

# **The Rotary Club of Royal Hua Hin.**

## **Strategic Plan 2021 to 2023**

### **Executive Summary:**

The Rotary Club of Royal Hua Hin held its first ever meeting in Khao Takiab on September 11th 2009. Things progressed and the club achieved provisional status on December 18th 2009. The club was formally chartered as the Rotary Club of Royal Hua Hin on April 12th 2010, with 36 members. A twelve-member Charter Board of Directors was elected by the club.

The Rotary Club of Royal Hua Hin is one of 101 clubs in Rotary District 3330 in Thailand and one of four clubs in Area 16 of Rotary District 3330. Currently at the start of Rotary year 117 we have 53 members.

This 2021 to 2023 strategic plan supersedes all previous strategic plans

### **Vision:**

The Rotary Club of Royal Hua Hin provides a unique opportunity to make a difference in the local and global community, through inspired action and specific projects for supporting local and international communities.

Our vision is to be progressive, inclusive and innovative in our approach to creating positive social change, while having fun, expanding our networks/friendships and pursuing personal development.

### **Mission Statement:**

To Positively impact the local and world community by promoting the ideal of service through acquaintances, high ethical standards, the advancement of goodwill and peace through the fellowship of business and professional persons united in the ideal of service.

Four Organisational principles guide the Club's operational model:

First. The development of acquaintance as an opportunity for service;

Second. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

Third. The application of the ideal of service in each Rotarian's personal, business, and community life;

Fourth. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service

The Club is organised into eight Avenues of Service. Each Avenue has a chairperson who facilitates communication with the Board of Directors and the club's members.

The Avenue Chairperson provides leadership to focus activities within the Avenue toward achieving the Strategic Plan of the Club. During the 2021 to 2023 period, the club will continue our ongoing projects:

- 1 Ongoing long-term projects are the creation of a Rotary Education Center (REC) Technology Enhanced Learning Classroom (TELK) at the Anuban Hua Hin Nongkhon School and the Thai Voices National project for children with learning difficulties.
- 2 Local impact projects that address the needs in the Hua Hin District
- 3 Consider other projects throughout the Rotary District 3330, other Rotary Districts in Thailand and International projects.

As the Rotary Club of Royal Hua Hin enters its 12<sup>th</sup> year it will actively recruit new members with interest in service and leadership, especially younger members. Service projects, fellowship and programs that interest young members will be enhanced. Weekly Club meetings will provide value to members through featuring topics of significant interest which have educational and other values and presentations that inspire members to action.

### **The Rotary Club of Royal Hua Hin Strategic Plan: 2021 to 2023.**

The Club is organised into eight Avenues of Service. Each Avenue of Service has a chairperson who facilitates communication with the Board of Directors and Its members on a regular basis to align activities of each committee with the overall strategic objectives of the Club.

The Board of Directors will try and encourage as many members as possible to serve on the various avenues of service, this participation will be encouraged when a new member joins the club and will be discussed with the new members sponsor.

### **The eight avenues of service are as follows:**

- Administration
- Education Advisor
- Fundraising
- Membership
- Public Relations
- Rotary Foundation
- Service projects
- Youth Services.

## **Club Administration.**

### **Overview:**

This Avenue is to create a vibrant operating environment for the Club that is engaging for members and inviting to guests and prospective members. It is the vital operations arm of the Club which provides the essential structure for success in all other areas.

### **Committee Objectives:**

This Avenue facilitates plans weekly programs, that include Board meetings, weekly meetings, fellowship evenings and other events that are deemed appropriate for the development and socialising for our club.

Developing a plan for programs is a particularly important agenda for this Avenue and to publish these programs on the club's club runner site and facilitate registration for these events.

Over the years, the Club has prided itself on bringing a range of guest speakers to its meetings to share the latest updates from their areas of subject matter. The goal is for members to leave meetings inspired, educated or challenged in new ways by what they have heard.

