

# District Success Plan

## Team Composition

Name the members of the District's core team.\*

Senior District Management Committee (SDMC)

District Director (DD)

Program Quality Director (PQD)

Club Growth Director (CGD)

Public Relations Manager (PRM)

Finance Manager (FM)

Administration Manager (AM)

Immediate Past District Director (IPDD)

Name the members of the District's extended team.\*

District Management Committee (DMC)

District Executive Committee (DEC)

Division Directors (DivDs)

Area Directors (ADs)

Plus:

Staff Officers, including Logistics Manager (LM)

Past District Governors/Directors (PDD/G)

Finance Committee (= SDMT + three additional members, being Past District Directors / Governors/PDD/G)

## 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?\*

In addition to Toastmaster International (TI) core values – Transparency, Effective Communication, Timeliness, Encourage development and growth, Inclusiveness

## **Team Operating Principles**

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

Don't take or make anything personal. Act professionally in accordance with Core Values. Say what you mean, do what you say. Open communication within meetings, discussions must remain confidential. All interactions in line with District's Mission, Goals and Vision. Be supportive. Positive attitude. Do your best.

Treat others with respect

## **Potential Obstacles**

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

Ability to support regional areas, due to distance, climatic conditions.

Personal. Differing individual values. Varying commitment/skills.

Limiting personal circumstances (e.g. financial).

Continuing Impact of COVID 19 in addition to a trend of reduced numbers over the past few years.

## **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.)\*

Meeting timetable is in the District calendar. Clear and timely notice for meetings. Relaxed but sufficient control to facilitate meaningful discussion and good decision making to meet objectives. Trio to meet generally fortnightly in some form. Minimum of four meetings per year for SDMC, DMC, and DEC.

Involve LM (however, does not have voting rights in DMC) and IPDD in DMC meetings. Invite PDD/G and staff officers (do not have voting rights) to attend DEC meetings as allowed under COVID 19 restrictions. Note: Have an objective for each DEC.

## **Team Interactions and Behavioral Norms**

How will decisions be made?\*

General agreement (consensus) where possible from clear, well thought-out options provided or discussed. Key aim to ensure whole team engaged and "on board" with decisions. Agreed decision publicly supported by team.

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

1 – text messages/WhatsApp 2 – email 3 - phone 4 – Virtual (e.g. Zoom, Skype, etc.) 5 - face to face.

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.

Communicate using any method as required. Text/Phone contact to be encouraged in conjunction in email.

How will the team resolve differences of opinion?

Consultative and collaborative approach aiming to achieve consensus. Resolve conflicts professionally not personally.

How will the team support one another?

Open communication, accepting team responsibility, show unity, don't let things fester, confidential, supportive, non-judgmental.

How will the team ensure equitable participation when completing activities?  
Take responsibility. Share and support. Involve DivDs and ADs more and make Divisions more responsible for grass roots activity and more ownership of District goals.

How will team members be held accountable for their responsibilities?  
Early notification of set expectations and follow-up (as required). Work to empower leaders more (at all levels) through additional training. Understand the flow on effect of action or actions by team members. Clear understanding that all officers will be held accountable. Close and regular monitoring by DMC on key tasks.

How will the core team and extended teams be recognized for their efforts?  
Early notification of set expectations and follow-up (as required). Work to empower leaders more (at all levels) through additional training. Understand the flow on effect of action or actions by team members. Clear understanding that all officers will be held accountable. Close and regular monitoring by DMC on key tasks.

## **Membership Payments Growth**

### **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.)\*

Net growth of membership. Continue to build on own D90 identity, geographically vast, mature market, less experience, minimal population in regional areas.

Payments usually arrive close to deadline making it necessary to hurry to meet goals. Clubs holding on to payments. Clubs/Areas/Divisions will have greater stake in District goals.

Special challenges: Extreme climatic conditions (e.g. drought, flood); Retention rate (i.e. membership loss due to high turnover); Continuing COVID-19 impacts.

## 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.)\*

Confident we will achieve 3% for Club and membership payment growth. Aim is to achieve goals 3 years in a row to ensure long term success of D90. Achieve minimum level of Distinguished District. Membership goals: 4980 for Distinguished, 5054 for Select, 5152 Presidents, 5299 Smedley.

### Action 1

Appoint staff officers for Club growth (inc. Club Extension Chair, Speechcraft Chair, Youth Ambassador). Club support officers in each Division. Promote continued adoption of Speechcraft.

### Action 2

Train Club leaders twice per year by TLI, general education and training program (inc how to run a hybrid club), youth leadership program, and quality contests

### Action 3

Promote the values, advantages and benefits of the TI program through use of marketing campaigns both physical and on social media

#### Action 4

Ensure financial resources are available to support all strategies.

#### Action 5

## 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.) \*

Budget will be set to include regional shows/events, targeted advertising, and incentives for Clubs.

Committees within the PQD & CGD teams are working towards their related actions.

## Assignments

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

Budget will be set to include regional shows/events, targeted advertising, and incentives for Clubs.

Committees within the PQD & CGD teams are working towards their related actions.

#### Action 1\*

CGD with assistants.

#### Action 2\*

PQD and assistants.

#### Action 3

CGD, PRM and assistants.

## Action 4

FM and assistants.

## Action 5

# Timetable

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

Actions already underway as noted...

## Action 1\*

CGD. Team is being appointed. Actions will be continuing until 30 June 2022.

## Action 2\*

PQD. CLT twice per year, starting in June and November. General education and training program bi-monthly, including online options for remote Clubs. Conference in May 2022.

