



DISTRICT SUCCESS PLAN 2021-2022

District Mission

The mission of this District is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of this District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- Focusing on the critical success factors as specified by the District educational and membership goals;
- Ensuring that each club effectively fulfils its responsibilities to its members; and
- Providing effective training and leadership-development opportunities for club and District officers.

Team Composition District Core Team

District Director, Stephen Budai

Program Quality Director, Wendy Wickliffe

Club Growth Director, James Hippolite

District Public Relation Manager, Elizabeth Viljoen

District Finance Manager, Baptist Lobo

District Administration Manager, Marlene Krone

District Parliamentarian, Murray Coutts

Immediate Past District Director, Sharon Kerr-Phillips

District's extended team

District Mentor, Toni Sharp

District Logistics Manager, John O'Leary

District Webmaster, Mike Diggins

District Zoom master, Troy Smith

District Audit Chair, Jilnaught Wong

District Leadership Committee Chair, Sharon Kerr-Phillips

District Statistician, Alun Chisholm

Club Coach Committee Chair, Melvin Powell



Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the District's core values?

The core values for the District align with those of Toastmasters International - Integrity, Respect, Service to the member and Excellence. This also runs parallel with the Districts Vision in putting Members First.

The team operates and practices completely by the core values as we perform our roles and duties for the District.

Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)*

The team operates on working together for the benefit of the members in the District. There are different levels of experience, and we will work towards being tolerant and understanding as we do not work at the same pace or style. The team is aware of the communication styles of each other and work in a way understanding the other members of the team may differ. This is an excellent exercise as we all have different communication and leadership styles.

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)*

Obstacles can be unproductive to the district moving forward and need to be realised at the earliest stages.

We all work at different rates and can place pressure on all parties.

To overcome this obstacle, we need to agree to a timeline for events and projects that works for us all plus means that we still have wriggle room at the end. The goal is to complete all tasks before time.

A solution is to have teams working on projects, as many hands make light work.

Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)*

At the moment the trio is meeting each Wednesday by zoom from 3-4 pm. This will continue till expected circumstances change and then will revert to each Friday from 7:30 pm for an hour.

There will be full top table meetings each month and this meeting will start earlier by 30 minutes to allow for the Division Directors to join in the session, and then leave if they wish.



We will also have three scheduled Town Hall sessions and they will be chaired by one of the trio each meeting. This will enable the District membership to be updated on events coming up and an opportunity to ask any question to the Top table, enabling complete transparency.

All meetings will have an agenda and a set time as we are cognisant of sticking to the topic(s) and timing, as one of the biggest complaints in the past has been that meetings have gone on past the point of being effective and productive.

We have flexibility built into the trio teams as circumstances change from week to week and we work on consensus.

Team Interactions and Behavioural Norms

How will decisions be made? *

All decisions will be made by the team in a collaborative manner. We all have an equal say and all thoughts and ideas are taken into consideration, reviewed and then we apply the agreed outcome. We are working towards achieving the District Mission, "we build new clubs and support all clubs in achieving excellence" along with the District Vision, "Members First".

What will be the team's method of communication? Determine the team's first preference, second preference, and so on. *

WhatsApp for immediate notification.

Txt phone calls for urgent decisions,

Email for updates

Weekly zoom meetings for planning

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate. *

Weekly zoom meetings as a Trio

Monthly meeting with Top Table, Chairs and Division Directors

Area Director Peer monthly meeting with CGD

Additional meetings as needed

How will the team resolve differences of opinion? *

Discuss allow each person their point of view

If consensus cannot be reached – vote

How will the team support one another? *

Have each other's back.

Respect work/life balance especially at the weekends and special occasions for district officers



There is a very good understanding that under the difficult conditions of the pandemic district officers all have different tolerance levels and we must all be aware of our peer's pressure points

How will the team ensure equitable participation when completing activities? *

Activities owned by appropriate trio members through delegated where appropriate

Key activities should be reviewed after completion for leanings and opportunities for improvement

How will team members be held accountable for their responsibilities? *

District officers report on their responsibilities

Meeting action points documented and expected timeline

How will the core team and extended teams be recognized for their efforts? *

A recognition program for KPIs has been created for District

District Awards annual event to recognise excellence

Goal1: Membership Payment Growth

Membership payments base	5581	5,581
Distinguished (Membership payments base x 1.015)	5665	5,665
Select Distinguished (Membership payments base x 1.03)	5749	5,749
President's Distinguished (Membership payments base x 1.05)	5861	5,861
Smedley Distinguished (Membership payments base x 1.08)	6028	6,028

Situation Analysis

What is the current situation in the District? How many members did the District add last year? Does the District have special challenges? (One situation might be that membership payments usually arrive close to the deadline making it necessary to hurry to meet goals.)*

Membership payments base - 2020 - 6240, 2021 - 5575 = loss of 665 membership payments.

