

COMMITTEE 61

A REVIEW TO RE-ENGAGE PASSION AND DIRECTION IN THE CLUB

ROTARY CLUB OF CALGARY WEST
April 18 2013, 2012

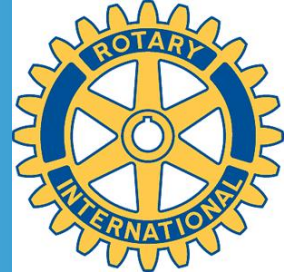


The Committee

- ◆ Dan Doherty
- ◆ David Williams
- ◆ David Watson
- ◆ Ben Kormos
- ◆ Andrew Bitcon
- ◆ Stan Cichon
- ◆ Brent Barootes



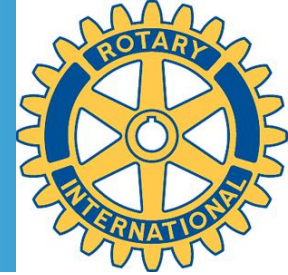
The Committee



The Committee was formed the evening of Tuesday October 23 2012 at the Club Assembly.

Each committee member had a specific role, the research was assimilated and then this report was developed

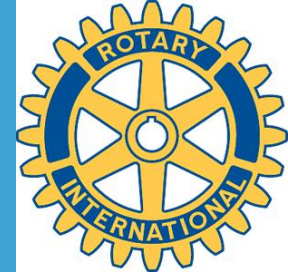
The Mandate



To review how our club presently operates and how we can again create a passion for the club and its activities.

The mandate is to create a series of recommendations to determine the optimum level of member commitment to the club's activities which maximizes service to the community (local, national and international) and fellowship, and that will allow the club to prosper, develop and serve.

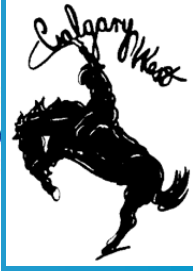
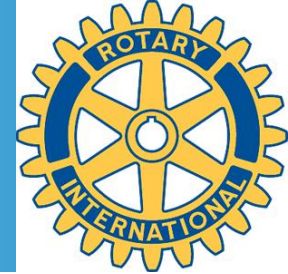
General Overview



As was noted in October, the Club presently lacks passion that most Clubs have. This is a result of leadership and focus that the recommendations will address. It is clear though that there is an ember of passion, if there was not, this committee would not exist, the feedback would not have been provided and we would not be here

Our Club has a passion, it just is low and the following recommendations will rekindle that passion to make the Club once again vibrant, enticing and productive

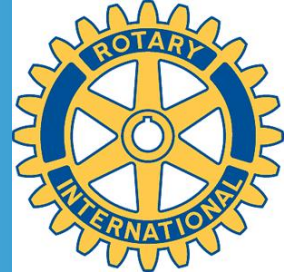
Overview – The Process



The following research was undertaken by the committee members for this report:

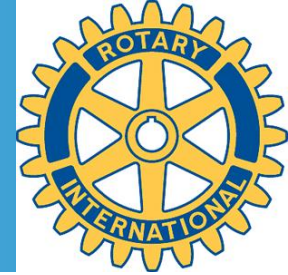
- Review of Club membership survey and one on one interviews with those that did not participate on that online survey
- Survey of the Club online in regards to Club service
- Compiling and review of existing “committees” and rosters

Overview – The Process



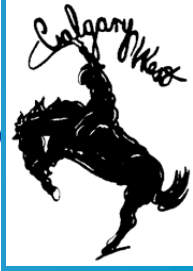
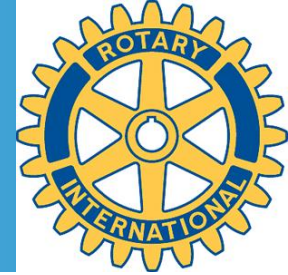
- Review of and auditing of new member survey and ad hoc survey done post October 23 Assembly
- One on one member interviews separating “fact from folklore”
- Assimilation of the data and research and review by entire committee
- A face to face committee meeting to build this final list of outcomes and recommendations

Recommendations



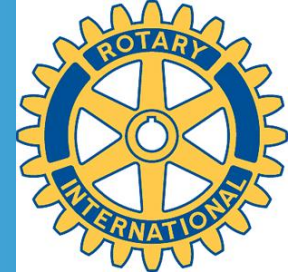
1. Let it be understood that this is a club of fellowship and services, that these two elements are mutually ***inclusive***, not exclusive ***and*** that in all we do, we should look to make the activities service and fellowship oriented
2. The Club needs to revisit the existing mission, vision and strategic plan of 2007 and update it as most parts of it still are valid and a few parts need to be re-addressed for changing time and then the plan needs to be followed

Recommendations



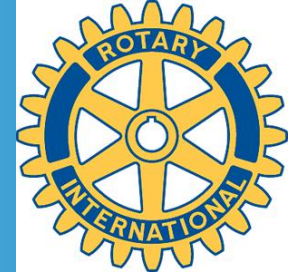
3. The Club needs stronger leadership
 - a) We need to have a positive attitude of “can do”
 - b) We need to understand the needs and participation of our membership is diverse with parts of the Club being able to do certain support roles and not others and together as a team we can be successful – committee commitment
 - c) Ensure that those that are not engaged find a way to engage or alternatives to participate
 - d) Everyone has a role in projects, and leadership is at the levels of Executive, Board, Chair and Committee member must provide a creative commitment to leadership and ensure execution is delivered at **ALL** levels

Recommendations



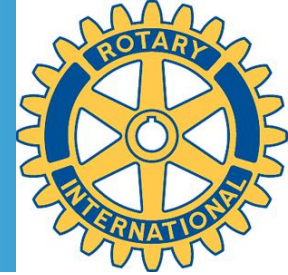
4. The Club needs to have focus, rather than the present “free for all” approach to operating and as such implementing the aforementioned strategic plan
 - a) Follow the strategy, mission and vision
 - b) Focus on less projects that are more focused
 - c) Settle on areas of focus or Pillars that that our club supports such as education, or youth or seniors and stick to those pillars (for both local and international projects)

Recommendations



5. Our meetings need to be revitalized and with a focus different from the present
 - a) 1 meeting every month off site at a property like Fresh Start or a hands on project like Food Bank or Meals on Wheels
 - b) 1 meeting every month is a Club business meeting which focuses on Club business like committee meetings, strategic planning etc.
 - c) Two meetings each month are speakers
 - d) We need to spend more time focusing on our diverse Club membership education so more members know about more members

Conclusion



We need to re-ignite our flame and passion, it is not dead, just sleeping. To achieve this we need to:

- Become more focused in what we are doing and follow our plan
- Provide better leadership at all levels to ensure all members feel included in some way to support events and projects in the way they can
- Revise our weekly meeting focus to become more engaging to our diversified membership