

## Toastmasters New Zealand North District 112 – Goal and Action Plans - 2020-2021

Goal Statement	Measurable/s
<b>Brief description</b> Membership Payments Growth Base to be “Select Distinguished District”	Qualifying Criteria – Submission of <u>District Success Plan</u> and <u>District Officer Training Report</u> by <b>30 Sep 2020</b> Membership Payments Growth – Select – Base (6,245) x 1.05 (6,558) by 30 June 2021

Actions and Associated Tasks	Person Responsible	Assistance Or Resources	Target End Date	Comments/Details
1. Establish which clubs are going to survive, merge or close – rescue package created	Wendy Wickliffe + Committee	Lauren Parsons & Heather	30 Jul	Research – club audit with DD & AD Establish options and packages
2. Member surveys what changes do they want to see e.g. TXT survey (5 short questions)	Wendy Wickliffe + Elizabeth Viljoen	Third party	30 Aug	Research and obtain quotes cost Exit Interviews and other quick member engagement surveys – could be club, area or division specific
3. Keep members engaged promote TI campaigns, establish specific D112 quarterly promos with club incentives	Wendy Wickliffe + Elizabeth Viljoen	Division Directors	30 Jun 30 Sep 31 Dec 31 Mar 30 Jun	Quarterly Milestones Promote Campaigns – track and provide updates
4. Website upgrade include resource suite for membership campaigns e.g. open meetings, posters, email templates etc	Sharon Kerr-Phillips + Elizabeth Viljoen	District Team	Start 30 Jun ongoing	Find a provider, get feedback from district officers, project manage implementation
5. Exit Interview process (google doc form) – capture why members leave and what would encourage them to come back in the future	Trio	Admin Manager & PRM	Early July	Create form Implement process for form to be sent Responses analysed monthly – communicate feedback, look for opportunities for improvement
6. Make it easier for clubs to apply for promotional funding to increase membership (google docs form)	Wendy Wickliffe	PRM	30 Jun	Form created by PRM Review of criteria and process to be conducted

## Toastmasters New Zealand North District 112 – Goal and Action Plans - 2020-2021

Goal Statement	Measurable/s
<b>Brief description</b> Club Growth to be “Select Distinguished District”	Select – Club Base (165) x 1.05 =174 by 30 June 2021

Actions and Associated Tasks	Person Responsible	Assistance Or Resources	Target End Date	Comments/Details
1. Market research – new and corporates – what has worked and not worked, what corporate clubs could be extended to sites in our district	Wendy Wickliffe + Committee	Third Party Outsourced & District Team	Qrt Targets	Research – history, current situation etc SWOT and PEST analysis Establish impact of COVID – identify opportunities
2. Member demographics and division market segmentation – from the data – target marketing per division	Wendy Wickliffe + Elizabeth Viljoen	Third Party Outsourced & District Team	Qrt Targets	As above Consensus data
3. Website upgrades to drive more traffic to website, facebook and club websites – make it easier for visitors to learn about D112	Sharon Kerr Phillips	Wendy Wickliffe + Elizabeth Viljoen + Committee	Qrt Targets	Club assistance to increase online visibility Make it easier for visitors Enhance member engagement
4. D112 campaign videos – short videos – to appeal to different demographics – campaign face	Wendy Wickliffe + Elizabeth Viljoen	District Team	30 Jun	District You Tube channel Personality Profile

## Toastmasters New Zealand North District 112 – Goal and Action Plans - 2020-2021

Goal Statement	Measurable/s
<b>Brief description</b> Distinguished Clubs to be “Select Distinguished District”	Select – Club Base 165 x 0.45 75 by 30 June 2021

Actions and Associated Tasks	Person Responsible	Assistance Or Resources	Target End Date	Comments/Details
1. Club Officers to complete pre -training and questionnaire prior to COT/CLT to ensure there is a thorough understanding of the gaps, which will then be covered in COT/CLT	Stephen Budai + Training Quality Team	District Team	5 days before COT	Dates and format on COT agreed Questionnaire
2. Good quality training and workshops, raising the standard of judging	Stephen Budai	Sean Walton (Contest Quality Chair) and Program Quality Chairs	Mid Aug	Research options of training- in person, webinar Establish need per division Qualification
3. Form a strategic team to identify the current and future education needs of the District and run a Moments of Truth Campaign	Stephen Budai + Strategic Team	District Team	30 Sep (tbc)	
4. Recognition to be done regularly and to be done in person and via the District newsletter, District website and through District Social Media channels	Trio	District Team	Qrt	Criteria and process to be created and implemented
5. Appoint District Mentors for each Club Officer Role	Stephen Budai	District Team	30 Jul	Establish potential mentors from COT Establish framework and communication process

## Toastmasters New Zealand North District 112 – Goal and Action Plans - 2020-2021

Goal Statement	Measurable/s
<p><b>Brief description</b></p> <p>Develop a website that caters for both members and guests, is engaging and easy to use.</p>	<p>Feedback from members and guests on navigation, value and ease of use.</p>

Actions and Associated Tasks	Person Responsible	Assistance Or Resources	Target End Date	Comments/Details
1. Create a free wire of the suggested format and content needs of the District – hold a meeting with trio, Top Table and Division Directors to gain their input and have a web designer assess the current website	Sharon Kerr Phillips	Elizabeth Viljoen + Madeline Luke District Team	30 Jun ongoing	Establish budget and approval Obtain quote/s for website redesign Commission and project manage implementation
2. Gain insight into the needs of Clubs and Members at COT sessions – what they would like to be able to find on the website, what is working for them and what is not working	Sharon Kerr Phillips	CGD, PQD and PRM	Done	Get feedback from district team and members Provide this feedback to website engineer company
3. Set milestones for each part of the development / rebuild of the website	Sharon Kerr Phillips	Third Party, PRM and Website Team	Started	Negotiate project milestones
4. Regularly update and add content to the website	Sharon Kerr Phillips	Third Party and Website Team	ongoing	Updates timeline agreed
5. Revisit the website regularly to ensure it is still meeting the needs of the members and the District	Sharon Kerr Phillips	District	ongoing	Audits scheduled Feedback quarterly to start with