New members - 2020-2021 = 1034 and New Chartered Clubs - 4

Clubs suspended or ineligible = 9

A small number of Corporate Clubs have closed due to COVID. Some members financial situations have changed, and they belong to fewer clubs as dual members.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.) *

The focus for District is "Members First"



Strategies will be aligned to improving the member experience and creating value in order to influence membership renewal.

Action 1: Club Loss Research Report - Division Directors

Action 2: Trained Officers - Produce Quality Clubs - Support Members

Action 3: New Member Engagement - Onboarding Program

Action 4: Member Satisfaction - Feedback

Action 5: Division Conferences

Resources

What people, equipment, meeting places and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and gift certificates to the Toastmasters store.) *

Projects to achieve actions will involve district officers (pathway projects where applicable). The district website continues to be built and will provide templates and resources to help members and clubs.

District officer recognition programs.

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities? *

The Trio, Top Table, Division and Area Directors
PR & Marketing Team
Training Team

Action 1: Division Directors

Action 2: PQD + District Team + Online Training Team

Action 3: Area Directors

Action 4: PQD plus DPRM

Action 5: PQD + District Team + Online Training Team

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked? *

Task/projects allocated team and pathway project

Report monthly at top table meetings



Action 1: 30 Sep 21 - Final Report from Division Directors- Google Form

Action 2: 30 Jun 22 - Member engagement D112 Website resources, Attendance to Training increases

Action 3: 30 June 22 - Pathways Adoption for new members increased - Member Churn reduces

Action 4: 31 Oct 21 - Member Engagement Questionnaire -Results @ Town Hall

Action5: 31 Oct 21 - Division Conference - Build a WOW

Goal2: Club Growth

Club Base	159
<input type="text" value="159"/>	
Distinguished (Club Base x 1.015)	162
<input type="text" value="162"/>	
Select Distinguished (Club Base x 1.03)	164
<input type="text" value="164"/>	
President's Distinguished (Club Base x 1.05)	167
<input type="text" value="167"/>	
Smedley Distinguished (Club Base x 1.08)	172
<input type="text" value="172"/>	

Situational Analysis

What is the current situation in the District? How many clubs did the District add last year? Does the District have special challenges? (One situation might be that members in the District don't know how to generate interest in new clubs.) *

Zero net growth from last year (given Covid, this was a remarkable achievement).
Covid lockdown level 1 affords us the enviable luxury of face-to-face meetings.
Corporate clubs shut down at an alarming rate, but community clubs continued to shine.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.) *

Continue to utilise paid Facebook posts. Print (legacy) media continues to be used. With the termination of last year's new club incentive programme (waiving the Charter Fee), we will instead publicise the Smedley Award and incentivise with a set of Club Officer pins.
The Welcome Brochure will be revamped and reprinted and distributed to all District Officers, for distribution to their clubs appropriately.
Club Retention Chair (Sharon Kerr-Philips), Club Extension Chair (James) & Club Coaches Chair (Melvin Powell) have been assigned and delegated authority to implement the strategy.



Action 1: Promote Smedley Award, Talk up Toastmasters, Beat the Clock

Action 2: Digital Advertising - Online Newspaper and Social Media

Action 3: Local Community Advertising - Newspaper, Cafe News etc

Action 4: Club Coaches appointed - focus on C & D clubs in ABCD strategy

Action5: One New Club Per Division

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include a club extension committee, a demonstration team, and infokits@toastmasters.org.)*

