

# District Success Plan

## Team Composition

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

DD - Henry Yau

PQD - Tim Blackburn

CGD - Vijay Vijayratnam

FM - Juliana Kelly

Admin Manager - Cherie Wallace

PRM - Pasan Ganegama

Parliamentarian - Janette Edwards

IPDD - Kevin Sansome

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

Central DD - Julie Dall

Eastern DD - Kym Godfrey

Inner City DD - Gavin Hyslop

Northern DD - Pascale Amberville Colby

Southern DD - Graham Watson

Western DD - Caroline Devenish-Meares

## 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?\*

Integrity

Respect

Service

Excellence

Trust

Team Collaboration

Empowerment

Innovation and Creativeness

## Team Operating Principles

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

Trust in our team members and fellow Toastmasters.

Understanding the hurdles and challenges faced by clubs, leaders and members

Collaboration with the District Executive Committee, peers in the region and Toastmasters International

Empowerment of emerging leaders to build their leadership abilities

Communication in a timely manner to ensure success of all initiatives

## Potential Obstacles

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

Not enough Area Directors

Clubs not returning to regular meetings because of COVID

Members have lost interest because of COVID

Loss of job, income causing reduction in numbers

Other commitments

Lack of progress

No support from AD, DD.

Exoerperienced Toastmasters not volunteering to coach struggling clubs

## 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.)\*

Fortnightly meeting via zoom and face to face when convenient to request update of tasks

## Team Interactions and Behavioral Norms

How will decisions be made?\*

Collaboratively, individuals taking accountability and learning to adapt to change when needed

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

We will introduce Microsoft Teams this year

Phone calls

Zoom on line meetings

Whatsapp

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.

Trio will have regular fortnight meetings via zoom set

How will the team resolve differences of opinion?

Team discussion and be open to to others ideas

How will the team support one another?

find out what challenges are there and share experiences

understand individual personality and show more empathy

How will the team ensure equitable participation when completing activities?

be open and accountable

How will team members be held accountable for their responsibilities?

Reporting on progress within set timeframes

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

Recognition during COTS, Club meetings, DMM

Personal phone calls

## 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.)\*

At the beginning of the year 2019/2020 the membership stood at 1599. However, at the end of that year the membership dropped to 1310 which is a drop of 19 %. The Covid-19 pandemic hit in Feb-March. This halted membership growth abruptly as meetings were no longer held face to face. Some clubs were pro-active and proceeded to have meetings via zoom whereas others were not particularly embracing virtual meetings. At the March renewal, a significant number of members have dropped off. Some had indicated that they will renew their membership once face to face meetings resume whereas others have not recovered from the lockdown. There has also been an impact on their incomes as many businesses had shut down. Money has become a scarce commodity for some members and non-income generating activities had been relegated to the back burner.

## 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.)\*

An effective strategy will be to reach out to members who have not renewed in the last year. as mentioned earlier, the pandemic has caused many to hold back on renewal. Over the last two months since we had returned to face to face meetings, there is evidence of members returning to the fold. We will need to get clubs to reach out to more of these members. We can also promote Toastmasters as an opportunity to build oneself and prepare for job application and interviews since many would be looking at getting back into the workforce and also to transition to new roles. We are putting in place pop-up events at community events to attract members who may not be in a traditional catchment area. Work with Division Directors and Area Directors to understand the needs and challenges of individual clubs in attracting members.

### Action 1

Reach out to members who have not renewed

### Action 2

Promote Toastmasters as a way to prepare for job interviews

### Action 3

Organise pop-up events

### Action 4

Identify needs and challenges of individual clubs.

### 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.) \*

We will work with the leaders - Division Directors, Area Directors, members working towards their HPL or Pathways Projects. The resources will be the wealth of literature and promotional material available

through Toastmasters International, Posters, banners and flyers. Financial resources have been allocated in the District Budget.

## Assignments

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

District TRIO - Henry Yau, Tim Blackburn and Vijayakumar Vijayaratnam overall responsibility for membership growth

Public Relations manager Pasan Ganegama and Webmaster Michael Piotrowski for marketing and promotions outside of Toastmasters

Division and Area Directors to work with clubs and support club building initiatives.

