



## **Introduction/About**

### Vision

*“Lost Coast Rotaract is a committed service group of dynamic young professionals dedicated to improving the local and international community.”*

### About

Eureka Rotary affiliate Lost Coast Rotaract was started in \_\_\_\_\_ by founding president Klark Swan. Lost Coast Rotaract has been a driving force in the Eureka and Humboldt community since the very beginning. Members have volunteered time to fundraise and support Humboldt CASA, Backpacks for Kids, Rampart Skate Park, North Coast Rape Crisis Team, Betty Kwan Chinn Outreach, the Jefferson Project, PacOut Green Team, Toys for Tots, and many other charitable organizations.

Currently, Lost Coast Rotaract is comprised of 21 members from diverse backgrounds who share the common goal to give back to the community in which they reside. Lost Coast Rotaract meets every Monday at 6:30 PM at Los Bagels, 410 G Street, Eureka, CA. Prospective members are always welcome and encouraged to attend meetings.

#### **Lost Coast Rotaract 2015/2016 Governing Board:**

Christine Tyson, President

Jamie Carrol, President Elect

Brenna O’Sullivan, Secretary

Nicole Couch, Treasurer

Savannah Goodwin, Past President

#### **Lost Coast Rotaract 2015/2016 Committee Chairs:**

Annalise Von Borstel-Crouppen, Community Service

Kayla Corder, Fundraising

Savannah Goodwin, International

Jamie Carrol, Membership

Kelsay Higdon, Public Relations

Talia Walker, Social

## Purpose

The Lost Coast Rotaract Strategic Plan is a purposeful, focused effort to achieve the Mission and Vision of Lost Coast Rotaract. The Plan's priorities will result in strategic actions and projects that are intended to have an impact on Lost Coast Rotaract's partnerships, finances, fundraising, and the community. By breaking the planning session down into four main components (based on Rotary's Strategic Plan Model), Lost Coast Rotaract has a concise vision of the club's future and goals for Rotary Year 2015/2016.

## Strategic Development Process

The Lost Coast Rotaract President and Secretary collaborated to create the Strategic Planning Agenda. The planning agenda is closely modeled after the Rotary strategic planning process. The model consists of four main components that were discussed by club members in chronological order and divided between two nights of strategic planning.

DAY I – *August 9th*:

PHASE I: Where is Lost Coast Rotaract now?

PHASE II: Where does Lost Coast Rotaract want to be?

DAY 2 – *August 10th*:

PHASE III: How does Lost Coast Rotaract get *there*?

PHASE IV: How is Lost Coast Rotaract doing?

## **PHASE I: *Where is Lost Coast Rotaract now?***

PHASE I of the Strategic Planning Process commenced as members collaborated to decide Lost Coast Rotaract's top strengths and areas for improvement. Following, members listed challenges within the community and opportunities for Lost Coast Rotaract to serve. By examining the relationship between challenges and the opportunities presented from the challenges Lost Coast Rotaract members were able to directly focus on the community's needs.

Strengths:

- Lost Coast Rotaract has great partnerships within the community
- Lost Coast Rotaract has a reputable name
- Lost Coast Rotaract is comprised of a dynamic, diverse, and cohesive group
- Lost Coast Rotaract has structured and constructive meetings
- Lost Coast Rotaract is has organized minutes and agendas
- Lost Coast Rotaract has interesting programs/ speakers
- Lost Coast Rotaract has strong leadership
- Lost Coast Rotaract is non-denominational and aims to be inclusive
- Lost Coast Rotaractors are innovative and creative
- Lost Coast Rotaract has frequent and consistent meetings
- Lost Coast Rotaract has established successful annual events
- Lost Coast Rotaract has great ties with Rotary clubs

Weaknesses::

- Membership: Lost Coast Rotaract could do more as a club to recruit new members
- Website: the club would like to have an updated website
- Defined Roles: members reported that they would like to see board members and committees have more defined roles
- Understanding Bylaws: members addressed that many members are not aware of the clubs bylaws and where to access the bylaws
- Committee Communication: members would like more communication and accountability for the committees
- International Project: members discussed the need of service projects that benefit the international community
- Accountability: members would like to see accountability in attendance and follow-through.
- Involvement in Eureka Rotary (Sponsoring Rotary)

## Lost Coast Rotaract *2015/2016*

For the next section of PHASE I members collaborated and discussed challenges in the community and corresponding opportunities for Lost Coast Rotaract to step in and serve!

