



Founder's District DIVISION D

DEC REPORT February 29, 2012

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Division D Governor, 2011-12

EDUCATIONAL AWARDS

We are close to meeting Competent and Advanced Communicator Award goals in each of the 5 Areas based on the most recently updated reports at TI: 34 CCs (81% of goal), 18 ACs (163% of goal), 13 CLs, 7 ALs, and 2 DTMs. **Above and Beyond:** Eleven (11) members achieved two or more educational awards; four (4) received three or more educational awards. Two of the top 10 clubs in the District for awards/base membership are in the Division: D-2: **Anaheim Breakfast #3826** (12/23) and D-3: **Bre'ahs #3607** (5/11).

Challenges: Matching members in need of AL requirements to opportunities in the Division/District

MEMBERSHIP

We have 520 members based on the most recently updated reports at TI. This represents an increase of 20 members over the base of 500 members or a **4% increase**. Four-hundred and two (402) were renewing and 120 were new members. Several clubs that are not charter strength in the Division are planning Open Houses. *Challenges: Only 11 clubs are charter strength (44%). 5 clubs in the Division need coaches but have not applied for coaches yet. Some company clubs experienced instability in membership.*

PROSPECTIVE CLUBS, LEADS, AND OUTREACH

We are monitoring new club leads and prospective club progress towards chartering before the end of the year and have successfully matched sponsors to all club leads provided to the Division. The Division plans to develop new leads in March through a targeted marketing campaign. Outreach efforts through the Youth Leadership Program and Speechcraft are in progress.

Challenges: Identifying a network of sponsors and mentors who feel competent to take on these outreach roles

AREA LEADERSHIP

All Areas met the numeric Club Visit goal for the first-half and are preparing to meet the goal for the second half. **Area D-5** has already met the goal for the year. Over 60% of all club officers in the Division were trained in the second half. Two clubs trained 100% of their officers at LACE (**Anaheim Breakfast #3836** and **Yorba Linda-Placentia #3425**). Area D-2 had the first President's Distinguished Club (**Anaheim Breakfast #3836**) in the Division.

Challenges: Area D-3 lost a club charter in December. Area D-2 lost an AG –new AG, Norma Brown, and Asst AG, Nadine Nofziger, joined the leadership team for the Area in January.

MEMBER COMMUNICATIONS/PUBLIC RELATIONS

Quote Masters #1289433 in Area D-5 hosted a charity event aligned with the mission of a new club lead, **Working Wardrobes in Costa Mesa**. The Division has maintained a web site and plans to pilot a mailing list program (Google mail chimp) to improve targeted communications with Division members, with the assistance of the **Division Technology Advisor, George Day, Asst. D-5 Governor**.