

# Long Term Plan

## 2018 – 2021



# Club Administration

## Area: Scholarship

### General Vision for 3 years:

Provide scholarships for one year to assist any member who wants to be part of the club.

### Action Plan for 3 years:

Offer scholarships for one year to new members who need it and would not otherwise join our Rotary Club. Scholarships would consist of waiving the semi-annual dues payments for the first year.

### Year One Vision:

Work with the membership committee to determine selection criteria for who should get the scholarships. If a person is considering not joining Rotary because of financial concerns, that individual should be a high candidate for a scholarship. These criteria should include potential of the candidate to contribute to the Action Plan of Rotary South (E.g. demonstrated leadership of a service activity, fiscal management experience, work focus in areas currently underrepresented in the Club, likelihood of assisting the Club to meet goals for inclusivity).

### Year One Action Plan (What/Who/When)

By the end of the first quarter, each person receiving a scholarship would be assigned to a committee and be expected to participate in three service projects the first year. The membership committee should report to the board, the number of recipients of the scholarship, and the activities in which the recipient participated.

**Note:** Year Two and Year Three Vision and Action Plan would follow the same pattern. The yearly Vision and Action Plan could be developed all at one time for the three years or before each new Rotary year begins.

**Area: Sound Financial Footing****General Vision for 3 years:**

The Club should carry a liquid bank balance of \$20,000 at any given time or 30% of revenue whichever is the greater.

**Action Plan for 3 years:****Expenses:**

The financial oversight committee will review all requests for expenditures and recommend to the Board which ones should be approved and for how much.

**Income:**

Net fund-raising proceeds should increase by 10% per year. Poinsettia sales should be able to do this.

Other methods of fund raising need to be developed:

- Dues increase

- Grants

- Other fund raisers

**Year One Vision:**

By the end of the year, each organization receiving funds from our club needs to give to us a report of how the money was utilized including measurable outcomes.

**Year One Action Plan (What/Who/When)**

The treasurer and the Financial Oversight Committee will review the financial reports at least twice per year and report the Club's fiscal health to the board.

**Note:** Year Two and Year Three Vision and Action Plan would follow the same pattern. The yearly Vision and Action Plan could be developed all at one time for the three years or before each new Rotary year begins.

**Area: Integrating Rotarians' Families into our meetings and activities**

**General Vision for 3 years:**

Hold events in which Rotarians' family members can and are encouraged to participate.

**Action Plan for 3 years:**

Have at least 15 programs that would appeal to Rotarians' family members of all ages.

Conduct at least 3 service projects suitable for participation by family members of Rotarians.

Hold at least 15 social events to which entire families are invited.

**Year One Vision:**

Have five programs per year which people of all ages would find interesting and want to attend

Hold five social events where family members are encouraged to attend

**Year One Action Plan**

The social committee chair and the program committee chair work together to have programs and events that would appeal to family members.

The Social Committee and Program Committee's provide an annual report of the number of events and programs suitable for Rotarian's family member participation and the number of family members who participated.

**Note:** Year Two and Year Three Vision and Action Plan would follow the same pattern. The yearly Vision and Action Plan could be developed all at one time for the three years or before each new Rotary year begins.

## Membership

### General Vision for 3 years:

The club will increase membership from its current 115 members to between 120 - 135 members over three years. The club will strategically seek members with diverse business backgrounds, skills, gender, and age, to better mirror the overall makeup of our community.

### Action Plan for 3 years:

Obtain 9 new members per year to offset drop-out rate of 5%, with a net of 5 to 20 new members over 3 years.

### Year One Vision:

Obtain 9 new members, with more than 50% being female and with 10% non-Caucasian.

