D112 - District Success Plan - 2024-2025

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 fulfills its responsibilities to its members.
- Providing effective training and leadership-development opportunities for club and District officers.

Team Composition

Name the members of the District's core team:

District Director:	Richard Perkins
Program Quality Director:	Marlene Krone
Club Growth Director	Mark Tweedale
District Public Relations:	Kenneth Gustillo
District Finance Manager:	Warrick Brooks
District Administration Manager:	Toni Sharp
District Parliamentarian:	Neil Stichbury
Immediate Past District Director	James Hippolite
District Webmaster	Mike Diggens
Division K:	Helen Madden
Division L:	Sheryll Dickerson
Division M:	Margot Burton
Division N:	Nathan Saminathan
Division O:	Sandeep Kinge
Division P:	Tracey Bovet
Division Q:	Talia Powell
Division R:	Meegan Herewini

Name the members of the District's extended team:

Club Extension Chair	Aroha Heene
Club Retention Char	Elizabeth Viljoen
Club Quality Chair	Neil Stichbury
District Training Chair	Amy Overington
Contest Consultant	Alun Chisholm

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. D112 Vision – Building Members Together

*What are the District's core values?**

District 112 is committed to aligning with the core values of Toastmasters International. Our service and values will be evident in every action and decision we make. We will also prioritise the provision of quality training and support to assist clubs in achieving excellence.

We will strive to maintain our integrity by consistently honouring our commitments and fulfilling our promises. The vision for the district is all about membership growth, to achieve above 4750 members which may end with D112 as a Select Distinguished District. Distinguished requires 4555 members.

Team Operating Principles

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

Efficient planning and strategic selection of key dates are integral to the success of D112. Dates will be communicated in advance through the D112 website calendar and monthly "reminders" to presidents to ensure everyone is well-informed. We will fulfil our individual responsibilities diligently while fostering a unified and safe working environment. We should actively assist one another with skill and discretion. There is value in learning from past experiences and adding ideas to enhance the work already accomplished by our predecessors. Trust emphasises the importance of team collaboration.

Potential Obstacles

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

The D112 calendar is the event guide and is published before the 2024-2025 year commences. Personal commitments which conflict with calendar dates, are to be provided to the DD well before the event to change the conflicting dates on the calendar, if possible. Distances and travel expenses will be supported by the D112 budget where necessary and within D112 Procedures. Conflict is best dealt with as soon as possible, and a conflict team or district mentor will be created to assist in facilitating a conflict resolution. We also need to allow ourselves to change. Personal conflict can become an issue, which we need to resolve - mediator required?

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.)**

District meetings should ideally be scheduled during weekdays to allocate weekends for personal time. Advanced notice of meeting dates will be given and placed on the D112 calendar. Accurate meeting notes must be documented, reflecting action points, assigned tasks, and deadlines. Meetings are to be recorded in Zoom and, if possible, using AI to assist with the minutes of the meetings. This practice will ensure transparency, provide visibility, and assist officers in fulfilling their respective accountabilities. This has not been tested yet.

Team Interactions and Behavioural Norms

*How will decisions be made?**

Democracy must be perceived as being effectively executed. Any resolutions formulated within the District ought to exclusively serve the interests of its members. The decision-making process shall be undertaken collaboratively, considering and giving due regard to all contributions received. Effective communication may be facilitated through WhatsApp, while Zoom shall be employed for more comprehensive briefings on matters about the district.

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

DD	Richard Perkins	Mobile, WhatsApp, Email
PQD	Marlene Krone	Text, WhatsApp, Email, Phone
CGD	Mark Tweedale	Text, WhatsApp, Email
IPDD	James Hippolite	WhatsApp, Call, Email
PRM	Kenneth Gustillo	Phone, Email
DAM	Toni Sharp	Text, WhatsApp, Email, Phone
FM	Warrick Brooks	Phone, Email

What will the communication parameters be?

Weekly trio meetings, Friday at 12:30 pm for one hour. Strongly avoid further extension and all are in agreement. Dates and times may change depending on Trio's work requirements.

Emails responded to within 24 hours, unless received after 6 pm on Friday, to be responded by 12 pm Monday. It will be monitored.

WhatsApp for general chat, but also for urgent business 24/7. Phone calls for something urgent.

Quote: *Don't be afraid to start again. You're not starting from scratch, you're starting from experience*

*How will the team resolve differences of opinion?**

Approach situations with honesty, respect, and an open mind. Effective resolution requires active listening, where both parties genuinely try to understand each other's perspective. Refrain from personal attacks and focus on the issues at hand. Seeking common ground or compromise can often lead to a mutually agreeable solution. It may be necessary to involve a mediator or seek external advice to find a resolution. No attacking in public view or mass email, but resolved privately, or in person only.