Action 1\*

District Trio set membership goals

Action 2\*

Work with Public Relations manager to promote Toastmasters through social media, organise social media workshops for clubs and other media like radio and community newspapers

Action 3

Ensure the Webmaster gets up to date information and is keeping the websites updated.

Action 4

Work with Division Directors on setting targets for individual Area Directors and supporting them to achieve these.

Action 5

Follow-up with ADs and Division Directors during DMM and DECM

## Timetable

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

These will all be put in place before the DMM next week 22nd August and cascaded down on the next DECM on 5th Sept.

Action 1\*

District Trio set membership goals - Done

Action 2\*

Work with Public Relations manager to promote Toastmasters - initial conversation done. Next meeting to set the specific dates will be during the next DMM on 22nd Aug

Action 3

Ensure the Webmaster gets up to date information and is keeping the websites updated - ongoing initiative

Action 4

Work with Division Directors on setting targets for individual Area Directors and supporting them to achieve these - 22nd Aug

Action 5

Follow-up with ADs and Division Directors during DMM and DECM - 5th Sept

# 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.)\*

We had 91 Clubs in the Year 2019/2020. However at the beginning of 2020/2021 the number of paid clubs dropped to 82. We lost 2 clubs and formed one new club. 8 clubs are listed as unpaid. The Covid-19 pandemic hit in Feb-March. All clubs stopped meeting altogether for a few weeks. Some clubs were pro-active and proceeded to have meetings via zoom whereas others were not particularly embracing virtual meetings. as of now, some clubs have not met face to face and members do not want to attend online meetings. At the same time, initiatives to build corporate clubs have come to a halt since many companies are still not operating to full capacity and have restrictions on who can attend work premises.

## 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.)\*

The first step is to identify all potential clubs that have been on the cards in the previous year and assess if we can make any progress. We also need to identify new corporate clubs once it is safe to do so. We also work with members who are pursuing their DTM Goals and are interested to form new clubs, especially in those areas where there are no clubs at the moment. We have set a target to sponsor 5 new clubs to achieve Presidents Distinguished status. This will be shared with the Division and Area Directors and have a conversation about forming a new club under each Division.

Talking to individual Div Directors, Area Directors, past leaders and members who have influence in the community to form a club extension committee. A committee will also be formed to hold demo meetings and open houses.

### Action 1

identify all potential clubs that have been on the cards in the previous year

### Action 2

We also need to identify new corporate clubs once it is safe to do so

### Action 3

Share the district goal with the Division and Area Directors and have a conversation about forming a new club under each Division.

### Action 4

Form a club extension committee.

### Action 5

Form a committee to hold demo meetings and open houses.

## 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.)\*

District TRIO to form strategy and support in the processes Club extension committee, Area Directors and Division Directors, Toastmasters promotional materials and literature. Financial resources from the District budget.

## Assignments

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

Pasan as Public relations manger will be responsible for promotions

Michael Piotrowski to ensure social media is updated with details of any promotional event

Club Extension Committee and Demo Meeting committee to organise the meetings and support clubs to attend to guests

Division and Area Directors to promote the events to their clubs and members.

Action 1\*

Pasan as Public relations manger will be responsible for promotions

Action 2\*

Michael Piotrowski to ensure social media is updated with details of any promotional event

Action 3

Club Extension Committee and demo meeting committee to organise the meetings and support clubs to attend to guests

Action 4

Division and Area Directors to promote the events to their clubs and members.

