



Division E Director Report

07 August, 2021

Division E's goal is to heighten the uptake of Pathways, especially for new members.

In District E (as in many others), retention rates are too low. Low retention rates may follow a lack of goal orientation. In many clubs, members offer speeches that aren't part of a structured Toastmasters' education, leading to a lack of motivation.

In contrast, the step-by-step progression of Pathways enables members to set goals, feel motivated, and gain satisfaction through the completion of levels. This progression should result in a higher retention rate.

Therefore, Division E is focused on the **Pathways Promotion Project**. Currently, the uptake of new members in this Division is 50.3%, and the uptake of general members lies at 83.3%.

Unfortunately, even though members may be enrolled in Pathways, a much lower percentage of members complete Level 1 or higher. This is something the Pathways Promotion Project aims to address.

The **Pathways Promotion Project** reaches across all levels of the Division. The main drivers of the project are the Division Director, the Pathways Ambassador (Peter Stikkelman), the Area Directors, and, at club level, the Pathways Guides. The Pathway Guides help new members choose a Pathway and are also available to help members who are struggling with Pathways.

Division E had one Division Council Meeting on July 18th.

Unfortunately, one Area Director, Kirsten Vaughan, has stepped down because of personal reasons. So, we are looking for a new Area Director for Area E3.

Division E Director 2021-2022

Mary Jaksch