*How will the team support one another?**

We should be open and honest, share our ideas, possibilities, and problems, believe in good intent, keep our environment conducive to open discussions, assist where possible, delegate tasks, and form teams for projects whenever feasible. Let us ensure transparency in communication. We should be able to support everyone with our ideas, confirm that they are within TI Policy, and then modify them together, if needed, to reach a combined and supportive conclusion. This is the one area where we can all help each other with positive support and gain true respect for each other. It takes time.

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

Activities usually vary depending on roles, which determine the person in charge. However, other team members can help and offer assistance, if necessary, all while providing support. Our unified mission statement keeps us focused, and our collective responsibility is to ensure a successful year. Genuine support is fostered through constant and open communication.

We are looking forward to Pathways as the new LMS system enables sight impaired TM's to access their paths. The LMS system also provides access to everyone on tablets and mobile devices. The Trio and PRM will assist promoting the D112 Website and Calendar, with tips on what resources are available.

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

Each member will have assigned tasks and deadlines, responsible for completing them on time. We are all accountable for our own progress which is supported with regular check-ins and reporting of progress in various meetings. We can also encourage responsibility through open communication, shared drive and transparency in our emails. Making a mistake can and probably will happen, and we are each to ensure that we have a reminder to ensure personal responsibility has been taken on board. Let's not feel shy to ask another to remind us of a task, and trio will also help each other to collectively support one another.

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

There is a bulk of trio work which goes unnoticed in the district. Acknowledgment for work done will be in senior member meetings, and publicly too where possible, e.g. thanking the PQD for an excellent COT publicly. DD is responsible for recognising the efforts of the overall combined team. Taking if further, trio will send a thank you note, (possibly PR created note/digital card, etc.) to personally thank the one for their efforts.

GOALS

Goal 1: Membership Payments Growth

Membership payments base	4,509
Distinguished (Membership payments base x 1.01)	4,555
Select Distinguished (Membership payments base x 1.03)	4,645
President's Distinguished (Membership payments base x 1.05)	4,735
Smedley Distinguished (Membership payments base x 1.08)	4,870

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 deadline making it necessary to hurry to meet goals.)**

The district is focused on achieving Select Distinguished status for membership this year. Last year we had 4503 membership payments (123 members short of a target of 4626). Last year there was a negative reaction to the increase in fees, and members were hesitant to renew. A challenge we face is distance as clubs are far away from each other. This is especially true regarding in-person contests.

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.)**

A district-wide PR and marketing strategy is underway this year to achieve membership growth. The Plus-One-Challenge and our "Super Star Challenge" will be rolled out across the district from September. The Super Star challenge to clubs is to achieve 5 DCP goals by 31 December 2024 and 20 members or net growth of 3 members by 30 June 2025. A reward of a Visitor Book will be gifted to clubs who achieve this challenge.

Action 1*

Roll out Plus One Pledge in September 2024

Action 2*

Roll out the Super Star Challenge in September 2024

Action 3

Roll out PR and Marketing masterclasses on 12 October 2024, with a priority aim to upskill club VPPR to market their clubs effectively. Vppr's will be trained on using social media.

Action 4

Run regular training sessions for club contests, judges briefings, contestants briefings. We will also reiterate the Pledge, Super Star and Masterclasses at these meetings.

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.) **

AD, DivD, will be engaged to assist and drive the actions mentioned above. A PRM team has been established to drive/manage the PR and marketing masterclasses. PRM Training teams are ready to deliver training to club and district officers. A contest consultant has been appointed to advise on contest rules, and to facilitate training workshops, which started in August. A call-out to members to lead and support various ongoing projects. The district budget will be finalised and presented at the DEC meeting on 21 September. It will include a budget of approximately $500 for the Super Star Challenge. A similar budget for the PR masterclasses/incentives is available with an incentive gift to those who attend the full day masterclass. Online training sessions have zero cost.

Assignments

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

CGD - for marketing and PR assignments (teams in place to run masterclasses, educate VPPRs on how to market their clubs, PRM for district marketing strategy)

PQD - for Super Star Challenge (promote and monitor)

TRIO - for Plus One Challenge (promote and monitor)

PRM - Marketing, Masterclass

Action 1*

Trio - discuss at weekly trio meetings for updates and any further action needed

Action 2*

Trio – Arrange a date for the release of these projects. Work with PRM and teams to arrange the dates.

