

## RCSF Strategic Planning 2018-19

### *Club Strengths*

- Strong spirit of fellowship and support among the members,
- Strong tradition of service to the Santa Fe community,
- Positive reputation in the community,
- Members are kept well informed,

### Club Weaknesses

- Lack of younger members,
- Lack of membership ethnic and vocational diversity,
- Too expensive for some persons to join and maintain membership,

### Opportunities for the community (such as new businesses, growing population)

- Growing arts culture,
- Increasing film industry,
- Hospitality & tourism,
- Growing healthcare sector,

### Challenges facing the community (such as economic decline, competing services)

- Lack of affordable housing for young persons and families,
- Poorly performing schools and low graduation rates,
- Low income population and borderline poverty,

List five to 10 characteristics that you would like your club to have three to five years from now.

- Younger and more diverse & inclusive membership,
- Higher percentage of female members in club and club leadership,
- Engaged in more "hands-on" service projects locally and in near Mexico,
- Have identified and are funding a significant Centennial project,
- Lively, informative & entertaining presentations at lunch meetings,
- Ongoing reviews and continuous improvement toward shared goals,

### Vision Statement

We are a highly visible, well known & highly respected international service organization with a diverse membership of service minded men and women of all ages and backgrounds working to improve the wellbeing of people in the Santa Fe area through our vocations, individual service and local and international service projects, in keeping with Rotary's areas of focus. We seek out, invite and welcome like-minded persons of all ages and back grounds to join us in this work.

### Strategic Priority #1: Support and Strengthen the RCSF

#### Goals:

- Increase number of younger & female members and grow the ethnic and vocational diversity of our membership
  - Understand and meet the needs of new & current members .
  - Understand and address the needs & interests of young professionals, professional women and ethnic populations.
    - Conduct surveys of relevant populations and consult with their representatives.
  - Have a club dues option for younger persons (and for members experiencing temporary financial stress) that enables them be active in the club.
  - Have family & child friendly fellowship and service events.
  - Pay attention to and care about members, especially new & “minority” members.
  - Keep track of who is coming and follow up with those who go missing.
  - Be aware of & show support for members going through difficult times
  - Provide networking opportunities for business/professional members.
- Identify and fund a centennial project
  - Appoint a core committee to gather suggestions and build interest.
  - Gather input from other organizations & Rotary Clubs in town.
  - Consult with municipal and civic leaders.
- Have more interesting & entertaining programs
  - Regularly survey interests of members.
  - Appropriate funds for appreciation and recognition of presenters.

### Strategic Priority #2: Provide Humanitarian Service

#### Goals:

- Engage in more “hands-on” projects
  - Partner with other organizations (Habitat, grant recipients, etc.)
  - Provide “hands-on” supportive services to schools and students.
  - Publicize and celebrate those efforts within the club.
  - Identify “hands-on” projects in near Mexico & native communities.
- Provide more scholarship assistance to graduates.

### Strategic Priority #3: Enhance RCSF’s Public Image and the Public’s Awareness of our work and Rotary’s values

#### Goals:

- Identify and use public media platforms beyond our web page and Face Book.
  - Regularly submit letters and opinion pieces to the local press.
  - Develop and show Rotary related ads in local cinema houses.
  - Use public display areas. (libraries, coffee houses bulletin boards, etc.)
  - Provide window and counter Rotary displays in Rotarian operated or funded establishments.
- Participate in public civic events and celebrations (parades, fiestas, etc.)
- Provide funds for media advertising & professional media consult services.