Smedley Award - a set of club officer pins - US\$125

Digital Advertising - \$60 per month

Welcome kit - \$5000 printing costs

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities? *

Digital Advertising - Public Relations team

Incentives - CGD & Division Directors

Club Coaches - Club Coach Chair - Melvin Powell

Club Extensions - Club Extension Chair - Sharon Kerr-Phillips

Club Retention - CGD - James Hippolite

Action 1: CGD & DPRM

Action 2: CGD & DPRM

Action 3: CGD & DPRM

Action 4: Trio & District Officers

Action5: Club Extension Chair & CGD & District Officers

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked? *

Quarter 1: Smedley Award, Stuff Articles, "Join Toastmasters Campaign", Radio Advertising, Division Conferences, Promote to Members, Education Events, Public Relations Exercise, Open House Meetings, Marketing Material, Facebook Boost

Quarter 2: Digital Advertising, LinkedIn - Top Skills Employees Value



Quarter 3: Talk Up Toastmasters, New Year Campaign, Stuff Newspaper, Advertisements, NZ Wide Campaign with District 72, Division Conferences, Promote to Members, Educational Events, Public Relations Exercise

Quarter 4: Beat the Clock, Stuff - Conference and District Team, Digital Advertising, Open House Meetings, Marketing Material, Facebook Boost

Action 1: Quarterly

Action 2: Quarterly

Action 3: Quarterly

Action 4: DOT of 11 Sept 2021

Action5: DOT of 11 Sept 2021

Goal3: Distinguished Clubs

Distinguished Clubs	159
<input type="text" value="159"/>	
Distinguished (Distinguished clubs x 0.4)	64
<input type="text" value="64"/>	
Select Distinguished (Distinguished clubs x 0.45)	72
<input type="text" value="72"/>	
President's Distinguished (Distinguished clubs x 0.5)	80
<input type="text" value="80"/>	
Smedley Distinguished (Distinguished clubs x 0.55)	88
<input type="text" value="88"/>	

Situation Analysis

What is the current situation in the District? What per cent of District clubs are typically Distinguished? Do members understand how to achieve success? Does the District have special challenges? (One situation might be those members in the District don't know how to achieve success.) *

The District achieved Distinguished District with 67 clubs being distinguished by 30 June 2021. This was planned to the last degree and is dependent upon membership hitting the mark and clubs completing as many of the other goals as possible.

The challenges:

1. Clubs registering the education awards through Club Central, as we suspect that there is still a misunderstanding of the process involved.
2. Conversion of visitors to members is not as high as we suspect that we can achieve. There may be a mentality of a soft approach, whereas a more assertive approach could be considered. We are getting visitors to clubs that market themselves and we need to follow this up with a quality club meeting and environment.



3. Club Executive details being lodged with WHQ is not 100% and should be completed as soon as the ABM is completed. This must be encouraged further.
4. Club Officer Training attendance is disappointing. Clubs that the full team attend both sessions of COT invariably achieve distinction. A trained executive is an effective executive for the benefit of the members. The example is set with the District team where we have nearly achieved 100% for DOT, again a trained team is an effective team.

Moving forward the goal for the District will be Select Distinguished, with all things going well should be achieved. This goal has been presented to the District team and we have good buy into this as a realistic goal for the District.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as training all Area and Division governors on the Distinguished Club Program.) *

There will be a need to analyse the current club status and predict the position that each club will be in at particular times of the year, as if we leave it until the end, we will not have enough time to react.

The Area Directors visits will be even more important for us to identify each club's situation.

Training for District and club officers may help in bringing this to the front as there may be a lack of experience and knowledge at all levels.

Action 1: Analysis DCP Progress Per Club (past 3 years)

Action 2: Forecast club status for the year-end

Action 3: Implementation of ABCD Strategy

Action 4: Monthly Top Table with Division Directors (agenda item)

Action 5: Pathways Educational Sessions

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and the Distinguished Club Program and Club Success Plan (Item 1111).) *

One resource we would like to see more effectively applied is that of the District Statistician. With an analysis being completed highlighting flashpoints, regularly can be of benefit as Alun Chisholm has been a past Distinguished District Governor.



Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities? *

To be determined with timelines running parallel

Action 1: District Statistician - 3-year analysis of club's DCP

Action 2: DD & PQD - 1:1 with Div D

Action 3: Trio & District Officers

Action 4: Trio & Division Directors & Top Table

Action 5: PQD & Training Team & District Officers

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked? *

Noted below

Action 1: 30 September 2021

Action 2: 31 October 2021

Action 3: DOT 11 September 2021

Action 4: Ongoing for 12 months

Action 5: 12-week program before 30 December 2021