

District Success Plan

Team Composition

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

Kathryn Duncan District Director, Glen Pearce Program Quality Director

Mary Jaksch Club Growth Director, Kath Cherrie Public Relations Manager

Esther Haines Administration Manager, Sheryl Ryan Finance Manager

David O'Brien Immediate Past District Director

David Templeman Parliamentarian

Kayleen Gilder (C), Celina Templeman (D), Erik Roeper (E) Moumita Jaminda (G), & Murray Ingram (J) Division Directors

Area Directors - Div C:

Graeme Hunt, Liz Doubtfire, Gordon Goodall, Glenys Blythe

Area Directors -Div D:

Leonie Wilkinson, Louise Landess, Dillan Skipper, Lisa Coppens

Area Directors - Div E:

Pauline Jarvis, Lovey Ratima -Rapson, Reuben Painter,

Area Directors - Div G:

Inger Deighton, Patrick Sharp, Sian Farr, Kathleen Palmer

Area Directors DivJ:

Thomas Wynne, Laura Bruce, Karen Lynley

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

David Templeman Parliamentarian

Brad Grootelar Webmaster

Marie Fox & Karen Squires District Training Officers

Tim Law & Harry Fox District Technical Officers

Public Relations Team

New member team

Club Coaches team

Realignment Committee

Marketing Team

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?*

The District's core values align strongly with the Toastmasters core values of Integrity, Respect, Service and Excellence.

This is what these values mean to District 72

INTEGRITY

1. Be authentic

Integrity means that our thoughts and emotions are aligned with our actions. It means we own our personal challenges and work towards wholeness and consistency. Being true to ourselves means doing what we do when people are not

looking is the same as doing the right thing when we are in the sight of others.

2. Be trustworthy

Honesty is the touchstone of being trustworthy. When interacting with others, we must temper honesty with caring and compassion. We need to hold ourselves accountable and follow through with what we set ourselves to do—being trustworthy means saying what we mean and meaning what we say.

3. Be a good leader

As good leaders, we need to do the mahi, i.e., we need to do our fair share of the work. We need to lead from the front. It takes courage to do the right thing for the right reasons and at the right time. When the going gets tough, it's essential to ask for help.

RESPECT FOR THE INDIVIDUAL

1. Value others

As a District, we value people equally. We make time for people and have a sense of admiration for what others achieves. Most importantly, we want to lift people up. In our work as leaders, we practice courtesy and kindness.

2. Be aware of others

Awareness is a cornerstone of leadership. We need to appreciate each other's uniqueness. This means being considerate and responding rather than reacting when differences need to be overcome. We also need to be aware that all Toastmasters are volunteers and have their own lives. Awareness also means that we respect others' needs for communication. Part of our challenge is to allow others to grow; sometimes that might mean keeping to our own swimming lane.

3. Accept others

In our District, acceptance is essential to us. This means that we focus on inclusion and diversity, embrace differences, are open to others' ideas, and treat people the way we expect them to treat us. As leaders and members, we need to accept our own strengths and weaknesses as well as respect the strengths and weaknesses of others. In our communication with others, we aspire not to say anything we wouldn't like others to say to us. Although we abide by democratic principles, we respect that there is also a hierarchy within our organisation.

SERVICE TO MEMBERS

1. Support members

Our role as leaders is to serve the community. This means enabling others to shine. We need to focus on listening to others and to help them to achieve their potential.

2. Take Action

Service to others means action. There are many ways we can act to serve. We need to be bold, take the initiative, and bring our skills to the community. Being resourceful, we can add value. We also need to develop our potential so that we can enable others. Networking, mentoring, and coaching are all ways of serving.

3. Commit to values

The ground upon which we stand must be the Toastmasters' core values. Our commitment has to include being there for members and collaborating with others. This means doing what we say and saying what we do. Most importantly, it means finishing what we start.

DEDICATION TO EXCELLENCE

1. Focus on development

We want to encourage members and leaders to step out of their comfort zone, so we are continually growing and learning.