Action 5

## Timetable

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

Club Extension Committee to be formed by 30th Sept 2020

Action 1\*

Club Extension Committee to be formed by 30th Sept 2020

Action 2\*

Demo Meeting committee to be formed by end of Sep 2020

Action 3

Identifying potential club from previous year and follow-up will be done by 31st August 2020

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.)\*

In the Toastmasters Year 2019/2020 only 26 clubs achieved Distinguished Club status. The goal this year is to have 41 clubs achieve Distinguished Club status to meet our goal of becoming Presidents Distinguished District. The two tools we will be relying heavily upon are the Moments of truth and the Club Success Plan. By having conversations with Club, Area and Division leaders around these tools, we believe that we will be able to achieve this goal

## 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.)\*

The strategy will be to use consistent messaging about the club success plan and breaking it down to individual components, then highlighting how each of these contribute to the strength of the club and the success of the members. For example, attending Club Officer training attendance, having 8 new members joining the club. It is not merely a prestigious status but it is path to success.

### Action 1\*

Emphasise the benefits of the Club Success Plan and Moments of Truth to Division Directors

### Action 2\*

Cascade the messaging down to the Area Directors

### Action 3

Area Directors to have conversations with club officers on the importance of these tools

### Action 4

Area Directors to review and follow-up on the progress of the clubs in adherence to the Club Success Plan and that the Moments of truth is presented at least twice in each club.

### Action 5

Recognition for achievements eg Smedley Awards and celebrating achievements of clubs that have achieved the Distinguished Status publicly

## 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).)\*

The people will be the Division Directors, Area Directors, Presidents and VPEs. Club Coaches will also be a valuable resource as this will be part of their individual goals

## Assignments

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

PQD will ensure quality training is provided to Area Directors and Club Officers.

CGD will liaise with Division Directors to set up this process with a view of adding a new club to each Division.

### Action 1\*

PQD to maintain regular contact with TLI Training Group and Leading Lights for clarity

Action 2\*

CGQ to have a process for Division Directors to follow for leads and demonstration meeting

Action 3

Action 4

Action 5

## Timetable

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

PQD will attend meetings with TLI Training Group and Leading Lights regularly to ensure workshops are arranged

Action 1\*

CGQ will set up meeting with Division Directors to outline expectations by end of September if not earlier

Action 2\*

PQD present and map out educational plan to TLI Leading group in August

Action 3

PQD to keep in monthly contact with Leading Lights President and attend meetings

Action 4

Action 5

## Additional Goals

Membership building workshops are planned to educate our members on club quality

Social media workshop is also planned to assist promotion of clubs as well as a Sponsor, Mentor and Club Coach workshop to all aspects of these roles

identifying early on potential future leaders during District events so that we don't have the same issues each year of not having enough district leaders

## 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.)\*

Due to COVID-19 we are struggling to attract new members as well as retaining members.

We have put out a challenge to all members to complete at least 1 path this year

Pathways champion will still be in place for all clubs with the emphasis that all members are on Pathways.

We are striving to be on 100%

District website will have an overhaul to ensure all information are up to date

## 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.*)\*

Conduct more open houses/ demonstration meetings which will boast profile and awareness

Continue to use our 2 core clubs , TLI Training Group and Leading Lights to assist with training of our club officers and development of Area Directors

We can identify early of future leaders

Action 1\*

Keep a look out for members who are showing a keen interest and are passionate of Toastmasters to be future leaders

Action 2\*

Conduct membership building workshop in August

Action 3

Promote TLI training group and Leading Lights as a breeding ground for future leaders

Action 4

Conduct social media training workshop in October

Action 5

Conduct mentoring workshop in November

## 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.)\*

Past District Leaders are always willing to assist when called upon. We have been using a regular training centre which is convenient to all and caters to our needs.

We have budgeted this year for more marketing to promote our brand.

## Assignments

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

PQD will liaise with past leaders to assist with educational workshops

PRM will lead the marketing plans and is suggested that he will have a Team to assist.

Action 1\*

Have a list of available leaders that are ready to assist

Action 2\*

Review strategy of PRM and ensure action items are followed

Action 3

Have AD marketing plan actioned and then conduct regular review to track progress

Action 4

Action 5

## **Timetable**

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

PQD will have list of leaders on a spreadsheet that can be used and cross checked with relevant roles

Action 1\*

Club mentor program actioned

Action 2\*

Develop a central database to maintain a register of identified leaders

Action 3

Action 4

Action 5