



## **STRATEGIC VISION 2023-2028**

*The following strategic goals were developed over multiple sessions in early 2023 by the following Rotarians: Erica Allenburg, Joe Arends, Kayla Beehler, Jennifer Bennerotte, Scott Blake, Kelley Burnett, Robb Bredding, Tom Cook, Heather Hansen, Joe Hayes, Jennifer Hendrickson, Dan Hunt, Dennis Hykes, Mark Jessen, Rich Kleber, Raj Kumar, Chris Laskowski, Shelly Loberg, Gerry Norton, Paul Peterson, Sandy Schley, Geetu Sharma, Josh Sprague, Sylvester Thomas, Lisa Walker and Julie Westbrook, along with Club Administrator Becci Michalski.*

### **Mission Statement**

The Rotary Club of Edina brings together a diverse group of community leaders focused on fellowship, mutual support, and serving and improving lives around the world.

### **Vision Statement**

The Rotary Club of Edina will be a leader, in partnership with other agencies, in developing, implementing and sustaining projects that improve our local and global community.

### **Values**

- We support the ideals of:
  - Service Above Self
  - The Four-Way Test
  - “Object of Rotary”
- Giving generously to the Edina Rotary Foundation and The Rotary Foundation
- Community engagement and empowerment
- Setting an example for community leaders of “giving back”
- Fellowship and mutual support

### **Membership Strategic Goals:**

- Increase number of members to 175

- Ensure 50 percent of new members are women or people of color
- Increase the number of female members and members of color to 50 percent
- Increase the number of members under age 50
- Increase weekly meeting attendance to an average of 100 or greater
- Require each member to bring a minimum of two prospective members as guests to club meetings each year

**International Service Strategic Goals:**

- Build relationships with non-Rotary partners to assist with international service projects
- Continue to support Moses Mwaura's education through high school
- Engage with other clubs to encourage expertise and partnerships between clubs; increase number of partners
- Organize an international service trip at least every two years
- Review needs in areas of past international service projects
- Schedule regular presentations about international service projects at club meetings

**Community Service Strategic Goals:**

- Complete an annual signature project
- Conduct an annual survey of members' preferences for committed projects
- Develop an annual calendar of service opportunities for members
- Follow up with members not engaged in community service projects
- Start grant process earlier in the Rotary year

**Youth Service Strategic Goals:**

- Continue support of Rotary Global Scholars program
- Consider different marketing tactics to find participants in youth programs
- Diversify Camp Enterprise by marketing to other clubs and schools
- Expand youth projects into Hopkins and Richfield schools since Edina students are part of those school districts, too
- Send Rotarians to Interact club meetings and Global Scholars classes
- Strengthen/repair relationship with Edina Public Schools so that we are seen as a valued partner

**Club Service Strategic Goals:**

- Attend professional sporting events as a club (i.e. Rotary Day at the Twins)
- Ensure diverse, high-quality programs for weekly meetings
- Form a Club Service Committee with Technology subcommittee
- Leverage technology; continue to build and improve technology to improve members' experience
- Outsource website maintenance and social media

**Vocational Service Strategic Goals:**

- Build relationships with local colleges and universities
- Continue to offer monthly Vocational Happy Hours
- Explore the creation of a mentoring and/or job shadowing program with the Rotaract Club of Edina
- Host a minimum of two off-site “Vocational Days” per year
- Include Millennial Talks in at least six meetings per year
- Survey members under age 40 every year about what they seek in the area of vocational development and develop plans in response

**Diversity, Equity & Inclusion Strategic Goals:**

- Create opportunities for members to engage with the Black community and other multicultural groups
- Hold annual focus groups with non-white, non-male members and guests to determine ways the club could be more inviting and welcoming
- Infuse Rotary International’s commitment to diversity, equity and inclusion into all areas of the club

**Financial Strength Strategic Goals:**

- Continue to educate members on the differences between the Edina Rotary Foundation and The Rotary Foundation; create one-page document for members and prospective members
- Grow the Edina Car Show to \$25,000 gross and 25 volunteers from the Club
- Ensure 100 percent participation in giving or volunteer contributions to the annual fall fundraiser
- Explore new ways to grow contributions to the Edina Rotary Foundation and The Rotary Foundation

**Leadership Development Strategic Goals:**

- Assign each new member to a committee upon induction
- Ensure continuity from year to year; the immediate committee chair should stay on the committee in an advisory role for at least one year
- Ensure transfer of knowledge; invite incoming Board members attend Board meetings in the fourth quarter of the year and hold an annual work session of current and incoming boards for training and sharing of information
- Host a meeting of current officers and Past Presidents annually