A strategic objective will be to create a feedback loop for Club members to evaluate and provide suggestions for programs that are perceived as "stimulating and inspiring".

The club runner website is a key management and information sharing tool and requires to be updated on a regular basis to ensure club, personal and information sharing information is accurate and timely.

Invoices to be sent out in a timely manner in accordance with the club's constitution and by-laws.

### **Education Advisor:**

#### **Overview:**

This avenue is to provide expert support for the two long term educational which are the creation of a Rotary Education Center (REC) Technology Enhanced Learning Classroom (TELK) at the Anuban Hua Hin Nongkhon School and the Thai Voices National project for children with learning difficulties. And to develop and support further educational projects.

#### **Committee Objectives:**

To liaise with teachers and other staff at both the Anuban Hua Hin Nongkhon school, the Phetchaburi Panyanukul school, and other schools that may be involved in our educational projects.

To develop teaching staff at these schools to embrace new practices in teaching methodology for both the TELK and Thai Voices project.

To ensure resources where practicable are made available to support these projects especially the remaining physical assets to complete phase 4 of the TELK project.

To continue to develop the Thai Voices National project website to ensure it meets the requirements of the Thai Voices national project for 19 Panyanukul schools here in Thailand.

To provide finances to complete renovation of the Brain Based Learning playground at the Anuban Hua Hin Nongkhon school.

To continually manage funding to ensure best value is constantly achieved.

### **Fund Raising:**

#### **Overview:**

The fundraising chair for the Club will organise and implement an annual fundraising program to support the Rotary Club of Royal Hua Hin service projects for the coming Rotary years 2021 to 2023.

#### **Committee Objectives:**

To appoint a fundraising committee to support the major fundraising project of the annual amateur golf classic.

Due to the current economic climate review and source alternative means of fundraising for the Rotary Club of Royal Hua Hin.

Consider diverting 1,000 Thai Baht from each of the members annual Rotary club dues from the administration account to the Rotary club of Royal Hua Hin project account to help support their projects. This will essentially raise a further 50, 000 Thai Baht to the service projects fund.

### **Club Membership:**

#### **Overview:**

This avenue is responsible for recruitment, retention and education of members. With the recent global issues, and the fact that many of our members are seasonal members from over 15 nationalities and many of whom are more senior the Membership Avenue is encouraged to explore new strategies for recruitment.

#### **Committee Objectives:**

To oversee membership development and attendance, to seek ways to maintain member retention and new member recruitment which are two companion goals for this committee.

Over the years the club has seen on average a growth of 10% per year for new member recruitment, however this has fluctuated due to the location of many of its members in their home countries. The target this year has been set in our club goals at slightly less this year due to the global situation, with the membership at the start of 2021 Rotary year at 52 and a target set at 4 new members for the current Rotary year.

These targets will be reviewed and adjusted by the Board annually in June.

Four priority strategic tasks will be undertaken by the Membership Avenue.

1. Recruitment, orientation and development of new members. The Club has an aging membership. An important strategic task is to explore and implement new ideas for attracting younger members, especially those in the 30 to 50 age range.

Rotary International provides for a waiving or reducing fees for members between 30 and 40 years of age, a model that will be explored by our club. Additionally in the last 12 months the 500.00 Thai Baht one off joining fee has been waived to the global economic situation and will be reviewed on a regular basis.

2. Mentoring of new members. The onboarding approach for incorporating new members into the Club will be reviewed. The idea of assigning new members with a mentor will be explored as a part of the new club by laws. Ways to engage and connect new members during Club meetings will be explored.
3. Retention of members. Effort will be injected into the Club processes to ascertain level of satisfaction and engagement of members. Surveys will be utilised to determine interests of members and to understand what each member wants to get out of their Club experience. Members leave the Club for many reasons, some personal and some related to dissatisfaction with the Club. Exit interviews will be conducted with resigning members to gain understanding of factors that generated satisfaction and dissatisfaction.
4. Attendance. Rotary International has suggested that attendance policies and practices be revised. The Club will explore new approaches to understand the rationale for changes being proposed and those implemented in other places within Rotary and consider which are relevant for Rotary Club of Royal Hua Hin.