### Year One Action Plan (What/Who/When)

#### RECRUITMENT:

- At the August 2018 Membership Committee Meeting, the President will meet with the committee to discuss club demographics and to present and ask for approval for the goal of engaging twenty potential members, with 14 being women, and three being non-Caucasian.
- At the August 2018 Membership Committee Meeting, two members will be appointed to develop a plan to outline and offer need-based scholarships for first-year membership fees for potential new members. The plan will be presented for approval to the Board of Directors at its September meeting.
- At the September 7, 2018 Columbia South meeting, the Membership Committee Chair will identify six members of a Membership Development Task Force, and request input and help from the general membership to identify at least 20 potential members as described above.
- At the November 2018 Board Meeting, the Membership Committee Chair will present a list of potential members and seek board discussion and recommendations for moving forward with the listing. Members of the Task Force will begin inviting at least three identified guests to each meeting throughout the year, beginning with the first meeting in December, 2018.
- Task Force members will continue to invite potential members to meetings and our general membership will be encouraged to get acquainted with guests and encourage them to join.
- Columbia South Rotary's general membership will be encouraged to invite additional potential members, as their guests.
- Potential members will be invited to club activities in addition to regularly-scheduled meetings.

**RETENTION:**

- Interview each new member after a month of membership to see which committee best suits the member's talents and interests and get the new member involved in the designated committee. If a choice isn't identified after one month, repeat after the second month, to assure that each new member has the opportunity to become involved in Columbia South.
- By July 1, 2018, the President will identify and recruit a sergeant of arms for the 2018-19 year whose purpose shall include publicly highlighting accomplishments of at least three members at meetings, beginning with the July 20, 2018 meeting.
- By July 1, 2018, the President will identify and ask the club secretary to compile a list of five-year or more members by August 1, 2018 and break the list evenly into 22 groups. The president will share the list of the 22 groups with the sergeant of arms, to use to interview briefly at meetings in order to highlight their accomplishments at two meetings per month.

**Year Two Action Plan**

- Review Year One outcomes for successes and challenges. Adapt plan as necessary to continue meeting goals of membership recruitment and retention.

**Year Three Action Plan**

- Review Year Two and adjust as necessary.

## Community Service Action Plan

The goals identified for Community Service during the Club Visioning session were:

- 1) organize an annual Hinkson Creek cleanup;
- 2) expand Salvation Army Red Kettle campaign bell ringing to both Saturdays and Sundays to increase funds raised
- 3) to lead Columbia Civic Clubs along with Parks and Rec in coordination and building of an inclusive playground for special needs children.

Other goals identified that could be met are to create a mentoring program that will match female members with at risk women in the community, add a second location to expand on the bell ringing effort to increase funds raised and include the local Rotaract and Interact clubs to participate.

In keeping with the spirit of the visioning process, the goals and objectives for community service will be accomplished by establishing a mini action plan that will be included into an overarching strategic plan for the Club that will be the foundation for the next five years. In order to meet Club goals a community service committee will be formed of about 5-7 members that will include a committee chair to maintain oversight and coordinate meetings and members that have an interest in serving and assisting with committee service events.

Action items for the following will occur in order to meet Club goals.

1. The committee will reach out to various federal, state, local and NGO organizations that have an environmental focus to help assist with a stream cleanup and to coordinate what will become an annual effort for the Club.
2. Work with Bill Boston who coordinates the annual Bell Ringing events each year to expand our efforts to include Sundays and a potential second location to quadruple our service and encourage member of the local Rotaract and Interact clubs to participate. Have a club member assist Bill and learn how events are organized.
3. Committee will communicate with Club President to identify members who are willing to help plan, coordinate, and construct a play area in collaboration with the City of Columbia, Parks and Rec department as part of the new Agriculture/Farmers Market development. This will be a huge commitment and hopefully will qualify for a DSG.
4. Reach out to the female members of the Club and form a committee to discuss and research opportunities for developing a mentoring program for at risk women in the local community.

June, 2018

## Vocational Service

### General Vision for 3 Years:

Align programs with the vocational service mission in which each Rotarian has the opportunity to represent the dignity and utility of one's vocation as an opportunity to serve society.

### Action Plan for 3 Years:

Develop mentor/advisory roles on vocation and service to help younger Rotarians in the Rotaract and Interact clubs. Establish an award program for the City of Columbia's vocational service program (CARE) for underserved participants.

