

Parts of the Strategic Planning Process	
Vision Statement	A picture of the "preferred future"; a statement that describes how the future will look if the organization achieves its ultimate aims. "to be recognized by its clubs and their membership for its commitment to <u>"Service Above Self"</u> in its endeavors to help its clubs and their membership to be the best and most effective Rotary Club and Rotarians possible"
Mission Statement	A statement of the overall purpose of an organization. Describes what you do, for whom you do it and the benefit. " to assist the individual Rotary Club to advance the Object of Rotary and to achieve club, district and Rotary International goals through <u>"Service Above Self"</u> in the Four Avenues of Service. The Club is Our Customer."
Guiding Principles	General guidelines which set the foundation for how an organization will operate. "The Object of Rotary...."
Goals	Broad, long-term aims that define accomplishment of the mission. "Communication, Administration, Membership, Rotary Foundation, Public Relations, Leadership Development, Rotary Programs."
Visioning	Using existing Strategic Plan or starting from scratch, have membership vision out all objectives and vote on the ones that mean the most to them.
Objectives	Specific, quantifiable, realistic targets that measure the accomplishment of a goal over a specified period of time. " Further development of a Governors Planning Council to help establish continuity in district direction, program implementation and leadership development.."
Critical Success Factors	Major items or issues that must "go right" to achieve one or more objectives. "Retention and Growth of Membership."
Barriers	Existing or potential challenges that hinder the achievement of one or more objectives. "Public not aware of Rotary in who it is and what it does."
Strategies	Broad activities required to achieve an objective, control a critical success factor, or overcome a barrier. " Give Committee chairs access to their page on district website so they can edit and update their material.."
Actions	Specific steps to be taken, by whom and by when, to implement a strategy. "Webmaster to create login access for committee chairs, 6-1-09 "

S.W.O.T. Analysis