In this way, we'll experience continuous improvement with relentless forward motion. The critical factor is to challenge ourselves as leaders and help others improve. Challenging ourselves means exceeding our standards and doing more than expected.

2. Create WOW experience

As a District, we want to create WOW experiences for our members. This means putting our best foot forward and creating brilliant projects of high quality. We want to train our leaders and members to enjoy the limelight and always check whether they are the best they can be.

3. Hold high standards

It's essential to understand what is expected of leaders and members. We also have to respect other people's

standards. The way to lift standards happens through effective feedback. High standards do not mean that we try to be perfect but that we do our best and hold to good preparation for all our projects.

Team Operating Principles

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

District 72 upholds the following operating principles:

TRUST

Trust is essential in a team. We commit to a safe environment where members of the Trio can speak freely and raise confidential matters trusting that all team members will preserve confidentiality.

ALIGNMENT

All district goals need to be well aligned. The Trio and the Senior District leadership must be in sync regarding goals. Clear and timely communication will keep the Trio and the Senior District leaders aligned.

COMMITMENT

The Trio commits to regular, fortnightly meetings and regular meetings with the Senior District Leadership Team.

ACCOUNTABILITY

Everyone in the Trio and the Senior Leadership Team is accountable for their actions. This means that they can also be challenged by others and need to be willing to respond accordingly.

CONFLICT RESOLUTION

The Trio commits to reaching decisions by consensus. When there are conflicts between leaders or District officers, it is the responsibility of the Trio to either engage directly or appoint others to facilitate conflict resolution.

ACHIEVING RESULTS

All Senior District Team members need to focus on achieving results. This means leading District 72 in a way that it can become a Distinguished District. As members of the Trio, we welcome creativity and value people's skills.

SHARE THE WORK

Each member has a different skill set. Although we must share the workload, we must also be strategic. A particular task may be easier for one person, so it's a good strategy to farm out tasks amongst the team according to skills.

PATHWAYS

The leadership team encourages all district leadership team to ensure that all public efforts are counted as Pathways projects

Potential Obstacles

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

When strategizing, the District leaders needs to consider the following obstacles:

GEOGRAPHICAL CHALLENGES

District 72 is far-flung and covers a length of over 900 km. When considering in-person meetings, leaders need to weigh the high cost of flights as most locations necessitate flying in for most of the leaders and members. As a result, regular meetings need to be online so that all can access them. A hybrid option for larger meetings will allow leaders and members to join - even when physical proximity is impossible.

PERSONAL COMMITMENTS

Each person in leadership will have personal commitments that need to be honored. Work - and family commitments are important and must be recognized and accommodated. At times, this may mean that other leaders must step up and pick up the work of leaders who cannot function fully. For example, illness, family problems, local catastrophes, and so on may cause leaders to falter in their duties. Compassion and support are crucial at these times.

A LOW SENSE OF BELONGING.

District leadership needs to be rewarding. A key reward is a sense of belonging. A leader's sense of belonging will suffer if they feel isolated or ostracized. Thus, we need to focus on seeing everything we do as a team effort, bringing us closer together.

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.)*

Trio will meet two weekly online to review and discuss matters arising

Top table will meet every two monthly and senior officers will also meet two monthly (on alternate months)

Team Interactions and Behavioral Norms

How will decisions be made?*

Good communication is a key to the productivity of the District Leadership Team. As leaders, our responsibility is to boost motivation and morale by encouraging team members and validating achievement. We commit to supporting those leaders facing challenges and are committed to improving our leadership skills.

Making decisions, we aim to reach consensus as this is a creative and dynamic way to reach agreements.

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

The preference for the District 72 Trio is to communicate firstly by Whatsapp. If it's necessary to copy in other leaders, emails is the next preferred method of communication. Emails will be flagged with short notices in Whatsapp

If there is are urgent communications (for example during contests) text or phone messages are used. To keep in touch, the Trio holds fortnightly meetings on Zoom.

