District 112 Director's – Wendy Wickliffe - Report – October 2022

This report is written for:

- All members and is published on the district website (D112 admin procedure 9.5, 21 days - DEC)
- District Executive Meeting online 5 November 2022

District Success Plan 2022-2023 – was submitted by the 30 September 2022 deadline.

Each year, the district must submit the district success plan to Toastmasters International by 30 September, a requirement of the distinguished district program.

The three Goals set by Toastmasters International are **Club Growth, Membership Payments, Distinguished Clubs,** and 85% of District Officers trained.

The board of directors have amended the recognition program for the 2022-2023 and 2023-2024 program years. For paid clubs, "No net club loss" (previously growth of 1.5%, Membership payment decreased from 1.5% to 1% for distinguished, and the distinguished club number of 40% of clubs remained unchanged.

The goal we have set ourselves for the district is Select Distinguished District. The table below shows the targets for each recognition program level.

District Recognition Program – Goal – Select Distinguished District

Club Growth	Distinguished Clubs	Membership Payments
Paid Clubs	**Distinguished Clubs**	**Payments**
Base: 148	Base: 148	Base: 5,013
To Date: 149	To Date: 0	To Date: 1,786
Goals	**Goals**	**Goals**
Distinguished 148	Distinguished 60	Distinguished 5,064
Select Distinguished 149	Select Distinguished 67	Select Distinguished 5,164
President's Distinguished 153	President's Distinguished 74	President's Distinguished 5,264
Smedley Distinguished 156	Smedley Distinguished 82	Smedley Distinguished 5,415
Select Distinguished – 149	**Select Distinguished – 67**	**Select Distinguished – 5,164**

Current Situation

October renewals are still being processed at the time of writing this report. The situation of paid clubs is concerning.

- 14 clubs have no members registered
- two clubs have less than three members registered
- 21 clubs that have less than nine members registered
- 37 clubs out of 149 (25%) clubs are not in good standing

The goal to be a select district will be challenging based on our current statistics though we have eight months to initiate actions to support clubs to be in good standing.

The strategic plan initiatives include reconnecting with our members, providing value for membership and supporting club officers to run quality club meetings.

Strategies – Reconnect, Retain and Rebuild

The strategic plan is grouped around three themes Reconnect, Retain and Rebuild.

Education Program – Pathways

Feedback from members is that they would like more training on navigating base camp and achieving a level and a path. The actions that will be implemented are: -

- New members pathway workshop – "getting started" – 26th of the month every month
- Pathways educational sessions at division conferences
- D112 website review of the pathways page – refresh to provide resource links to commonly asked questions and more (the webmaster would appreciate your feedback)
- Education awards monthly recognitions for level 1 (new if completed within eight months), triple crowns, level 5, DTM
- Presentation Mastery path – translation to Te Reo

Club Support Programs

- Club Support Team – workshops/webinars, and individualised support as requested by clubs (explanation and overview at club officer training November – first workshop 28 November 2022)
- Area Director club visits valuable moments of truth – complete early by 31 October 2022
- Club Coach Program – workshop – invite to officers and clubs (recruit and support) – lookout for a personalised invite for early December to become part of the district club coach team to help clubs
- Sister Divisions, Areas, Clubs – work together, e.g., contests, membership campaigns etc
- Presidents Newsletter – Bi-Monthly – talking points for club business – first publication November 2022
- Recognition of club anniversaries – monthly draw (drawn by CGD)

Promotion

- Monthly Marketing and communication plan – social media, advertising Google and YouTube program has been drafted, social media promotions to be initiated in October and November, quotes, and costings for other marketing with a focus on the new year (new year resolution)
- Marketing material – visitor booklets, division club details insert cards, social media posts, bookmark or similar (discuss with TI local supply on TI branded items)
- Prospect club enquiries are managed promptly – demonstration, sponsors, and mentors identified (there are at least three to four leads who are considering chartering clubs in February 2023)

"A goal without a plan is only a wish" Antoine de Saint-Exupery.

As a district team, we have our goals, and we have a plan. The district team (top table, chairs, division, and area directors) will plan the actions for the district, update the plan monthly, measure the success and be prepared to amend if strategies are not working. Progress updates will be communicated in the district newsletter and will be agenda items for district officer meetings.

I am inspired by toastmaster founder Ralph Smedley's quote, "the destination determines the direction". Keeping the destination in mind will ensure we stay focused on achieving the district mission "to build new clubs and support all clubs in achieving excellence".

Regards
2022-2023 District Director
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the report was written on 12 October 2022