### Year One Vision:

1. Form a Rotary South panel program where members speak on how they use their professions to serve others. Offer program to Rotaract and Interact groups.
2. Compile a list of Rotary South members who will volunteer to have an Interact student job shadow them.
3. Compile a list of Rotary South members who are willing to serve as professional mentors to Rotaract members.
4. Establish a Student of the Year award program within the City of Columbia's CARE program which focuses on vocational experience for underserved populations. Recipient will demonstrate high standards in both vocation and service.

### Year One Action Plan

#### Panel Discussion

1. Ask Rotaract and Interact leadership if they would be interested in a Rotary South discussion panel regarding using how to use your profession to serve others.
2. Recruit Rotary South Members to be on panel.
3. Set date to speak at a Rotaract and Interact meeting.

#### Job Shadowing

1. Find out how many Interact students would be interested and committed to job shadowing.
2. Recruit number of needed Rotary South members for Interact students to job shadow.
3. Work in conjunction with ReachOut Metro to access job shadowing training materials and provide to Interact leadership.
4. Match Interact students with Rotarians to begin job shadowing.

### Mentorship for Rotaracts

1. Compile a preliminary list of Rotaract members who would be interested in Rotary South members being professional mentors to them.
2. Develop a mentor guide/plan (or ask ReachOut Metro to provide) for Rotary South members.
3. Enlist the needed number of Rotary South members.
4. Match mentors from Rotaract to Rotary South members to begin process.

### Student Award

1. Ask the CARE leadership if Rotary South could create and sponsor a Student of the Year award program.
2. Meet with stakeholders to develop criterion and to plan process.
3. Choose timeline and event for awarding student.

### Year Two and Year Three Action Plans

- Continue to check on the need and desire for the panel, job shadowing, mentorship, and CARE award programs.
- Assess for quality and amend for improvements as necessary.
- Increase the number of Rotary South members who are willing to serve as a mentor or in job shadowing experiences.
- Each year, create specific actions plans to carry out to continue fulfilling the vocational service area mission of Rotary South.

## Youth Service

### General Vision for 3 years:

Increase the reach of our club within a demographic of youth which is representative of our community.

### Action Plan for 3 years:

- 1) Co-sponsor community service event with local Interact.
- 2) Send two minority students to RYLA each year.
- 3) Partner with Rotaract on 3 service projects each year.

### Year One Vision:

The first two Action Items will be reachable by building a sustainable Interact program at Rock Bridge High School. The third Action Item requires a new outreach effort to the local Rotaract club.

### Year One Action Plan: What (Who, Deadline)

- Action Items 1 & 2
- Secure faculty sponsor for 2018-19 academic year. Initial faculty sponsor, Travis Martin, has agreed to serve in that role for the 2018-19 academic year. (Greg, 5/8/18))
- Re-energize the club's interest in Interact by soliciting a committee of five Columbia South Rotary members. (Greg, 6/30/18)
- First meeting of Interact committee to describe responsibilities and club history and to name Rotary chair (Greg, 7/15/18)
- Committee meets to set tentative schedule of first 2-3 meetings of the club with goals:
  - a) connecting with Mr. Martin and prior year officers Camryn Devore, Madison Hopper, Jay Goyal
  - b) understanding membership recruitment process with focus on minority population (utilize Joe Collier, RBHS's Home/School Communicator) (Interact Committee, 8/15/18)
- Support Interact recruitment efforts. (Interact Committee, 9/15/18)

June, 2018

- Set officer election meeting and election procedures (Interact Committee (9/30/18)
- Set budget with input from Interact Officers. (Interact Committee, 8/15)
- Provide guidance as necessary for Interact, including attendance of at least 1 Rotarian at each Interact meeting (Varies, bi-weekly)
- Solicit feedback from Interact on a community service event that can be a collaboration with Rotary (Interact Chair, 11/15/18). Event should occur prior to 3/30/19 to ensure completion prior to finals.
- Introduce RYLA to Interact members. (Rotary RYLA Chair, Interact members who have attended RYLA - Madison Hopper, Camryn Devore, 1/30/19)
- Solicit RYLA applications, particularly from minority members (2/28/19)
- Officer elections for 2019-20 academic year (5/10/19)
- Action Item 3.
- Attend Rotaract meeting to connect with their club and assess ability to partner on 3 service projects (Youth Services Chair, Community Service Chair, 9/30/18).
- Meet with Rotaract President/Community Service Chair.
- Engage Rotary South on 3 service projects (6/30/19).