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.

The two weekly trio meetings are set up as recurring meetings

Phone - respecting each others lives, ensuring acceptable time/s to contact each other

How will the team resolve differences of opinion?

When differences of opinion occur, the first option is to discuss the matter to find a way forward that is acceptable to all.

In effect, a consensus decision is the preferred way forward. However, if it's not possible to find common ground, the District Director has the final decision

How will the team support one another?

There may be times when there may be challenges either in the role or in a leader's private life. The leaders' fortnightly meeting is a time to speak in confidence and to bring out challenges. If a member feels overloaded, the other Trio members will be willing to take on some of that person's role for a while. If a leader has challenges in their private life, the other team members keep contact and offer to help.

How will the team ensure equitable participation when completing activities?

To find what is equitable participation the team keeps in mind the skills that each member bring to the table. For example, there may be proficient writers in the team or members who are used to working with budgets or spreadsheets, etc. Equitable participation means that the member who can most easily complete a task should be leading a particular project where their skill can be used.

How will team members be held accountable for their responsibilities?

The leadership team will hold quarterly review meetings where Key Performance Indicators are discussed in order to hold leaders accountable.

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

Recognition is important and members of the core team and extended teams will be recognised at the District Conference.

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.)*

In 2021/2022 we lost 586 members. That is 14.4% of the total membership. There were two special challenges: The first one is that Covid 19 was rampant in New Zealand and the second one is that members are still not fully onboard with the digital presentation of Toastmasters, both in online meetings and as the online learning environment of Pathways.

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.)*

Strategies include the following: A focus on hybrid meetings, boosting Pathways uptake, and ensuring that clubs celebrate educational awards.

Action 1

Both COT & DOT to reflect our goals to take the District from surviving to thriving

Action 2

Grass root marketing - providing templates for all clubs to access

Action 3

Running online workshops on relevant topics

Action 4

Showing members where the resources are rather than providing the resources (teach a person to fish...)

Action 5

Suggesting clubs run in person workshops and opening these to the area/division

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.)*

Our budget is not huge this year and with the extra costs associated with the potential of hybrid contests, we need to be thinking smarter than we have in the past, ie combining Area contests, bringing a plate of food to share

Assignments

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

Marketing Team

New Members Team

Public Relations Team

District Conference Team

Training Team

Action 1*

The Marketing Team is focussed on grassroots marketing, i.e., teaching clubs how to market on Social Media.

Action 2*

The Public Relations Team produces a District Newsletter each month.

Action 3

The New Members Team sends out a 'welcome' email every three months and runs two online meetings per year.

Action 4

The District Conference team sets out the plan for the upcoming conference

Action 5

The Training Team runs the Club Officer Training and the District Leader Training.

Timetable

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

Monthly newsletter begins in July 2022

The marketing team sends templates to TI for accreditation in August

The New Members Team sends out the first 'welcome' email in October

Training Team runs COT online training

Action 1*

Send out Social Media templates to TI for acceptance - August 15th

Action 2*

Create the District Newsletter on July 20, August 20, September 20, etc.

Action 3

Marketing Team creates Social Media images with text by October 30.

Action 4

The Training COT online trainings in August /November

Action 5

The District Conference Team finalizes the venue by end of October.

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.)*

Our aim is to take our clubs and district from surviving to thriving. A particular challenge of District 72 is the wide geographical stretch of 1,000 KM (600 miles). Often, clubs are too far apart for Area Directors and Division Directors to visit them in person. As many clubs are in rural or semi-rural areas, many members resist online work or online/hybrid meetings. One challenge is the digital transformation of Toastmasters. Though there was some upheaval of life through Covid 19, it has allowed the district to incorporate more software in our toastmasters clubs & meetings.

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 most important strategy at this time is to future-proof clubs by helping them to run hybrid meetings. In the case of a new viral outbreak, hybrid meetings can easily be turned into online meetings. Scheduling online workshops on how

to create hybrid meetings are important. Existing programs, like Pathways need a strong focus as not all clubs are supporting Pathways.

