

Trends in District Critical Success Factors

How can you tell on a month by month basis how well your District is progressing towards achieving your goals in the Critical Success Factors necessary for Distinguished District status?

Charting your progress on a monthly basis, in comparison to actual performance of your District over the past few years, serves as a valuable reference. By watching the performance of your District this year compared to prior years enables the identification of an 'early warning' signal if performance appears slower than is past.

The **District Performance Report Trends** and corresponding graphs enclosed provide actual four-year trends of your District on a monthly basis for the following factors:

- Member Payments
- Paid Clubs
- AC s (Advanced Communicator)
- CCs (Competent Communicator)
- New Members

Comparison of your current year performance on a monthly basis to the years where Distinguished District was attained, or to the four-year average, will assist in identifying what areas may need additional attention. The challenge is to watch for trends early enough to put additional effort into the identified areas necessary to ensure achieving the goals in the Critical Success Factors, thus ensuring Distinguished District status.

On the enclosed Performance Trends page, the *Members per Club*, and the *Club Average* calculations are based on the total number of Clubs shown on the **District Performance Report Summary** at June 30th each year. Additionally, the *Members per Club* calculation is a best-estimate determined by taking the total Member Payments at June 30th, dividing that by 2 (based on the two semi-annual reporting periods per year), and then dividing by the total number of Clubs reported at June 30th each year.