### **Public Image:**

#### **Overview:**

This committee is mandated to devise and implement creative methods of providing the public with information and publicity about Rotary Club of Royal Hua Hin. It is led by a Chair person who reports directly to the Board of Directors. The Club benefits from

positive media and other publicity by enhancing ability to recruit and retain members, which strengthens the Club ability to provide meaningful community impacts.

### **Committee Objectives:**

The committee will continually liaise with all media sources both Thai and Western to promote the positive impact of the Rotary Club of Royal Hua Hin on the local community it serves.

Future events will be publicised coordinating with the administration committee and allow registration of both members and friends of Rotary Club of Royal Hua Hin to be informed and attend these events.

Following events stories will be published on the club runner website and Facebook to meet the club goals for each year as

To improve relations with the Rotary Club of Royal Hua Hin Sister clubs, Mother and Father clubs by proactive communications, joint projects and social activities.

Research and use suitable official Rotary media, publications and other materials to be used to promote the Rotary Club of Royal Hua Hin in a positive light and demonstrate its commitment to community based and other projects.

To develop a quarterly news bulletin to be sent to members, Rotary District and Sister clubs and friends of the Rotary Club of Royal Hua Hin.

### **Rotary Foundation:**

#### **Overview:**

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

#### **Committee Objectives:**

To continue to develop our knowledge of the capabilities offered by District and Global grants and programs to support our service projects.

Maintain the current level of Club participation of 100% EREY contributions every year.

Continue to promote interest in member giving programs within the Rotary Club of Royal Hua Hin.

### **Service Projects:**

#### **Overview:**

This Avenue is responsible for coordinating Club service projects and alignment with Board goals and the Strategic Plan. This encompasses local and international areas of

service. It also includes liaising with the fundraising avenue of service to support the service projects of the Club.

### **Committee Objectives:**

To review and provide support both financially and resources to the following areas of focus as directed by Rotary International that the Rotary Club of Royal Hua Hin has supported previously:

- Disease prevention and treatment
- Water sanitation and hygiene
- Basic education and literacy
- Environment
- Consider future new projects that includes Economic and community development through micro loans to Asian Communities.

To complete project proposal forms accurately and timely to inform the Rotary Club of Royal Hua Hin board members of the commitment to future projects.

To provide continued support in terms of financial and physical resources to our two ongoing long-term projects which are the creation of a Rotary Education Center (REC) Technology Enhanced Learning Classroom (TELK) at the Anuban Hua Hin Nongkhon School and the Thai Voices National project for children with learning difficulties at the Phetchaburi Panyanukul School and eighteen other Panyanukul schools here in Thailand.

To facilitate the completion of the Thai Voices National project website.

To continually monitor and review local projects to meet the needs of the local community of the District of Hua Hin and other key areas in both Thailand and partnerships for international projects.

### **Youth Services:**

#### **Overview:**

To provide an opportunity for young men and women to enhance their knowledge and skills that will assist them in their personal development, to address the social and physical needs of their communities, and to promote a better relationship between all people worldwide through a framework of friendship.

Due to the withdrawal of the Webster University campuses from Thailand the Rotary Club of Royal Hua Hin has only one Rotaract club that being the Rotaract Club of Stamford University.

Due to Covid -19 education services have been severely disrupted here in Thailand which has impacted on the membership of the Rotaract club.

**Committee Objectives:**

To continually provide support to the Rotaractors of Stamford International University.

Encourage the participation of Rotaractors of Stamford International University in Rotary Club of Royal Hua Hin projects, meetings and fellowship evenings.

Encourage the participation of Rotaractors of Stamford International University in Rotary District 3330 events, and national initiatives.

Provide information and guidance to existing Rotaractors and new Rotaractors on role of Rotary Clubs both globally and locally and the importance of community-based projects.

Provide support for Rotaractors projects.