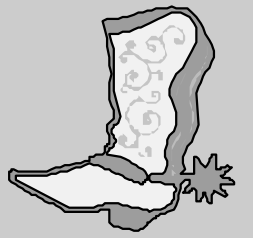


# LIVERMORE ROTARY CLUB



## LIVERMORE ROTARY'S VISION

During the 1997 / 1998 Rotary year, the Livermore Rotary Club embarked on a strategic planning process to provide direction for the Club for the next five years.

The initial phase of the process involved an environmental scan so that those working on the plan could know the climate of the Club and the wishes and desires of the membership. In order to accomplish this, a survey of all club members was conducted in January and February, 1998.

### SURVEY RESULTS

Respondents commented on various aspects of Livermore Rotary. Approximately 2/3 of the respondents thought Livermore Rotary is doing very well. Several thought the Club does too much and should do fewer projects very well. There were several comments about a stronger emphasis on fewer activities. Members want strong and interesting programs. Benefits of belonging to Rotary in order of importance were fellowship, the Rotary Foundation and hands on community service projects.

### RECURRING THEMES

- Desire for hands on community service projects
- Better integration of new members
- Interest in international topics and projects
- Less fundraising and more doing
- Fun meetings

### STRATEGIC PLANNING SESSION

On Saturday, March 14, twenty-six Rotarians gathered to begin developing the actual strategic plan. The resulting graphic from the workshop was put on display at Rotary Club meetings.

The group began the Strategic Planning session by indicating why each joined Rotary. A graphic was developed illustrating members' responses. The group was then asked to brainstorm how they would like to see Livermore Rotary in five years. The results were captured in a large graphic format and is the "Vision" of the Livermore Rotary Club.

### MAJOR GOAL AREAS

- Communication
- Integration of new members
- Matching member skills with needs of community
- Focused recognizable project
- Identify and build on our successes

### NEXT STEPS

After the Vision was displayed at several Club meetings, a Club Assembly was held where goals and objectives were determined in the six Club Avenues of Service. These goals and objectives form the framework for the Livermore Rotary Club for the coming years.

## A Vision Statement...What is it?

**A Vision Statement is a systematic way to create the best possible future.**

### A Vision Statement

- Maximizes the strengths and minimizes the weaknesses of an organization
- Focuses on selected goals
- Is action oriented and emphasizes practical results
- Provides long term direction and short term operating frameworks.
- Considers major events and changes which may occur

### What does a Vision Statement do?

- Allows an organization to target issues most vital to the organization
- Puts local activities in regional and national perspective
- Builds consensus on priorities and actions
- Creates a shared vision that can be used by current and future organizational leadership

What will Livermore Rotary get from its Vision Statement?

- The ability to focus available energy and resources on the Club's most important priorities
- Identify resources both materials and human, needed to accomplish the plan
- Provide a foundation for quality service in the community

### Prepare new generations for the future

- Sponsor an Interact Club at Livermore High School
- Present two students of the month each month during the school year
- Sponsor a Club speech contest
- Send 4 students to the Rotary Leadership Camp RYLA
- Sponsor a television roundtable on youth activities and problems
- Support the Livermore High School mediation program
- Explore a rotary mentoring program in conjunction with the Livermore Promise program
- Create and sponsor a Youthact activity at East Avenue School to introduce kids to career opportunities

### Support vocational standards and the disbursement of vocational information and encouragement

- Sponsor an annual Career Day
- Award \$4,000 annually in vocational scholarships
- Sponsor and conduct a Youth in Government Day
- Support the Livermore READ literacy project
- Present 2 to 3 vocational talks per year by Club members
- Encourage members to become involved in the Boy Scout Learning for Life program
- Establish a Rotary membership skills bank

### Efficiently operate the Livermore Rotary Club and improve the integration of new members

- Conduct quarterly events for new members
- Conduct an annual Red Badge service project
- Ensure all Red Badgers get their Blue Badge within six months of membership induction
- Investigate the creation of a third Rotary Club in Livermore
- Explore hiring paid staff to handle Rotary business
- Create additional pages on events, definitions, etc. for the Club Roster book/web site
- Establish an 800 number for information on valley-wide Rotary Clubs and activities
- Better publicize Rotary events and activities

### Foster Rotary fellowship and enjoyment and raise funds to support Rotary projects

- Plan and conduct at least five (5) major Rotary events annually
- Increase attendance at the annual Crab Feed by 10%
- Conduct a Rotary Wine Train event
- Conduct two (2) mystery trips annually
- Conduct Fourth of July parking fundraiser
- Conduct a Millennium New Year's Eve Party
- Sponsor a Children's Christmas Party
- Conduct an annual Cow Flop fundraiser
- Conduct a Halloween Haunted House fundraiser
- Work with the Livermore Valley Rotary Club and the Rotarian Foundation of Livermore to conduct the annual Auction D'Elegance

