



Division E Director Report

25th April, 2022

Report Period: February 2023 – April 2023

- Set out your goals, explaining how they support the District aim of ‘empowering members to be better speakers and better leaders through creating opportunities and striving for excellence’.

The Pathways Strategy as outlined in my first report provides a roadmap that I expect, will help provide the direction and support needed to drive growth in Division E. For this reason, the **Pathways Strategy** and **Club Consolidation and Growth Alignment** plan are 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: Our Area Directors are key 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.
 - a. That said, at the time of writing the report, out of 225 members across Division E, there remain 32 members (14%) who have yet to be enrolled in Pathways. This **has** to be a focus for the coming months, given this is the Toastmasters strategy that underpins member development.
2. Club Consolidation and Growth Alignment: The focus this last quarter has been very much one of membership consolidation.
 - a. The majority of clubs in Division E continue to be challenged with securing new members. A focus on sharing membership growth successes will continue to help
 - b. It is with sadness that Northside Toastmasters Club (Area E3) closed due to lack of membership.
 - c. I am thrilled to advise however, that Area E1 has grown by 29% over the past six months!

Club Membership at a Glance

12 or Fewer	13-15	16-19	20+
9	2	2	3

