



STRATEGIC PLAN RESULTS 2020/21



#1

Increase

Our Impact

1. * Invite 2-3 more speakers to our upcoming meetings that can help us understand some of the most pressing issues for our downtown Simcoe and entire Norfolk community.

2. Explore further our ideas of offering a bursary to people entering the trades.

3. Develop a speaker series for the community--perhaps centred around a few issues that are of interest to many. As discussed, this might be a special once a month event held in the evening hours.

#2

Expand

Our Reach

1. Examine our approach with guests at our meetings and identify what we could do more of or do differently to ensure they felt welcomed at the meeting and post meeting.

2. Ask our new members what we did well and could have done better to orient them to our club-- use these ideas and the district resources to make some changes to how we orient our new members.

3. * Identify 3-5 vocations where we are light in terms of having representatives of that vocation in our club. Engage club members in identifying potential members from these vocations.

#3

Enhance

Participant Engagement

1. Have a Rotary "Make Up" challenge where each person in our club is tasked with attending another club's meeting and then reporting back on something they liked that the club was doing and/or what you are extra proud of in our club.

2. Conduct a membership satisfaction survey to ensure we are engaging everyone and giving them what they want in terms of being a member in our club.

3. * Have a joint meeting with another club in our District or somewhere in the world. Learn what they do that is similar and different from how we operate.

#4

Increase

Our Ability to Adapt

1. Seek out some of the District speakers who are ready and able to come and have dialogues with us on membership, fundraising.

2. * Create a succession plan where the next 2-3 Presidents are identified so that we know who is going to help lead the club in the next few years and they can work together.

3. Set aside now two dates between January and June, 2021 when we review the actions we have decided today and our progress in getting them done (hold ourselves accountable).

* Indicates a top choice by club vote