



Visioning for Utah Rotary Clubs based on the [Rotary International Action Plan](#)

Step One: Have all your club members participate in the [Rotary Club Health Check](#), or similar membership satisfaction survey.

Step Two: *At least one month before your [Club Cluster Assembly](#) – or earlier - schedule an **extended club board meeting** – or if your club is smaller, a **half day club retreat** – where the questions below are discussed. You can use a facilitator or just have a club member facilitate the discussion.*

- Plan on about 30 minutes of discussion for each of the four sections of the Action Plan. Be sure to sum up at the end of each section so all are in agreement with the discussion conclusions.
- Reserve time to discuss **setting goals** in the last section.
- Be sure a member is taking notes and summing up the answers agreed upon by the group.

Your club board should **bring your written summary** to the **first part of your [Club Cluster Assembly](#)**, where your club board will discuss your club's answers in each of these four categories and your goals with the board members of other Utah Rotary clubs.

- The object of the discussion at your Club Cluster Assembly is to **share strengths, challenges, problems, and opportunities for collaboration and innovation to offer more Rotary value for your members and communities.**



Section One: Increase service impact: Thinking about your club's main local service project/s:

1. Did you talk with community service partners to find out what was really needed before undertaking the project?
2. Can the change your club is making in the community be measured in some way? If so, how?
3. Are you 'spreading the word' about your service impact? If so, how? How could community awareness of your club's service be improved?
4. Is this service project (each project considered) a good way to engage your members and attract new ones? What percentage of your current membership participates?



Section Two: Expanding your reach through partnership: Collaborating with new groups increases your club's potential membership base and expands your service impact.

1. List at least five new community groups with which your club could partner. These groups could be Rotary connected or not. The groups could be other service organizations, schools, nonprofits, business or professional groups, Rotary youth programs, etc.

2. Based on your club members' interests and connections, identify three groups club members could reach out to for new partnership to expand service to help your community. Speculate, based on what you know about these groups, **what** kind of service might appeal, and **who** in your club would start the conversation.



Section Three: Enhancing member engagement by adding value to your club experience: Understand what your current members see is of worth in their club experience, and what can be improved.

1. Based on the results of the [Rotary Club Health Check](#) or similar survey, what are areas of strength and weakness for your club in adding value for your members?
2. What can be done to bolster the value your members get from belonging to your club?
3. What can be done to increase the engagement of your members – and prospective members – in your club activities?



Section Four: Increasing your club's ability to adapt in these changing times: Evaluating our processes and activities is essential to create a strong foundation for innovation, sustainability, and growth.

1. Based on the results of the [Rotary Club Health Check](#) or similar survey, how can your club innovate to keep members and attract new ones?
 - Consider your meeting time, programs, dues, service projects and member engagement, leadership opportunities, socials, new member orientation, communication within the club and with the larger community, any other factors that might have risen to the surface with the survey.
2. Consider why individuals you have invited to join haven't joined or haven't stayed. Was there something club members could have done to make your club environment more welcoming, or are members okay with the current club situation?
3. Looking at your membership, are there community members underrepresented? Consider gender, age, profession, income levels, ethnicity, or other factors.



And finally: Setting goals: Based on the discussion of each of the four areas, select, as a club or as a board, **at least one action item** to work on going forward in each of the four sections of the Action Plan.

Your goals should meld with those you set in Rotary Club Central to achieve the [Rotary Citation](#).