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**Rotaract Club of Birtamode Midtown**

Rotary International District 3292

Club ID: 212632

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**STRATEGIC PLAN**

Rota-Year 2023-24

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Rotaract club of Birtamode Midtown

# Strategic Planning Process

Just as a map guides people from one location to their destination, a strategic plan that is rooted in action guides an organization through achieving its goals and, ultimately, fulfilling its strategic vision. Strategic plans are important for Rotary and Rotaract clubs, too. Rotary International survey results have shown that clubs that develop and follow a strategic plan are stronger than clubs that don’t because they have more satisfied members who view their clubs and Rotary more positively overall.

Rotaract Club of Birtamode Midtown shall go through the following phases to define the strategic document for the club:

**Before getting started:**

* Assemble a strategic planning team made up of past, present, and incoming club leaders to develop the plan and make sure it’s helping your club achieve its goals.
* Ask a non-Rotarian/Rotaractor or a club member that is not in a leadership position to facilitate strategic planning meetings.
* Get a variety of perspectives by involving club members who have diverse backgrounds and experiences.
* Make sure your club’s vision reflects Rotaract District’s official strategic vision.
* Align your club’s goals to reflect those of your district and Rotary International’s strategic plan.

**PHASE 1 — DETERMINE THE STATUS: HOW IS OUR CLUB DOING NOW?**

* Identify strategic issues to address
* Determine club’s strengths and weaknesses
* Assess member satisfaction and needs
* Identify opportunities and challenges in the community

**PHASE 2 — DEVELOP A VISION: WHAT DO WE WANT OUR CLUB TO BE LIKE?**

* List five to seven characteristics you want your club to have
* Create a vision statement

**PHASE 3 — MAKE A PLAN: HOW CAN WE ACHIEVE OUR VISION?**

* Set strategic priorities
* Set annual goals
* List the activities, timeline, and resources you’ll need

**PHASE 4 — TRACK PROGRESS: HOW CLOSE ARE WE TO OUR GOALS?**

* Monitor progress toward your annual goals If you missed your targets, determine why
* Adjust your action plans

# PHASE 1 — DETERMINE YOUR STATUS: HOW IS OUR CLUB DOING NOW?

Before you set your club’s long-term goals, it’s important to:

* Determine your club’s strengths and weaknesses by gathering comments from members
* Identify opportunities and challenges in the community by meeting with other community leaders

**IDENTIFY STRATEGIC ISSUES**

What are the critical issues or concerns that your club wants to address? Strategic issues are those critical unknowns that are driving you to begin a strategic planning process. These are issues that are looking for a solution or decision. Think about what issues you want to address with this strategic plan. Potential questions to ask your members:

* How will we increase our membership and engage members in our club?
* How can we attract a diverse group of members?
* How can we include more community members in our club activities?

**STRATEGIC Issues**

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| \*We want to increase the active participation of our member in Rotary , Rotaract movement. \* We are focusing on the professional career training to our rotaract leaders so that they can do their best on every activities of rotaract . \* Everyone has their right to education so we are more focusing on right to education . \* As we are little unkown about the international club so we are more concerned about international programs and twinship.  |

**STRENGTHS AND WEAKNESSES**

List what your club does well and what your club could improve.

**STRENGTHS**

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| 1. We have huge number of diversified rotaract members and we can share our ideas, skills, knowledge and abilities that plays important in fellowship and developing creative socially impactful projects.
2. We have an experienced, humble and empathetic advisor in our club who always helps us in each and every project that is another plus point for our club.
3. Our club believes in unity so we have unified rotaract leaders' team to solve any realistic problem arises in our club.
4. Our club has always supporting college administration and we have resources at our college.

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**WEAKNESSES**

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| 1. One of our major weakness is lack of time management to our club because we are university based college and we have to study our courses as well as focus on study too.
2. We don’t have our well managed rotaract hall in our club and it would be better keep every honor, appreciation letter and award.
3. Decision should be taken seriously in club ,implementation is another major part that is lacking .
4. We all should be self aware, self managed, self motivated, empathetic, sociall skilled , energetic and mediatiative member.
5. Another weakness is we have little experience due to short period of time in rotaract .
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**IDENTIFY OPPORTUNITIES AND CHALLENGES IN THE COMMUNITY**

List the opportunities in your community that your club can act on. Maybe it’s finding more members from a growing demographic group. Or mentoring entrepreneurs to help them develop their businesses. Also list the challenges in your community that your club can help address, such as unemployment or quality of education.

**OPPORTUNITIES**

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|  1. As we have huge team in our club that can help us in creating, developing and initiating new project and that would have impact in whole rotaract district 3292. 2. We can play important role in conservation of environment , improvement in education quality and professional development of our member.   |

**CHALLENGES**

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| 1. The first challenge is to complete every district goal on time.
2. Reporting is another challenge every director should report on time, i.e 15 days before the project is completed.
3. We have adequate skill and knowledge but that’s not enough to contribute to social program we need financial support from our parent club and past president.
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# PHASE 2 — DEVELOP A VISION: WHAT DO WE WANT OUR CLUB TO BE LIKE? CLUB CHARACTERISTICS

List five to seven characteristics you want your club to have within three to five years that will help realize your vision, e.g. fun, service-oriented, innovative, representative of the community, etc.

