



# Division E Director Report

February 2023

**Report Period: Nov-Jan, 2023**

The Pathways Strategy as outlined in my first report provides a roadmap that continues to provide the direction and support needed to drive membership consolidation and growth in Division E. For this reason, the **Pathways Strategy** and **Club Consolidation and Growth Alignment** plan remain a working document – the tenets of which continue unchanged at the time of this report's completion.

## Division E Goals

### (1) **Pathways Strategy**

Toastmasters offers a structured training program for personal development – Pathways. This is our **engine** – our own platform to **empower our members** to become better speakers, and better leaders. We have had the challenges and push-backs – now is the time to drive a plan forward with Pathways central to how we deliver Toastmasters Strategy.

#### **How do we do this?**

**Stage 1:** Ensure the Area Directors – those with direct access and connection to multiple clubs have confidence in Pathways themselves and can demonstrate how to use it effectively - and can link its connection to having an effective Club Success Program/DCP for Club Executives.

**Stage 2:** Ensuring Club Executives, primarily the Club President and VP Education, understand how Pathways underpins member *and* membership development. Area Directors to foster **100% member engagement** with Pathways, by setting a culture in clubs where there is an expectation that new members have a chosen Path **within two weeks** of their membership being confirmed.

**Stage 3:** Individual Club Executives are supported by Area Directors and Division Director to monitor performance of clubs with a monthly review of Pathways engagement is reviewed and gaps identified. These would first be communicated from Division Director to Area Directors, who then cascade the results and any actions to their respective Area Clubs.

### (2) **Club Consolidation and Growth Alignment** - Membership/Club Executive teams/processes:

Division E has a majority of clubs that have lost members over the last couple of years – experienced members in particular have left through the triple whammy of Covid, Pathways integration and the general slide in support for voluntary clubs and organisations. A focus on consolidating membership in clubs will set the platform for future growth, and come in four interconnected stages:

#### **Four Stages**

**Stage 1:** Retaining existing membership with a **working Mentor Program** – A focus on retention by engaging new members with a mentor within the club within the first two weeks of joining. Having a working mentor program bridges the gap for new members, and will help set expectations, guidance on roles and immediate 'go to' support. This will be driven by the Club Executive.

**Stage 2:** **Building strong Club Executives that have fun** – Area Directors to liaise with each Club Executive in a fun and positive way, ensuring role expectations, and linkages with Pathways are clearly understood. **Quarterly Area Council Meetings** will provide a regular, recurring, platform to explore these understandings and connections. In addition, COT and DCP training opportunities will guide Club Executives towards understanding and achieving and of course the six-monthly reporting cycles provide further strengthening and support for Club Executives.

**Stage 3:** Processes: Ensuring clubs hold **regular educationals that centre around the Toastmasters Moments of Truth** will give clubs the opportunity to self-assess performance in the key aspects that lead to Club Success. Support with meeting processes and collective decision-making will be driven firstly by Club Executives, with the backing of Area Directors and Division Director.

**Stage 4:** Engagement/New member drive – Encourage clubs to build new membership through scheduling events such as club open days, ensuring their online presence is up to date, and is engaging, with a clear call to action (Contact – name, number and ideally a photo) visible. Having fun by just trying new things out in the online space, and **fundamentally having a desire to communicate the benefits of Toastmasters - in any situation.**

• **Have these Goals been met?**

1. Regarding Pathways Strategy: My Area Director team is committed to the successful uptake of Pathways as the basis of membership development in Toastmasters. During the Division Council Meetings the Pathways strategy is reviewed and I have been energised by the teams’ commitment to the Pathways programme.
2. Resignation: Unfortunately the Area Director for E1, Catrin Jacksties, has tendered her resignation from the role at the start of 2023. This was initially advised to the Trio for District 72 on the 7<sup>th</sup> January, 2023. The reasons for the resignation relate to further work opportunities in tourism both in New Zealand and abroad. Catrin will continue in her current role as Club President for Nelson Toastmasters for the coming months. I am grateful to Catrin for her energy, support and commitment to the role and the Area – she will be missed.
3. Role-extension: In Catrin’s absence I will be extending my role to include the Area Director requirements for Area E1 as I expect filling the role for the remaining months will be unlikely.
4. Club Consolidation and Growth Alignment: The focus this last quarter has been very much one of membership consolidation.
  - a. All clubs in Division E continue to be severely challenged with securing new members while also enabling existing members to run fun and dynamic meetings with small numbers. A focus on sharing membership growth successes will help.

**Club Membership at a Glance**

12 or Fewer	13-15	16-19	20+
9	3	1	4