Timetable

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

Plus One Challenge - starts September 2024 to June 2025

Super Star Challenge - starts September 2024 to June 2025

PR Masterclasses - starts October 2024 to May 2025

District Marketing Strategy - started August 2024 - ongoing to June 2025

Action 1*

September to June 2025

Action 2*

September to June 2025

Action 3

October to May 2025

Action 4

August to June 2025

Goal 2: Club Growth

Club Base	126
Distinguished	126
Select Distinguished (Club Base + 1)	127
President's Distinguished (Club Base x 1.03)	130
Smedley Distinguished (Club Base x 1.05)	133

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.)**

We have a base of 126 clubs. We added two clubs last year. Seven clubs are not in good standing and CGD and his team area hard at work to bring them into good standing. We are working on motivating all clubs learn the new VPPR skills with the aim of getting guests to clubs. We are short of three Area Directors with two of them in Division R. This makes life difficult for DivD R.

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.)**

Promotion of the PR Masterclasses to encourage and educate the VPPR & Presidents in how to engage with the public to draw more members to their clubs. Use the centennial celebration gift sets as encouragement to attend to masterclasses. Training of Club Coaches is ongoing, and they will play an important role in preventing club losses.

Action 1*

CGD and his Team, including Club Coaches, to meet and discuss. Started in July - an ongoing task.

Action 2*

PRM Team - Gain members with the PR Masterclasses in October 2024

Action 3

CGD Team, Club Coaches, DivD's and AD's to keep an eye on tracking, updating Trio regularly

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.)*

The District has many active DTM's with many years of experience incl. past Trio members. With highly experienced TM's and their own group of helping hands, they have created strong strategies to help build clubs and help clubs achieve excellence. They also assist in bringing clubs into good standing.

The social media and marketing Team, under leadership of the PRM have huge experience in their field, mainly from their work. The complete team of 20 strong members is invaluable. The also have the Division PR buddies, to directly assist with clubs in their Division. We are thankful that the PR Masterclass Team /trainers comprises of several experts in their own communication fields.

Assignments

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

PRM - Training Marketing Team, They roll out the Masterclass training.

AD & DivD - follow up with club VPPR, and club promotions, advise of templates, support with other material, continuous marketing .

CGD and Chairs, to meet and plan a way to help clubs.

DivD - keep track of progress, follow up with non-progress.

Trio - to follow up with the DivD regarding progress - add to tracking in DSP monthly.

Action 1*

PRM Team – Train VPPR on October 2024 roll out the Masterclass training; provide future assistance.

Action 2*

AD's & DivD's: Track club progress of effective use of training, reporting back to PRM, Trio.

Action 3*

Follow up with VPPR's (via the AD's & DivDs) on their progress. Trio can assist, support.

Timetable

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

PR Masterclasses: Attendance recorded. Video of Training recorded, and accessible to D112

Action 1*

PRM - Statistical analysis of the videos that have been viewed

Action 2*

CGD and Team (Club Excellence Chair) to eep records of new membership progress

Action 3*

Trio to receive reports from PRM, CGD Teams and other updates from AD's, DivD's

Goal 3: Distinguished Clubs

Distinguished Clubs	126
Distinguished (Distinguished clubs x 0.4)	51
Select Distinguished (Distinguished clubs x 0.45)	57
President's Distinguished (Distinguished clubs x 0.5)	63
Smedley Distinguished (Distinguished clubs x 0.55)	70

Situation Analysis

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

The district lost 14 clubs in the previous year 23-24, with 35% of clubs distinguished. Our payments were -1.68% but the situation is improving. Members don't know how District officers can achieve success, and will support the possibility of Distinguished District if they knew they could help, and be part of the success. This needs to be communicated to all members, possibly a video call. The PQD will arrange for training of the new LMS on Pathways. November? Depending on roll-out.

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.)**

In the past – 5 Stars challenge worked well, the new Super Star incentivised initiative is excellent.

Communication of district goals was covered at District & Club Officer training. Regular reminders of these goals are an ongoing action of the district. AD's and DivD's will also be reminded of their goals.

Action 1*

PQD Launch of Super Star is in September

Action 2*

Regular communication of district goals via media channels.

Standard agenda item in Division Director & Trio meetings

Action 3*

Trio: Remind AD's and DivD's of their goals, and to share their goals with Clubs.

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).)**

Resources to achieve Distinguished Clubs. District Leadership Handbook, Past training material, Club growth team and related chairs, assistance from PR team, AD's and DivD's following up regarding Club Visits – all of above guided by Trio.

Assignments

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

Trio: To advise DivDs and ADs to reinforce the goals of district leaders and District Mission.

