

SITUATION ANALYSIS

The purpose of this section is to assess where your club is right now so you can better plan where you want to go. You may find the “Model Club Checklist” in the Appendix helpful for performing this analysis.

What makes this club attractive to potential members? What are some of its unique features?

What are the club's strong points (i.e. what does it do well)?

What could the club do better?

EDUCATION PROGRAM (DCP GOALS 1 – 6)

Clubs earn one credit toward the Distinguished Club Program for each of the following sets of member educational accomplishments. Note, however, that each member may only contribute one type of award (e.g. “Level 1”) to the club per year. This is to encourage all club members to progress through the education program.

1. Four “Level 1” awards achieved.
2. Two “Level 2” awards achieved.
3. Two more “Level 2” awards achieved.
4. Two “Level 3” awards achieved.
5. One “Level 4”, “Level 5”, or DTM award achieved.
6. One more “Level 4”, “Level 5”, or DTM award achieved.

CURRENT STATUS

List the number of club members currently working on projects in each level of Pathways (you can obtain this data using some of the Base Camp Manager tools). This information will allow you to estimate the number of education goals your club can expect to achieve in the next year.

Level	# Members	Second Path (Y/N)?
1		
2		
3		
4		
5		

ACTION PLAN FOR NEW MEMBERS

How will you introduce new members to Pathways and ensure they make progress toward their “Level 1” and “Level 2” awards? Who will be responsible for this?

ACTION PLAN FOR EXPERIENCED MEMBERS

How will you ensure that experienced members understand the education program and are making progress toward their next award? Who will be responsible for tracking this?

ACTION PLAN FOR ADVANCED MEMBERS

How will you identify members who might be interested in pursuing their DTM? Who will make help them understand the 'requirements of the award and develop a plan for achieving it?

MEMBERSHIP GROWTH (DCP GOALS 7 AND 8)

STARTING POINT

To be considered for recognition, you club must have at least 20 members - or a **net** growth of at least five new members - as of June 30. It will receive credit for goal 7 when it gains 4 new members, and for goal 8 when it gains another 4 new members.

What is your club's **membership** base? _____

CURRENT STATUS

What is your club's current membership status? Is membership increasing, decreasing, or holding steady? What internal and external factors are driving these trends?

SHORT-TERM ACTION PLAN

What actions will your club take in the next two months to attract new members? What are your goals for these actions? Who will be responsible for completing them?

LONG-TERM ACTION PLAN

What new policies and/or procedures will you put in place to drive future recruitment efforts? Who will be responsible for managing them?

TRAINING AND ADMINISTRATION (DCP GOALS 9 AND 10)

Clubs earn credit for goal 9 when at least four officers attend the officer training that takes place between June 1st and August 31st and the training that takes place between November 1st and February 28th/29th. How will you ensure that this requirement is met?

Clubs earn credit for goal 10 when they a) submit dues payments for at least eight members by the October 1st and April 1st deadlines, and b) submit a club officer list by July 1st (or January 1st for selected clubs). How will your club ensure that these requirements are met?

STATUS REVIEWS

It is highly recommended that clubs review the status of their success plan at least once a quarter. In the table below, enter tentative dates for these reviews.

	Target Date
Three-month review	
Six-month review	
Nine-month review	
Year-end review	

SIGNATURES

President

Date

Vice President Education

Date

Vice President Membership

Date

Vice President Public Relations

Date

Secretary

Date

Treasurer

Date

Sergeant at Arms

Date

Immediate Past President

Date

APPENDIX

Model Club Checklist

(Taken from “The Successful Club Series – Creating the Best Club Environment”)

Are club meetings

- ☐ well organized?
- ☐ productive?
- ☐ run on time?
- ☐ focused on member' education goals?
- ☐ planned to include exciting themes and thought-provoking Table Topics™ sessions?

Do members receive

- ☐ effective, supportive evaluations based on project objectives and their individual learning needs?
- ☐ reminders of upcoming meeting assignments at least a week in advance?
- ☐ a current club newsletter?

Are guests

- ☐ welcomed?
- ☐ informed about the meeting, the club, and Toastmasters?
- ☐ asked to return or join?
- ☐ asked for comments?

Do club officers

- ☐ attend district-sponsored training twice per year?
- ☐ understand their roles and fulfill their responsibilities?
- ☐ submit membership applications promptly?
- ☐ submit dues renewals to World Headquarters on time?
- ☐ meet at least monthly?
- ☐ discuss the club's progress in the Distinguished Club Program at executive committee meetings?

Does the club

- ☐ use the Distinguished Club Program for planning and recognition?
- ☐ present its Distinguished Club Program plan to members?
- ☐ immediately submit education award applications to World Headquarters?
- ☐ quickly recognize member achievement?
- ☐ display Member Achievement Charts at every meeting?
- ☐ provide printed meeting agendas?
- ☐ explain meeting participants' responsibilities?
- ☐ orient new members and focus on what they would like to achieve through Toastmasters?
- ☐ immediately assign mentors to new members?
- ☐ vote in and formally induct new members (this includes presenting the new member with a pin and New Member Kit)?
- ☐ conduct ongoing membership-building programs?
- ☐ keep the officer list up-to-date with World Headquarters?
- ☐ have an organized meeting space?
- ☐ arrange seats, display the club banner, set up the lectern, and prepare name cards for club members and guests before each meeting begins?
- ☐ display the guestbook prominently, ready to sign at the beginning of every meeting?
- ☐ follow club protocol and teach this protocol to new members?