

## Goal 3: 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.)

District 91 performs well on Distinguished Clubs. Currently number 6 in the world with 75% of clubs distinguished. The goal for 2017-2018 is to achieve 80% of clubs distinguished (approx target of 123 club Distinguished and with a stretch target of 125 Distinguished clubs).

Performance would be even better if:

- Membership retention was higher
- Corporates engaged with DCP more consistently, especially with COT
- All clubs focused more on members' progress through educational program

A new challenge expected later in the year is the roll out 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 training all area and division directors on the Distinguished Club Program.)

Encourage and enable greater team working - Division and Area Directors; Clubs within Areas; Club Committees; Corporates networks.

Action 1 Promote consistent Division Council and Area Council meetings as a means of sharing best practice, providing ongoing support and monitoring progress. Use social media, D91 website, and other media through D91 PR Manager.

Action 2 Encourage Club Officer Training to focus on scenarios (based on moments of Truth) that engage the whole Club Officer team to deliver solutions. Outcomes used to inform the Club Success Plans.

Action 3 Consider COT & TLI events for groups of Corporate clubs that include a focus on organisational benefits.

Action 4 Prepare for a successful roll out of Pathways.

### 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 directors and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

People:

- Training Coordinator - TBC
- Trainers Bureau - TBC
- Conference Chair - TBC
- Chief Pathways Guide - TBC
- Pathways Guides - TBC
- Division and Area Directors
- Club Officers

Other:

- Toastmasters Leadership Institute events
- DOT and DEC meetings
- Training Club Leaders Manual
- Recognition awards - TBC
- Base Camp

### Assignments

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

PQD, working with DLT, has overall responsibility. Support for specific actions as follows:

Action 1 Training Coordinator; Division and Area Directors.

Action 2 Area Directors; Club Presidents.

Action 3 Training Coordinator; Division and Area Directors.

Action 4 Chief Pathways Guide; Chief Ambassador; Area Ambassadors; Pathways Guides; Club VP Education.

### Timetable

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

First DOT in June will be the starting point, where actions will be presented and commitment of Division and Area Directors sought.

Action 1 Division and Area Director groups to agree Council meeting dates, at least twice, to coincide with feedback to DEC in September and February. Regular calls with Division Directors to monitor progress.

Action 2 | Area Directors briefed at DOT in June, with COT events completed by 30th September for round 1. Review progress at COT events in January.

Action 3 | Discuss at DOT in June and events to be held during COT periods in June to August and December to February.

Action 4 | Information updates by Area Ambassadors is ongoing. Predicted roll out date is March 2018. Appointment of Pathways Guides is therefore looking like December 2017 to January 2018 to commence club support from January/February 2018.