## Action 3

PRM. Promoting the brand. Trade, Agricultural shows/events. TI promotional events (Smedley Award,

## Action 4

FM. Start after DSP finalized and budget. Report regularly.

## Action 5

# Club Growth

# 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.)\*

Average 16 members per club. Club base is 146. Added 2 and lost 13 during 2020-2021.

## 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.)\*

We will continue to seek opportunities for new Clubs. We have the commitment of DivDs for individual Division.

To ensure Club retention, we will support Clubs below charter strength via a Club support team in each Division.

(CDiv: 1-2% member growth, maintain current Club number) (EDiv: 5% member growth, Net growth 1 Club) (HDiv: 2-3% member growth, Net growth 2 Clubs) (MDiv: 1-2% member growth, maintain existing Clubs) (NDiv: 10% member growth, Maintain current Club numbers) (ODiv: 2-5% member growth, Maintain current Club numbers) (WDiv: 2-3% member growth, maintain current Club numbers)

### Action 1

Aim to have all Clubs meet the membership requirement to qualify for the DCP and focus on Clubs by enhancing meeting quality.

### Action 2

Conduct annual review and update of the 5 Year Strategic Plan.

Committee Chair to be a current and PDD/DGs and other members as



required (e.g. representing Millennials and other age groups). To be reported to DEC (to be reviewed)

### Action 3

Conduct workshops that focus on promoting Club growth.

### Action 4

Promote Digital Speechcraft in District and build numbers of courses per Division.

### Action 5

Actively promote Club coaches where required

## 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](mailto:infokits@toastmasters.org).)\*

Actively promote Club coaches where required

## Assignments

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

CGD drives each action, appointing officers and teams as required.

### Action 1\*

Club Growth team

### Action 2\*

Strategic plan review committee and DEC

### Action 3

PQD committee including SDT Officer

Action 4

Club Growth team

Action 5

CGD and Club coach team

## Timetable

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

Planning in progress. Will be tracked as per specific results.

Action 1\*

AD training specific to AD visit reports to be conducted in July. Club Coaches to be recruited and training to commence in August 2021.

Action 2\*

Action 3

Action 4

Action 5

## Distinguished Clubs

### 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 process and philosophies of the Distinguished Club Program (DCP) is not generally well understood in the District and should be continually

promoted and explained at all levels.

## 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.)\*

Promote the reasoning behind the DCP. Encourage the completion of the Club Success Plan (CSP) and explain how it relates to individual member goals.

### Action 1\*

Promote the reasoning behind the DCP. Encourage the completion of the Club Success Plan (CSP) and explain how it relates to individual member goals.

### Action 2\*

AD to promote CSP in Area Council meetings. Advise Clubs of incentives.

### Action 3

Continue recognition scheme for Clubs that achieve 10 out of 10 goals and continue to do so – 10/10 for first time achievement, at 10 years, and then every five years thereafter.

### Action 4

Continue Bob Kirchner Administration Award (which is: (1) proxy specified for International Convention (2) 7 exec members trained at both rounds CLT (3) membership dues on time both periods (4) Club officer list lodged on time.

### Action 5

Retention award. Members at 1 July still at Club at 30 June. 70% = Bronze 80% = Silver 90% = Gold. Criteria: Club in good standing at the start and end of a Toastmasters year are eligible.

## 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).)\*

Budget allocated to cover effective delivery of CLT, CLT venues, and purchase of recognition pins/certificates (incl Triple Crowns / Diamond Triple Crown). Most of the work and administration of these actions will be held by the PQD team.

## Assignments

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

As above - activities initiated and monitored by PQD with assistance from the broader District leadership team and staff? officers as required. Triple and diamond triple crown to be forwarded by PQD to DivDs for presentation on a quarterly basis.

Action 1\*

PQD to highlight as action needed at DEC 1.

Action 2\*

PQD to compile annually and present at District Awards Function

Action 3

PQD to compile annually and present at District Awards Function

#### Action 4

PQD to compile annually and present at District Awards Function

#### Action 5

PQD to compile annually and present at District Awards Function

## Timetable

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

Most items already underway under the guidance of the PQD.

#### Action 1\*

Launch at DEC 1. ADs to report at DEC 2

#### Action 2\*

Launch at DEC 1. ADs to report at DEC 2

#### Action 3

Compile and update each month from April 2022. Performance Reports

#### Action 4

At the end of the Toastmaster year

#### Action 5

At the end of the Toastmaster year

## Additional Goals

Commence SDT program with regional roadshows and hybrid options.

## 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.)\*

Limited training is carried out in regional areas. Expanding training to help members in regional areas by providing face to face, online and hybrid sessions.

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

Organize training as below.

Action 1\*

Determine training / trainer and Division/venue

Action 2\*

Advertise and promote (giving a minimum of 6 weeks' notice of an event, where possible)

Action 3

Hold training

Action 4

Review training

Action 5

## 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 past District directors, Area and Division director, the District website, and a nomination committee.)\*

Budget for travel, accommodation, and printing/postage. District website to show dates. Include promotion on District Social Media accounts and any other resources used by District. Mailout to 'all members' or 'members in selected Divisions'.

## Assignments

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

PQD is responsible.

Action 1\*

PQD/TLI/SDTO Chairman. Contact potential trainers/facilitators. LM to make bookings.

Action 2\*

Take pre-registrations.

Action 3

PRM to promote sessions.

Action 4

Review session (feedback forms). Consider for further planned sessions.

Action 5

## Timetable

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

Some commenced then on-going.

Action 1\*

31st July 2021

Action 2\*

6 weeks out from session

Action 3

6 weeks out from session

Action 4

Within 2 weeks of training

Action 5