBJECTIVES, STRATEGIES, AND GOALS
ACTION PLAN – (CONT.)

5. ORGANIZATION – Implement the strategic plan and use it to guide decisions.

A. Utilize initiatives and goals of committees, directors, and officers.

GOALS	RESPONSIBILITY	TARGET DATE
1. Solicit and mobilize member volunteers for Board approved new and/or annual activities that request volunteer support.	Rotarian Power Committee	Continuing

B. Present committee reports on club business days.

GOALS	RESPONSIBILITY	TARGET DATE
1. Have committee reports as needed on each club business day.	President	Continuing

C. Establish expectations for committee meetings.

GOALS	RESPONSIBILITY	TARGET DATE
1. Identify duties and objectives for each committee on an annual basis.	President	Annual

D. Conduct a Club Assembly.

GOALS	RESPONSIBILITY	TARGET DATE
1. Determine purpose and objectives for club assembly and implement.	President	Annual

6. COMMUNICATION – Inform the membership and community of programs and activities.

A. Keep membership informed.

GOALS	RESPONSIBILITY	TARGET DATE
1. Identify potential slate of officers and board members by October 1.	Nominating Committee	Annual
2. Obtain commitment of slate by November 1.	Nominating Committee	Annual
3. Assign members to defined newsletter positions with weekly, monthly, and/or yearly timeline expectations.	Newsletter Committee	Continuing
4. Assign members to defined website positions with weekly, monthly, and /or yearly timeline expectations.	Website Committee	Annual

OBJECTIVES, STRATEGIES, AND GOALS
ACTION PLAN – (CONT.)

B. Create community awareness of Rotary and specific service projects.

GOALS	RESPONSIBILITY	TARGET DATE
1. Submit at least 8 photos of Club activities to the Ames Tribune.	Public Relations Committee	Continuing
2. Participate in at least one live interview with KASI about a Rotary project.	Public Relations Committee	1/1/08
3. Prepare/display club materials at various venues as requested by Board.	Public Relations Committee	Annual

C. Communicate with other clubs and districts.

GOALS	RESPONSIBILITY	TARGET DATE
1. Plan/coordinate exchanges between D6000 Clubs.	Friendship Exchange	Annual

D. Identify best practices of other clubs and districts.

GOALS	RESPONSIBILITY	TARGET DATE
1. Benchmark other clubs at PETS and District Conference.	Officers, Directors	Annual

7. FOUNDATION – Support the Rotary Foundation and its programs.

A. Implement “Every Rotarian, Every Year”.

GOALS	RESPONSIBILITY	TARGET DATE
1. Bring awareness of the impact and wide variety of humanitarian work of the RI Foundation.	Foundation Committee	Continuing
2. Promote contributions at all levels to programs of the RI Foundation.	Foundation Committee	Continuing

B. Encourage major donors, benefactors, and bequests.

GOALS	RESPONSIBILITY	TARGET DATE
1. Bring awareness of the impact and wide variety of humanitarian work of the RI Foundation.	Foundation Committee	Continuing
2. Promote contributions at all levels to programs of the RI Foundation.	Foundation Committee	Continuing

OBJECTIVES, STRATEGIES, AND GOALS
ACTION PLAN – (CONT.)

C. Apply for at least one matching grant and district simplified grant per year.

GOALS	RESPONSIBILITY	TARGET DATE
1. Continue developing a third project if the opportunity arises from member interactions with Rotary Clubs in other countries.	World Community Service Committee	Continuing
2. Continue water project in Tanzania, but expand it to include Health and Education issues.	World Community Service Committee	Continuing

D. Annually review participation in Foundation programs.

GOALS	RESPONSIBILITY	TARGET DATE
1. Follow current outbound scholars.	Ambassadorial Scholarship Committee	Continuing
2. Provide liaison for inbound scholars.	Ambassadorial Scholarship Committee	Continuing
3. Invite scholars to appropriate meetings.	Ambassadorial Scholarship Committee	Continuing
4. Participate/organize District inbound/outbound GSE teams.	Group Study Exchange Comm.	6/30/08
5. Document requirements, contacts, procedures with timelines to host an inbound young adult exchange student.	Group Study Exchange Comm.	1/1/08