

2009 Rotary International Strategic Plan

Rotary International MISSION STATEMENT:

The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, promote high ethical standards, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

ROTARY INTERNATIONAL VISION:

The vision of Rotary International is to be universally recognized for our commitment to Service above Self to advance world understanding, goodwill, and peace.

The RI Strategic plan identifies 5 core values that are considered the non-negotiable characteristics of being a Rotarian.

The VALUES are:

- I Service
- I Fellowship
- I Diversity
- I Integrity
- I Leadership

Strategic Priorities:

1. Eradicate Polio
2. Advance RI internal and external recognition & public image
3. Expand membership globally in both numbers & quality
4. Emphasize Rotary's unique vocational service commitment
5. Optimize the use and development of leadership talents within RI
6. Fully implement the strategic planning process to ensure continuity & consistency

Actions associated with numbered priorities above:

Priority 2 Advance Recognition:

- a. Emphasize the 4 avenues of service to expand service opportunities.
- b. Support clubs that need assistance
- c. Refine current training to include innovative ideas
- d. Expand strategic partnerships to enhance our mission and protect our integrity
- e. Improve efficiency and effectiveness in all operational areas

Priority 3 Expand Membership

- a. Strengthen club's responsibilities for membership development and retention
- b. Extend Rotary to all qualified localities
- c. Increase number of young members and those in emerging occupations
- d. Enhance and emphasize the family of Rotary worldwide.

Priority 5 Leadership talent

- a. Expand leadership development opportunities to use Rotarian's talents
- b. Cultivate leadership opportunities for young people.
- c. Assess governance procedures to ensue best practices

Priority 6 Strategic Planning Process

- a. Evaluate the plan every 3 years
- b. Align RI strategic plan, the Foundation's Future Vision Plan, and the Secretariat's operating plan.
- c. Communicate the plan to provide opportunities for input
- d. Develop a strategic planning model for Rotary Clubs & districts