

# Strategic Visioning

**November 11, 2010**

**Jess Perez 2010-2011 President Elect**

# Agenda

- What is Strategic Visioning
- What is the purpose and what are our Goals
- Where are we in the process
- Review the goals we have created

Today's goal

- Join a committee!!!!

# What is Club Visioning?

- “GPS” for our clubs 5 year goals
- 2005 RI Convention Club leadership Plan (CLP)

# Why is MSR going through the Visioning process?

- Essential to the success of every organization
- Continuity and Consistency

*“A Strategic Plan is worthless—unless there is first a strategic vision.” – J Naisbitt*

# Purpose

- Help us develop a long-range plan or vision for our club
- Assist us in developing a brief mission statement to describe the purpose of our club
- Enable us to identify the top areas of highest priority for our club
- Provide the club leadership team with direction to aid in the setting of annual goals
- Improve communication and develop a shared purpose among members
- Foster continuity and consistency among leadership and programming and set the stage for future progress.

# The process for The Process

- I. Survey - Vision Questionnaire
- II. Session – Goals created
  - I. Motto
  - II. Mission statement, Vision Statement, elevator speech
- III. Assembly
- IV. Implement

## Survey

Q : We have a long-range plan that addresses the elements of an effective club?

<input type="checkbox"/> Strongly Disagree	<b>19%</b>
<input type="checkbox"/> Somewhat Disagree	<b>31%</b>
<input type="checkbox"/> Neither disagree or agree	<b>25%</b>
<input type="checkbox"/> Somewhat agree	6%
<input type="checkbox"/> Strongly agree	6%
<input type="checkbox"/> N/A don't know	13%

## The Visioning Session – July 15, 2010

- 19 club members
- 126 initial ideas
- 34 final goals

# The Goals!!!!!!

## Our Vision to Pursue

1. To be a Hotbed for fellowship and camaraderie
2. Known to the community as a role model of service and ethics
3. Role models who foster education, professional and personal development across all ages and underrepresented groups

# Leadership Development

- Succession Planning for each board role “elect” plus two months hold over
- Board member within first five years
- Assignment of a board member to oversee leadership development
- Strong leadership that provides consistency from year to year

## Club Size

80 members strong!

# Club Service

- Every member is an active member

# Community Service

- Visibly participate in school and community activities
- Increased use of Social Media
- An MSR Blog that allows for donations to be made to the club from followers outside of the club

## Vocational Service

- More hands on projects
- Monthly member vocational programs
- Nominate a community member as a PHF – have a lunch dedication and ceremony
- Expand the cash flow game to all local schools
- Triple the vocational scholarships

# New Generations

- Send five kids to RYLA every year
- 50% of our membership under 50
- 50 Rotaractors
- Sharing our Rotary / Rotaract continuum with other clubs

# International Service

- Rehab center in South America for Tooth Fairy
- Work with other Rotary clubs on projects
- Winning battle for potable water

# Foundation

- Hold an annual recognition event with the donor and designee
- 75% Paul Harris Fellow, 100% sustain, 20% major donors, 80% planned

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Rotary Club of  
**Mission San Rafael**

Our Motto

**FUN, FRIENDSHIP & SERVICE**

# Our Mission Statement

To provide service to others, promote integrity in business, and advocate the understanding of goodwill and peace through our fellowship of business, professional and community leaders.

## Our Vision Statement

The Rotary Club of Mission San Rafael is The Hot Bed for fellowship and camaraderie. We are committed to serving our local and international community through hands-on projects and fundraising. Our business and community leaders are known for their "Service Above Self", a high standard of business ethics and promoting community and world peace.