**CHARACTERISTICS**

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**VISION STATEMENT**

A vision statement defines your desired future and provides direction for what you want your club to be. Write a one-sentence vision statement with your strategic planning team using the list of club characteristics as a reference. Potential questions to consider:

* What will our club look like in three to three years?
* How will we know we’ve succeeded?
* What do we want to achieve?

VISION STATEMENT

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# HASE 3 — MAKE A PLAN: HOW CAN WE ACHIEVE OUR VISION? STRATEGIC PRIORITIES

Your strategic priorities should help you achieve your vision. These priorities answer the question, “How will we succeed?” Develop your most important strategic priorities — those that will have the biggest impact as your club works toward its vision. Consider the following when you develop strategic priorities:

* The Rotary vision statement and strategic plan
* Your club’s strengths and weaknesses
* Your district’s goals
* Club’s Vision
* Your community’s opportunities and challenges
* Your club members’ opinions. This is very important since the strategy needs to be member-centric and benefit members.
* What you can achieve in three to five years

**STRATEGIC PRIORITIES**

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| 1. Membership Retention and Satisfaction
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ANNUAL GOALS

When you have set your strategic priorities, you can develop yearly goals that support them. Write down your strategic priorities. Then list your annual goals, along with the actions you’ll take, the resources you’ll need, and who will lead the effort to meet each goal. Set a timeline for each.

STRATEGIC PRIORITY 1: Membership Retention and Satisfaction

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| ANNUAL GOALS  | ACTIONS  | RESOURCES NEEDED | MEMBER ASSIGNED | TIMELINE  |
| Membership Retention – 100% | Fellowship , advertising club activities .  | Motivational speaker , trainer , financial fund .  |  |  |
|  Club Administration  | Fund raising , motivating members ,Training from district team . | Financial fund , District Trainer, Motivational speaker |  |  |
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STRATEGIC PRIORITY 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **ANNUAL GOALS**  | **ACTIONS**  | **RESOURCES NEEDED** | **MEMBER ASSIGNED** | **TIMELINE**  |
| Link ups  | Creating link with rotary , high class people, institution and media  | Newspaper , bulletin , website , club roaster |  |  |
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STRATEGIC PRIORITY 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| ANNUAL GOALS  | ACTIONS  | RESOURCES NEEDED | MEMBER ASSIGNED | TIMELINE  |
| Promotion / public image  | Organizing clubwise , district wise, countrywise youth program . Involvement and Encouragement of public in club program .  | Local tv channels, newspapers , media partner, fund  |  |  |
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STRATEGIC PRIORITY 4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| ANNUAL GOALS  | ACTIONS  | RESOURCES NEEDED | MEMBER ASSIGNED | TIMELINE  |
| Mischelleneous Club Activities For Rotary Year 2023/24 .  | Service related to different avenue of club directors. Club service project, community service project, international service project, professional service projects . | Financial fund , club administration , community people, etc . |  |  |
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# PHASE 4 — TRACK PROGRESS: HOW CLOSE ARE WE TO OUR GOALS? MONITOR PROGRESS

 You’ll need to track progress toward your annual goals with your strategic planning team and suggest changes to action plans if needed. You may want to try a new approach or allocate more resources to your goals. Consider the following when monitoring progress:

* How often should we measure progress toward our goals?
* How should we communicate our progress to club members?
* Who should approve changes to action plans or annual goals?

GOAL PROGRESS REVIEW PLAN

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REVIEW AND ADJUST

As you review the progress you’ve made, list your goals, including any goals that were not met and the reasons why. Determine what adjustments or actions should be taken to achieve those unmet goals. Consider the following when identifying and listing your missed targets:

* What goals were met?
* What goals were not met?
* What are the top reasons we fell short of those goals?
* What adjustments need to be made to help us achieve those goals?

STRATEGIC PRIORITY 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| ANNUAL GOALS  | MET OR NOT MET | REASONS FOR NOT MET | ADJUSTMENTS TO ACTION PLAN |
| Membership growth by 10 % .  | Met  | Met  | Completed |
| Linkups  | Met | Met | Completed  |
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STRATEGIC PRIORITY 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- |
| ANNUAL GOALS  | MET OR NOT MET | REASONS FOR NOT MET | ADJUSTMENTS TO ACTION PLAN |
| Leadership Development  | Met  | Met  | Completed  |
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STRATEGIC PRIORITY 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| ANNUAL GOALS  | MET OR NOT MET | REASONS FOR NOT MET | ADJUSTMENTS TO ACTION PLAN |
| Community service projects .  | Not met  | Lack of financial budget and pendamic situation of covid 19 .  | Continuing this year in action plan 2021/22.  |
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STRATEGIC PRIORITY 4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- |
| ANNUAL GOALS  | MET OR NOT MET | REASONS FOR NOT MET | ADJUSTMENTS TO ACTION PLAN |
| Professional Development Projects  | Met | Met | Completed.  |
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