### Challenge:

Homelessness/Poverty

### Corresponding Opportunity:

After school programs for volunteering

Backpacks for kids (continuing)

Working with homeless teens and emancipated youth

Prom Program: Helping teens get ready for prom by accepting donations for dresses or services such as hair/makeup

Animal Shelter

Fundraise for animal shelter

Donate time to help at animal shelter

Business Development

Facilitating and coordinating leadership trainings for the community as well as members

Phase I culminated as members continued to assess the groups strengths and areas for improvement in conjunction with understanding the club's impacts within the community. The collective group began to understand the importance of building a strong foundation to best serve the community.

## **PHASE II:** *Where does Lost Coast Rotaract want to be?*

PHASE II commenced as Lost Coast Rotaract members created a list of characteristics that they would like to see in the club in three to five years.

Sustainable Membership  
Leaders in the Community  
Influential  
Dynamic  
Reliable  
Reputable  
Efficient  
Organized  
Inspirational  
Bold  
Fun  
Involved



After choosing characteristics that the club would like to see describing Lost Coast Rotaract, members worked independently and collaboratively to draft a vision statement for the club. Members were fond of “dynamic”, “Leaders in the community”, “reliable”, and “involved” and incorporated the preceding key words and phrases when drafting the vision statement.

After discussion and editing, the club decided and fully supported the following vision statement;

*“Lost Coast Rotaract is a committed service group of dynamic young professionals dedicated to improving the local and international community.”*

## **PHASE III: *How does Lost Coast Rotaract get there?***



PHASE III began as members developed strategic priorities that will assist the club in achieving the vision. When developing priorities members considered strengths and weaknesses, programs and missions of Rotary International, and the level of achievability. Once members of the club chose the strategic priorities the group was then able to collectively choose the most important goals to support each of the top strategic priorities.

(An example of a priority is to increase membership. A goal is the action steps that can be used to increase membership).

After a period of brainstorming, the club voted and decided on four strategic priorities;

1. Professional Development
2. Global Projects
3. Membership
4. Community Involvement

Professional Development was chosen to enhance opportunities for members within Lost Coast Rotaract; Global projects was chosen as a way to serve the international community; Membership was chosen as a way to sustain the club and to ensure that new members are joining; and Community Involvement was chosen as the heart of the club’s priorities – to give back to the local community.

<b>Lost Coast Rotaract Strategic Priorities</b>	
<b>Priority 1: Professional Development</b>	<b>Priority 1: Goals</b>
	Program/speaker program for each meeting.  Professional advancement classes/courses for Lost Coast Rotaract Members.  Representing Rotaract at Rotary and Chamber of Commerce mixers and at community events  Attend IFL Leadership Conference as a club.
<b>Priority 2: Global Projects</b>	<b>Priority 2: Goals</b>
	Pick a Rotaract International Project by September 21 <sup>st</sup> , 2015 (pending Ryan Knight’s finalizing of ideas.