Action 1

Hold online workshop 1 on hybrid meetings 1 in August

Action 2

Hold online workshop 2 on hybrid meetings in February

Action 3

Publish Pathways onboarding video on District website in September

Action 4

District leaders are encouraged to focus on their own Pathway goals

Action 5

Celebrate clubs that have a high Pathways uptake for new members.

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 72 has a full complement of Division Directors and most of the Area Directors. In addition, we have different District teams. Quite a few members of the District are working toward DTM (including the members of the Trio). Area and Division Directors are motivated and working toward ensuring that Clubs, Areas, and Divisions reach distinguished status. We also have team leaders who assist the core leadership

Assignments

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

One of the Tech officers will hold a workshops on how to hold hybrid meetings in August and February. The CGD together with the Webmaster will publish the first onboarding videos. Division Directors will encourage VP Eds to pursue their own Pathway success strongly. The Division Director will celebrate clubs with high Pathways uptake in December and in April.

Action 1*

The Training team holds workshop 1 on Hybrid Meetings

Action 2*

The Training team holds workshop 2 on Hybrid Meetings

Action 3

The CGD together with the Webmaster will publish Pathways onboarding video no. 1 in September

Action 4

The Division Directors will contact their VPEs to encourage forging ahead with their own Pathways by November

Action 5

The Division Director will celebrate clubs with high Pathways uptake

Timetable

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

The core team will run quarterly review meetings where progress is checked and leaders are held responsible.

Action 1*

The Training Team holds workshop 1 on Hybrid Meetings by 30 September

Action 2*

The Training Team holds workshop 2 on Hybrid Meetings by February 27

Action 3

The CGD with the Webmaster will publish Pathways onboarding video no 1 on the District website by 28 September

Action 4

The CQD encourages all District leaders to focus on their Pathways success by November 30

Action 5

The Division Director will celebrate clubs with high Pathways uptake by December 18

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.)*

Of all the clubs in District 72, only 17 (15.3%) were able to show distinguished status. In most clubs, membership has dropped considerably and so some goals were unable to be met. At the close of the year 2020/21, the average membership in clubs had dropped from 16 in the first half of the year down 14 at end of June. The number of clubs with 12 or less members was 52 % and 7 clubs not in good standing with less than 8 members. The number of education awards achieved was down and understanding why this was the case will help in the future.

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 most important focus is on stopping the membership drain. The recent change in membership qualifying requirement for the Distinguished Club Program is going to be very helpful. Clubs which are smaller can still achieve a net growth of at least 3 new, dual, or reinstating members. This should make a real difference!

The goal is to have 100% of new members on Pathways Education Program and promote members incorporating a project in everything they do at Toastmasters and beyond. Communicating changes to Pathways as spoken about at TI Convention through Area/ Division Directors and various communication channels in the district.

Action 1*

Ensure that all Club officers know about the changes to the Distinguished Club Program

Action 2*

Encourage clubs to complete the Club Success Plan

Action 3

Create Social Media image templates for clubs to use

Action 4

Make February a "Bring a Friend" month

Action 5

Give special recognition to distinguished 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).)*

Leaders at all levels in the District will have to pull together to get more distinguished clubs. Of special importance is the dissemination of information. For example, all club officers need to know about the changes to the Distinguished Club Program and should be encouraged to complete the Club Success Plan. Clubs will need to market their clubs successfully. On a District level, designation a "Bring a Friend" month may stimulate clubs to get new members. Finally, the clubs that manage to get to a 'distinguished' status need to be recognized and celebrated.

Assignments

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

Area Directors need to inform their clubs of the changes to the Distinguished Club Program. They also need to encourage clubs to complete the Club Success Plan. The Marketing Team needs to liaise with VP PRs to be informed about using social media to gain new members. The District VPR team can focus on the "Bring a Friend" month and solicit engaging articles from leaders and members. The District Director can mention and celebrate the distinguished clubs publicly.

