

Rotary Club of Mason Completes New Strategic Vision 2027

By District 6360 Vision Team Members Don Sovey and Maria Davis

Members of the District 6360 Vision Team assisted Rotary Club of Mason with development of a new strategic plan titled, “Rotary Club of Mason Strategic Vision 2027.” The goal of the strategic vision process was to put the club on a clear path to success over the next three years. The resulting strategic vision is an outstanding roadmap for their success and serves as clear evidence of the benefit of participating in a guided strategic planning process.

The initial visioning work began in December 2023, led by our then District Governor Sharalyn Davis and then District Governor-Elect Mark Odland. DG-Nominee Jacqueline Huie participated as well. We were all graciously hosted by Mason President Leslie Behm.

The club environment for the visioning meetings was joyful and energetic. Most Mason Rotary members in attendance at the three planning meetings had something to say and were highly engaged as our district leadership helped them with visioning and construction of a plan.

Mason Club President Behm for 2023-24 shared, “I have been very pleased that club members have been so willing to be participatory around the process. They have really given it their all.” She estimates that by the end of the visioning process, over 70% of club membership had participated.

What is strategic planning and why should a Rotary Club consider developing a plan? Strategic planning uses Rotary’s Action Guide to improve the club experience and make meaningful, lasting change within our communities. The visioning experience today works toward these four priorities:

- Increase our impact
- Expand our reach
- Enhance participant engagement
- Increase our ability to adapt

A strategic plan that’s based on action will guide an organization to its goals and ultimately, its strategic vision. Through this work, we **seek to produce a long-term guide of uniting people and taking action to create lasting change.**

Research by Rotary International shows clubs that develop and follow strategic plans are stronger than clubs that don’t. They also have members who are more satisfied and who view their clubs and Rotary more positively overall.

The Mason Plan, created with a high level of club engagement, is included with this article. Their plan went further than some other plans and included **SMART Goals** to

provide action steps to success which are **Specific, Achievable, Reasonable, and Time Specific**. Each club's plan would be different and geared toward their club's goals.

District 2024-25 Vision Team members Don Sovey and Maria Davis worked with the Mason club in April to finalize the action steps, Vision, and Mission. "Of all the plans we have developed, so far this is our favorite because of the great tone of collaboration provided by the club," Don Sovey said.

Mason President Behm summarized the purpose of the process well. "I think the club was at a point where we were ready to look at ourselves internally and say where do we really want to be? What do we really want to be doing?"

Their compelling strategic vision, with its clear SMART goals, will help them get there.

Clubs interested in participating in a guided strategic visioning process by the district visioning team should contact Rotary District 6360 Administrator Ingrid Nova at (517) 604-6360 or Rotary6360@gmail.com.