	Work as a club to complete the International Project.
<b>Priority 3: Membership</b>	<b>Priority 3: Goals</b>
	<p>Plan more socials, social chair.</p> <p>Keep members engaged.</p> <p>Plan membership events for new members, Membership Chair, Social Chair.</p> <p>Attend Rotary meetings and events within the community to actively promote Lost Coast Rotaract.</p> <p>Create new business cards for Lost Coast Rotaract to distribute.</p>
<b>Priority 4: Community Involvement</b>	<b>Priority 4: Goals</b>
	<p>Continue partnerships with service organizations within the community.</p> <p>Commit to attending PacOut Green Team.</p> <p>Seek new partnerships with charitable organizations and affiliations.</p> <p>Wear Rotaract “swag” to events and fundraisers to self promote!</p>

## **PHASE IV: *How is Lost Coast Rotaract doing?***



For the final phase of the Strategic Planning Process Lost Coast Rotaract members decided on a future date to follow up on the progress of the action items. Members will revisit the action items outlined in the strategic planning at the February 1, 2016 REGULAR Rotaract Meeting. Upon direction of the Board, Lost Coast Rotaract Members will have the opportunity to discuss which goals are being met and which priorities need more attention.

As a final component of the visioning process Board Members and Committees were responsible for preparing a committee report and proposed budget for the 2015/2016 year. Outlined below are the reports and budgets as prepared by committee chairs.

### **Fundraising**

Last Year's Budget: \$800.00

Proposed Budget: \$1,100.00

Kayla Corder, Fundraising Chair reported on the many events that the Fundraising Committee is responsible for. The first fundraiser for the 2015/2016 Rotaract year is the Smash Out Hunger Softball Tournament which will be on September 12<sup>th</sup>. Corder is excited for the upcoming Rotary year and noted new ideas for fundraising events such as an outdoor movie night, restarting the Art's Alive Wine Pull, and gift wrapping services for the holidays. Corder intends for part of the Fundraising budget to go toward purchasing a projector for the club.

### **Community Service**

Last Year's Budget:

Proposed Budget:

Annalise Von Borstel-Crouppen, Community Service Chair reported on the many community service/ outreach projects that the club has participated in such as the Jefferson Carnival, Backpacks for Kids, PacOut Green Team, and Toys for Tots. Von Borstel-Crouppen also noted some new ideas and partnerships that she would like to see for the 2015/2016 Rotary year. One new idea is a partnership with Arcata Economic Development Council to start an "Adult Lemonade Day" which will kick off the "Lemonade Day" event that promotes entrepreneurship in Humboldt County's youth.

## Public Relations

Last Year's Budget:

Proposed Budget: \$400.00

Kelsay Higdon, Public Relations Chair reported on her ideas for the 2015/2016 Rotary year. Higdon would like to expand upon the duties and tasks of the PR position and will be creating a website and domain name for Lost Coast Rotaract. Higdon would like to actively promote the club in print, internet, and radio media. Most of the proposed budget for Public Relations has been allotted for printing costs for flyers and announcements.

## Social

Last Year's Budget:

Proposed Budget: \$500.00

Talia Walker, Social Chair proposed having more socials throughout the year. She has started brainstorming ideas for an end of summer social and a Holiday Social. The group also proposed ideas for socials such as after meeting parties, and a social on the Madaket. Talia is excited to start planning social events and hopes to meet with committee members to begin the planning process.

## International

Last Year's Budget:

Proposed Budget: \$750.00

Savannah Goodwin, Past President and International Committee Chair reported on the importance of the club's involvement with an international project. Goodwin has been in contact with Lost Coast Rotaractor, Ryan Knight who is in Ukraine serving in the Peace Corps. Goodwin and Knight have collaborated on opportunities for international projects in Ukraine. Pending more information from Knight depending on need, the club will decide on an international project.

## Membership

Last Year's Budget:

Proposed Budget:

Jamie Carrol, President Elect and Membership Committee Chair reported on her ideas for sustaining and obtaining members for the club. Jamie would like to update the membership packet as well as continue to attend professional conferences at Humboldt State and College of the Redwoods to represent Lost Coast Rotaract.

Lost Coast Rotaract *2015/2016*

## Lost Coast Rotaract *Committee Assignments*