

Goals 2016-2017

GOAL 1: SERVICE - Improve quality of life in the community								
Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Status	Remarks May 2017	Recommendations May 2017
Serve the needs of our community	Single point of contact for service	Appoint Service Chair to facilitate Service participation	Ensure ongoing positive impact of service on the club and the community	Club President	Jun-16	Completed 6/1/2016		
	Review service committee plans and revise reporting documentation	Documented plans from each committee Committee chairs meet quarterly together with service chair	Ensure non-duplication of efforts and dates	Service Chair	Pre-set quarterly agendas prior to a Club meeting			
	Evaluate existing projects and process	Implement revised project evaluation forms	Ensure effectiveness, impact and participation	Service Chair	Annually by April Board meeting and/or by upcoming year budgetting	Pending		
	Maintain a Club inclusive project annually with at least 80% member participation	2015-2016 KAN Project continuation or expansion	increase participation	Club President or designee	Apr-17			
	Select and implement new service projects as appropriate	Incorporate community interview results into committee projects	Determine short and long-term impact as needed	Board recommendations to service committee chairs	Begin process in 2016-2017	Interviewed community leaders to gather their perspective - completed 06/20/2016		

GOAL 2: MARKETING/COMMUNICATION - Enhance image and increase visibility to community								
Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Status	Remarks May, 2017	Recommendations May, 2017
Implement Marketing/ Branding Plan	Develop consistent usable communication plan -due this year	Develop and maintain marketing for social and print media Investigate possibility of providing "elevator speech" materials	Increase awareness and visibility	Communication Committee	10/2016 10/2016			
		Educate members about using local social and print media to publicize projects	Publicizing projects and community impact	Communication and Leadership Committees	Ongoing			
Establish and Maintain Communication Plan for Membership	Maintain accurate website and regular communication	Regularly scheduled email and posting of events, agendas, and minutes on the website Maintain monthly Express to be communicative and timely	Keep communication open and accessible to membership	Communication Committee	Ongoing			
Establish and Maintain Brand standards for print and electronic media	Place standards and usage guidelines and materials on website in Members Only section as needed	Designate logo criteria, font preferences, location and usage as needed	Supports consistency and recognizable brand and accessible to membership	Communication Committee	Aug-16	Ongoing		

GOAL 3: MEMBERSHIP - Retain, Recruit, and Involve

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Status	Remarks, May, 2017	Recommendations May, 2017
Retain 90% of current membership	Develop and implement plan to strengthen member to member relations	Encourage participation and culture of caring interest and support	Increase rate of retention	Membership Retention committee	May-17	Ongoing		
	Maintain and monitor mentoring program for new members	Provide mentoring support and training for member sponsors and mentors as needed	Creates a sense of membership and belonging	Current President or designee	Aug-16	Ongoing		
	Maintain a committee for all Altrusans initiated the previous fiscal year	Provide support, training and bonding for those members	Creates a sense of membership and belonging	Immediate Past President	Annually			
	Involve new members in social activities and committee work as quickly as feasible	Notify committee chairs as soon as possible about new committee member	Increased participation will create a stronger committee	Recruitment and Retention Committees	Aug-16	Ongoing		

Increase net membership by 10%.	Develop and implement plan to increase diversity including ethnicity, age and other potential parameters	Explore nontraditional avenues to seek members Provide materials and training to membership on recruitment strategies Develop visual aid to support new members and recruitment (photos, etc.)	Increased diversity and sustainability of membership	Membership Recruitment committee	Jun-17			

GOAL 4: LEADERSHIP - Provide development of skills for sustainability and growth								
Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Status	Remarks, May, 2017	Recommendations May, 2017
Develop leadership skills of board members and committee members	Review written job descriptions for all board positions and committees - develop description template that includes a timeline calendar	Ensure that officers, committee chairs (single or dual), committee co-chairs, understand responsibilities in accepting a leadership role	Create a stronger foundation of leadership in the Club Engage all committee chairs and Board members in developing	Strategic Planning Committee	Jun-16			
		Define and develop data points to track effectiveness of programs and processes	Increased awareness of strengths and needs	Strategic Planning Committee in collaboration with Service Chair	Mar-17			
	Facilitate leadership development for members	Conduct leadership events biannually	Grow club leadership base	Leadership Committee	Fall and spring			
	Encourage communication between Board and Membership	Invite and encourage members to attend board meetings	Increased knowledge of club administration	Current President or designee	Monthly			
	Develop new strategic plan for next 3 years	Design and implement process that involves entire membership	All members feel involved in the future of the Club	Strategic Planning Committee	Apr-17			
	Single point of contact for administration of club	Appoint Administrative Chair to facilitate administrative committees	Ensure ongoing positive organization	Club President	Jun-16	Completed 6/1/2016		

Ensure seamless transition, hand-off, from year to year and leader to leader	Determine and develop written documentation of transition steps and processes as needed	Define and document location of all materials and processes in the transition process	Reduces confusion from one year to the next and encourages more rapid involvement following transition	Mentors of prior committee chairs and Board members requested by the President	Aug-16	Annually in January		
	Develop mentor program for incoming officers and committee chairs	Determine optimal time, materials, and training to include in mentoring methodology	Ensures continuity of practices and decreases annual re-inventing of processes	Mentors of prior committee chairs and Board members requested by the President	Aug-16	On-going		
Develop and maintain working relationship between Club Board of Directors and Foundation Board of Trustees	Define and implement responsibilities, policies, and procedures of Club Board	Leader of each Board or another representative shall attend each other's Board meetings	Ensure cohesive functioning	Service Chair and Trustee representative	Jun-16	On-going		
	Revise Club policies to reflect the change in structure	Club vote on revised Club policies	Ensures policies can be followed	Ad hoc committee appointed by the President	Aug-16			
		Foundation policies are shared with the Club	Understanding and transparency	Foundation Board	Jan-17			

GOAL 5: FINANCIAL - Achieve and maintain financial solvency

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Status	Remarks - May 2017	Recommendations May 2017
Develop and maintain sufficient financial resources to support Foundation service and scholarship programs and objectives	Evaluate annual fund-raising goals and strategies	Evaluate event and document process and decisions	Make informed decisions regarding event and other opportunities	OWT Chairs and Committee	Annually within one month of the event	Continue		
Maintain sufficient financial resources to support club administration	Evaluate income and expenses annually as part of budgeting process	Develop and implement strategies to increase administrative income as needed	Continue trust of the membership	Finance Committee	Evaluate no later than June	Ongoing		
Develop and maintain a risk management process	Conduct review of Foundation and Administrative Budgets annually.	Conduct an annual audit	Accountability and accuracy	Audit Committee appointed by President by May 31	Present at September Board meeting	Annual		