ADs: To advise/inform clubs - educational slots

Support teams to be used where needed, CGD and DivDs to collaborate this action

Action 1*

Trio to advise/remind Division & Area Directors of the goals of the District and the District Mission

Action 2*

Area Directors to advise clubs of upcoming training, workshops & events that are in the District Calendar

Action 3*

PQD to arrange Training on the new Pathways System in November

Timetable

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

Trio Email to District Officers in October, Reminder and reiteration of District goals

DivD's: At Div Contests – A workshop on District Goals for rest of year

Tracking of Growth, DivD's and their AD's, inform Trio and CGD Team. Monthly task, starting October.

Action 1* : DivD's to create a handout - Reminder of the district goals, updated every 30 days

Action 2* : Highlighting of current district calendar events each month

Additional Goals

*Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the District?**

No additional goals: Mindful that Trio can adjust the program as needed during the year.

To comment on what is being discussed:

District may have two weak divisions, and these are being monitored for growth and development this year and could be considered for realignment in the future. Trio will modify our approach as needed, knowing that growing new clubs is the only way to avoid Divisions amalgamating.

Situational Analysis

*What is the current situation in the District? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that Areas and Divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)**

Trio meet weekly and DivD's meet monthly, Discussion included the progress of Clubs. All are aware of the district vision of "achieving membership together." The district is fortunate to have an entire team of DivD's and almost all the AD's in its team. CGD and chairs are working on building new clubs, using the leads system and hearing from TM's in D112. helps build clubs and achieve success in D112.

Strategy (Reminder, we have no additional goals – but have some ideas)

*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 assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.)**

The Five Star Challenge was successful in 2023 and has been incorporated into the Super Star Challenge in 2024. Monitoring the success or otherwise of clubs via the area director club visits was successful in 2023, and the same practice is adopted in 2024. The trio reads each area director club visit report and captures comments in a spreadsheet that is regularly revisited by the trio. The trio discusses or delegates any action.

Action 1*

Trio - regularly monitor the soft performing divisions

Action 2*

Trio - regularly monitor area director visit reports

Action 3

Support members who want to achieve

Resources (Reminder, we have no additional goals – but have some ideas)

*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 include past District directors, Area and Division director, District website, and a nomination committee.)**

The intention is to appoint two toastmasters who become the realignment co-chairs in November 2024. All district directors will be part of the committee, and together they will decide the realignment. Difficult Divisions are division K, Q and R.

Assignments

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

District Director to appoint a realignment chair in November 2024. He/she may appoint an assistant.

Action 1*

District director - appoint a realignment chair at DEC on 21 September 2024

Action 2*

Trio - continue to monitor area director club visit reports

Action 3

Start with the CGD role - build new clubs - this is especially important as new clubs will help build and save the divisions

Timetable

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

All items start immediately. These are...

Monitor low-performing divisions - ongoing from August 2024 to June 2025 (monthly check)

Monitor area director visit reports - ongoing from July to November 2024 and January to May 2025

Progress Check with CGD re New Club Formation Progress.

DD will appoint the realignment committee at DEC on 21 September 2024

Action 1*

Trio - monitor performance of low performing divisions (and their clubs)

Action 2*

Trio - monitor performance of low performing divisions (and their clubs)

Trio - monitor area director club visit reports. This is dependent on 1st round of Area visit Reports

Action 3

Further monitoring (mainly by Div Dir), to see how the clubs are tracking e.g. are clubs close to 5 DCP goals by end Dec. Their progress is closely watched, and I want the Area Directors to be highly focused on this. Check twice per month, follow up if numbers are not moving.

DISTRICT SUCCESS PLAN

At a Glance

Starting Numbers:

Club Base	126
Membership Payments Base	4,509
Number of Division and Area Directors	36

Qualifying Requirements

Submission of District Success Plan by September 30. Submission of Division and Area Director Training Report for 85 percent of Division and Area directors by September 30. **Trained = 93%**

Number of Division and Area Directors x 0.85: **30**

	Membership Payments Growth		**Club Growth**		**Distinguished Clubs**	
Distinguished	Membership Payments Base x 1.01	4,555	Club Base x 1	126	x 0.4	51
Select Distinguished	Membership Payments Base x 1.03	4,645	Club Base x 1	127	x 0.45	57
President's Distinguished	Membership Payments Base x 1.05	4,735	Club Base x 1.03	130	x 0.5	63
Smedley Distinguished	Membership Payments Base x 1.08	4,870	Club Base x 1.05	133	x 0.55	70

Tracking

*Use online reports, available at www.toastmasters.org/DistinguishedPerformanceReports, to keep track of the District's progress toward its goals. Create milestones throughout the year to measure your progress.**

Goals	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Membership Payments Growth	74	76										
Club Growth	1	1										
Distinguished Growth	0	0										
Running Total of new members	74	76										
Clubs > 20	43	43										
Clubs >12	35	43										