

修正的國際扶輪策略計畫回歸至基本

Revised RI Strategic Plan gets back to basics

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修正的國際扶輪策略計畫包刮了三個優先事項，其中包含了支持及加強扶輪社。

The revised strategic plan includes three priorities, including supporting and strengthening clubs. *Rotary Images*

於 11 月的理事會議上，國際扶輪理事會採用包括三個優先事項，對所有扶輪的未來具有相當重要性的一個修正的國際扶輪策略計畫。

At its November meeting, the RI Board adopted a revised strategic plan that comprises three priorities, all of equal importance to Rotary's future.

三個優先事項是：

The priorities are:

- 支持及加強扶輪社 Support and strengthen clubs.
- 焦點及增加人道服務 Focus and increase humanitarian service.
- 提升公共形象與認識 Enhance public image and awareness.

繼於立法會議授權之後，理事會最近實施一個每三年檢討一次的計畫。這個檢討包括全世界的 14,000 位扶輪社員關於組織的優先事項和在不同國家對扶輪形象評價的取樣。

Following a mandate from the Council on Legislation, the Board recently conducted a triennial review of the plan. This review included surveying 14,000 Rotarians worldwide about the organization's priorities and holding focus groups to assess Rotary's image in different countries.

另外，策略計畫委員會執行一種對於扶輪強處，弱點，服務機會和挑戰的詳細的分析以及去考量有關於組織的使命，願景和策略優先事項所作調查的結果。

In addition, the Strategic Planning Committee carried out a detailed analysis of Rotary's strengths, weaknesses, opportunities, and challenges and considered its findings in relation to the organization's mission, vision, and strategic priorities.

反映出這個研究結果的該項修正計畫，於 2010 年 7 月生效。例如，調查清楚地反應出社員發展是與強壯的扶輪社相關並且外部數據顯示出服務的機會和建立關係網絡是扶輪的最大的呼籲。

The revised plan, effective July 2010, reflects the results of this research. For example, survey responses clearly linked membership growth to strong clubs, and external data indicated that opportunities for service and networking are Rotary's greatest appeal.

同時該計畫也使國際扶輪的策略性方向能與藉由強調於扶輪社最受歡迎的服務方面和扶輪基金會的未來願景計劃內之焦點的方面之間連接的扶輪基金會相一致。

The plan also unifies the strategic direction of RI and The Rotary Foundation by emphasizing the connection between clubs' most popular service areas and the areas of focus in the Foundation's Future Vision Plan.

繼續向前，策略計畫委員會和國際扶輪理事會將繼續精煉附在每個優先事項上的目標並且為達成和衡量成功而發展出策略。

Moving forward, the Strategic Planning Committee and the RI Board will continue to refine the goals attached to each priority and develop tactics for achieving and measuring success.

“該修正的策略計畫會使國際扶輪的努力聚焦在扶輪社並回歸到基礎上，”國際扶輪理事托馬斯·索爾芬生說。“國際扶輪的主要角色應該支援扶輪社並且幫助他們去擴大他們的服務並且宣傳他們所作的努力的成果。”

“The revised strategic plan focuses RI's efforts on the clubs and getting back to basics,” says RI Director Thomas Thorfinnson. “RI's main role should be supporting clubs and helping them to expand their service and publicize the accomplishments of their efforts.”