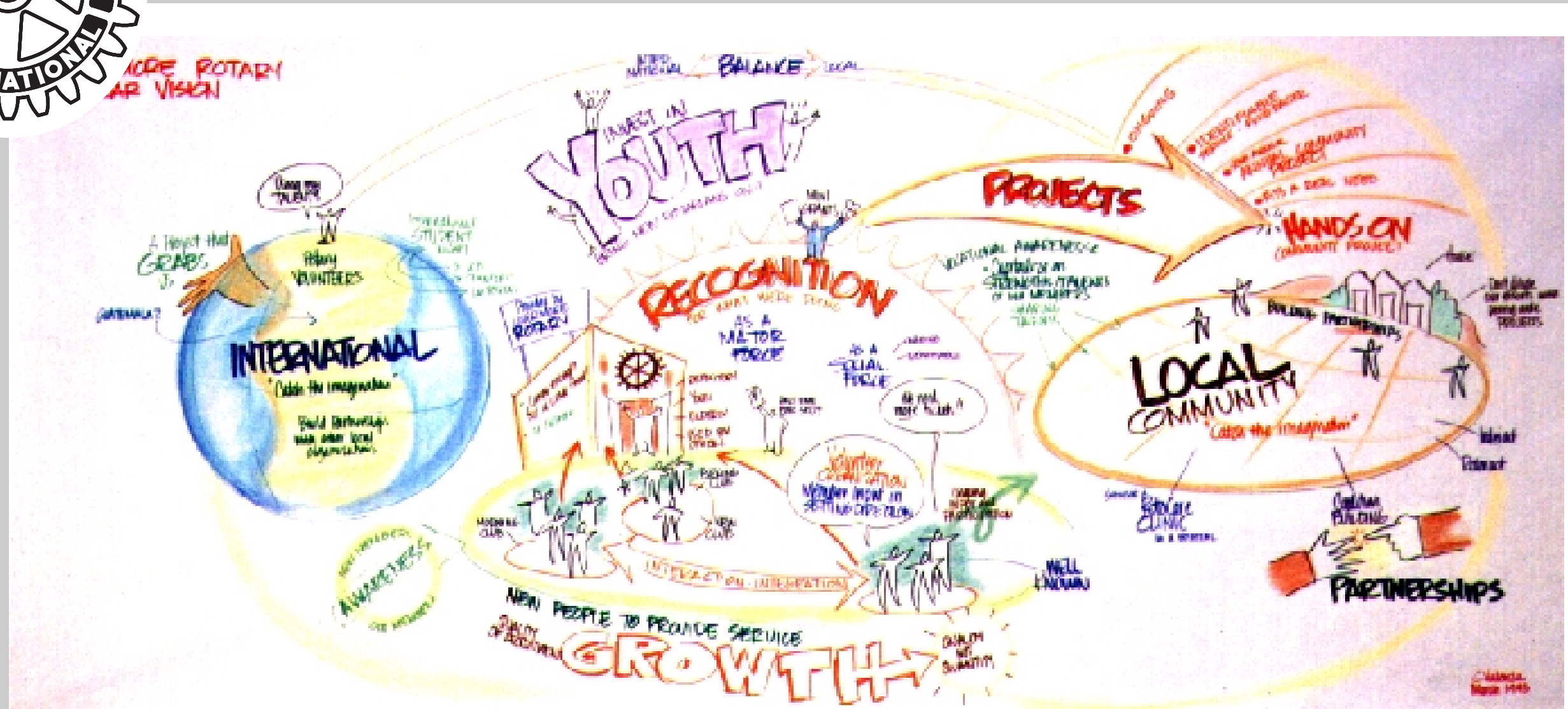
### Improve community living and the quality of life in Livermore

- Undertake one large community service project annually such as adopt a school or organization
- Annually partner with an existing organization to do a community service project
- Conduct a Senior Citizen project annually
- Promote Rotary in the community through signs at each entrance to the City
- Provide for a needy family at Christmas
- Sponsor and organize the Livermore Rodeo Parade
- Continue to explore the establishment of a Rotacare health clinic
- Establish a substance abuse project
- Distribute a total of \$8,000 3-4 times per year through the mini-grant program
- Encourage club member contributions of \$100 per member per year to the Rotarian Foundation of Livermore

### Further international understanding through projects which improve lives and meet human needs

- Attend the International Rotary Conference
- Annually develop and sponsor at least one World Community Service project in a developing country
- Seek matching grant funds for Club sponsored international projects
- Conduct an International Student Weekend
- Encourage Club members to contribute \$100 per member per year to the Rotary International Foundation
- Sponsor a youth exchange for at least one student from another country
- Participate in the District Friendship Exchange program and the District Group Study Exchange
- Explore the establishment of a Rotary Club in the Russian Sister City of Shezhinsk
- Develop and implement a hands-on World Community Service project for Club members
- Establish a Sister Club relationship with a Rotary Club in Central or South America





# LIVERMORE ROTARY