Action 1*

Inform club officers of the changes to the Distinguished Club Program

Action 2*

Encourage clubs to complete the Club Success Plan.

Action 3

Create marketing templates for VP PRs.

Action 4

Designate a "Bring a Friend" month

Action 5

Celebrate distinguished clubs.

Timetable

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

Each action needs to happen at particular times in the year to be effective. The core team and District Officers will review the action plan below at the end of each quarter to ensure that the plan is being actioned in a timely manner.

Action 1*

Area Directors inform club officers of the changes to the Distinguished Club Program by 15 October 2022

Action 2*

Area Directors encourage clubs to complete the Club Success Plan by 15 October 2022

Action 3

The Marketing Team completes templates for VP PRs by 30 October 2022

Action 4

The District PR team creates material for the "Bring a Friend" month by February 1, 2023

Action 5

The District Director publicly commends distinguished clubs by May 20, 2023

Additional Goals

An important focus of the District Leadership Trio is a focus on succession planning. Potential Area - and Division Directors need to be identified by December 2022. the same holds true for for the positions of Club Growth Director, Club Quality Director, and District Director.

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.)*

The number of clubs and members in District 72 has declined in the last three years. In 19/20, the growth decreased by 10.06%; in 20/21, the membership dropped by 11.6%. The most significant decrease, however, was in the year 21/22, with a drop of 14.42%. There are two leading causes for this decline. The first one is the digital transformation of Toastmasters' educational program with Pathways, and the other is the upheaval of life through Covid 19, which started in March 2020 and continued through 2021/2022.

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.*)*

The realignment committee is focussed on a more beneficial alignment of areas. A key focus is also on upskilling clubs to run hybrid meetings. This will help to future-proof clubs in the face of more waves of Covid. A further strategy is to create educational videos to onboard new members in pathways.

Action 1*

The realignment committee is formed by October.

Action 2*

The Training Team runs an online workshop on running hybrid meetings in August and November

Action 3

The Marketing Team creates videos for onboarding new members to Pathways

Action 4

The Nominations Committee comes up with a list of possible contenders for District leadership positions by end of December 2022

Action 5

The Area Directors encourage clubs to run contests.

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.)*

District 72 has a full complement of Division Directors and most of the Area Directors. In addition, we have different District teams. The District 72 rent out meeting spaces for District events. Because of lower levels of membership, this year's budget is tight. Quite a few members of the District are working toward DTM (including the members of the Trio). Area and Division Directors are motivated and working toward ensuring that Clubs, Areas, and Divisions reach distinguished status. The Club Coaches Team is working to support struggling clubs.

Assignments

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

The leaders of the teams are as follows:

Marketing Team: Lachlan McNeill

PR Team: Kath Cherry

New Members Team: Rachel Evans

Club Coaching Team: Mary

Training Team: Marie Fox, Karen Squires

Action 1*

The leader of the Club Coaching Team will determine which clubs need and want a Club Coach by end of October 2022.

Action 2*

After TI approves the templates the Marketing Team provided, designers will be tasked with providing designs for Social Media marketing.

Action 3

The Webmaster will include onboarding Pathways videos on the District website.

Action 4

The New Members Team leader will analyze membership data each month to find new members in the District.

Action 5

The leader of the PR team will experiment with creating an online newsletter which includes videos.

Timetable

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

KPIs will be set to enable a clear timeline of success. The actions described above should be completed as follows.

Action 1*

Club Coaching Team reports by 30 October 2022

Action 2*

Marketing Team engages designer by September 30

Action 3

Webmaster publishes onboarding video no.1 by September 30th, video no. 2 by November 25th, video no.3 by February 15, 2023.

Action 4

New Members Team analyzes membership stats at the beginning of each month and sends results to CGD

Action 5

PR Team leader will solicit text and videos from District Leaders each month.