## International Service

### General Vision for 3 years:

The club will build upon its achievements in relation to youth exchange and commit to active involvement in international service projects annually.

### Action Plan for 3 years:

The club will host and sponsor at least one YES both inbound and outbound each year. It will improve this activity by creating a pipeline of families willing to act as hosts and a roster of volunteer activities from within the club.

The club will take an active part in one major international service project each year. It will seek to participate and attend one global grant sponsored project per annum.

The club will continue support of the Container Project and contribute to the assembly and dispatch of 2 containers per year.

### Year One Vision:

#### Year One Action Plan (What/Who/When)

- International service committee will develop a club survey
- YES Committee will be reinforced
- YES will be used as a recruiting tool
- Container committee to be formed involving newer members with an experienced chair
- Chris Rigby will act as liaison
- Global Grant liaison officer to be nominated.
- District Global Grants to be reviewed for appropriate future financial and practical support
- Collection and packing opportunities continued for Container

#### Year Two Action Plan

- Review Year One outcomes
- Sponsor inbound and outbound student
- Adjust hosting and activity plan.
- Recruit host families and volunteers
- Include 2 new volunteers on YES committee.
- Global Grant Liaison takes active role in 2019/20 project with other club and determines plan for South involvement

#### Year Three Action Plan

- Review Year Two

# The Rotary Foundation

## General Vision for 3 Years:

Increase the Rotary Foundation commitment in members including: Every Rotarian Every Year, 100% Sustaining Membership, and PolioPlus

## Action Plan for 3 Years:

Increase number of Paul Harris Society eligible by 2 each year;

Rotary club contributes \$20/member/year;

Rotary club Annual Fund per capita reaches \$200;

25 additional members each year contribute something to PolioPlus;

One new Endowment

## Year One Vision:

Two new Paul Harris Society eligible members; Rotary club Annual Fund per capita \$160; Rotary club contributes \$20/member to PolioPlus; 25 members contribute to PolioPlus

## Year One Action Plan:

- President asks a TRF committee member to give a 2-3 minute presentation every 1<sup>st</sup> and 3<sup>rd</sup> Friday
- Two TRF programs presented during November, Rotary Foundation Month
- Treasurer to forward July 1 TRF contributions by September 1 and January 1 TRF contributions by March 1
- During September and March advise all members who are within \$250 of the next level of giving
- Award recognition at every meeting as they are earned
- May, send reminders to Paul Harris Society members who yet to contribute
- Newsletter, each week publish a new TRF message
- Advise the Board on District Simplified Grants and Global Grants participation
- Picture of every TRF recognition in Newsletter and on the website
- President-Elect consults with TRF committee regarding annual goals
- Club budgets minimum \$2000 to participate in a Global Grant

## Public Image

### General Vision for three years:

Improve Rotary South's public image through increased awareness of club

### Action plan for three years:

- Public service campaign utilizing local media
- Signage in public spaces- i.e. roundabouts, highways, other sponsor opportunities
- Rotary business cards to distribute at community service events including Salvation Army bell ringing
- Professional video highlighting the club's annual service projects
- Evaluate and overhaul club's digital presence- website re-design, better Twitter and Facebook management

### Year One Vision:

Improve public image locally and raise awareness of club

### Year One Action Plan: (Action item/Responsibility/Deadline)

- Training of all social media committee members and other volunteers on all club social media platforms: *Social media committee (July 1)*
- Draw up comprehensive plan to deliver more engaging social media: *Social media committee*
- Create list of all Rotary South's community service events and public appearances: *Public image committee, (May 31)*
- Gather all existing video of most recent service events and schedule shoots for future ones: *Public image committee, (June 8)*
- Produce three (3) :30 public service announcements talking about the good works done by Rotary South, promoting the club and promoting poinsettia sales: *Committee and Curtis Varns, (October 1)*
- Create business cards for the club: *(July 1)*
- Budget for business cards: *Treasurer and Board (July 1)*
- Explore public signage opportunities: *(October 1)*