

Calculate your Club's QUALITY QUOTIENT



A stimulating self-assessment checklist for sustainably successful Speakers Clubs

No two ASC Clubs are the same. Each has its distinctive features, traditions and aspirations – and long may that remain so. The objective of this exercise is to encourage imaginative enhancement rather than regression towards the mean. And, while a Club that scores less than, say, 80 may possibly have something to learn from a Club that achieves, say, 120, we all have much to learn from one another and from the lively discussions (rather than any frenzied fisticuffs) that participatively completing this Checklist hopefully engenders.

It may be completed individually or by a group of Club members – one recommended approach is for each of the Committee to go through it (silently and separately) as their opening agenda item and then – once all have estimated their Club's 'Quality Quotients' – to compare and discuss the results. [An alternative is to ask all members to complete the Checklist beforehand and bring it along to the meeting – but would they all comply?]

With some kinds of Quotients, you're virtually stuck with them for life. But with QQs, a Club's score may soar over time. So, if you're currently down in the doldrums, do not despair: simply revitalise your Club and test it again next year.

NAME OF CLUB	
PERSON COMPLETING THIS CHECKLIST	
OFFICE HELD	DATE
ESTIMATED POPULATION OF CATCHMENT AREA•	
PAID-UP MEMBERSHIP	QUALITY QUOTIENT

	Add these scores together
Number attending our most recent ordinary Club meeting	
Number attending our Club's most recent Committee meeting	
Number of our Club members attending the most recent District meeting	
Number of our Club Members attending this year's National Conference x 3	
Number of our Club members with the B10 Masterpiece Certificate	
Different kinds of places at which Club posters are displayed (e.g. libraries, coffee bars, public notice boards, bookshops, pubs...) maximum of 5	
TOTAL:	

	Give yourself a score of up to 10
<p>If the Club has no website, score '0'. If it has an attractive website, with up-to-date details of meetings, other activities and whom to contact and how, and reports of recent meetings and of Area/District and National activities, and if it is linked with the ASC site, the local council site and at least three other sites and with the Club's entries in the ASC's online speech contest, and if, when you google your town's name, the Club comes up on the first three pages, score '10'. Otherwise, <u>objectively</u> award the appropriate score.</p>	

Ref. No.	Score one for each tick:	'Yes'
1	A reasonable person would consider our venue attractive	
2	Our meetings are not distracted by 'noises off'	
3	Our venue is easily accessible by public transport	
4	Our venue has good parking facilities	
5	Meeting details are listed in the free local newspaper	
6	We distribute a media release after many of our meeting	
7	We usually follow up our media releases by telephone	
8	We usually include a photograph with our media releases	
9	An item on the Club was published recently in the local newspaper	
10	An item on the Club was broadcast recently on the local radio	
11	We have a Public Relations Officer who has no other Club duties	
12	We have an explicit Media Strategy which is reviewed annually	
13	We run open meetings to which the public are invited	
14	We run 'bring a guest' evenings	
15	We run speaking courses aimed at increasing membership	
16	We have and always use a Visitors' Book	
17	We always follow up visitors to the Club	
18	There is a Club information pack for visitors and new members	
19	We analyse how visitors first heard of the Club	
20	We analyse why any member chooses not to renew membership	
21	We communicate by email with our members regularly	
22	Meeting Chairmen speak with those with key roles before each meeting	
23	We maintain an up-to-date members list, with full contact details	

24	The Club's details in the current ASC Directory are correct	
25	The Club's details on the ASC website are up-to-date and correct	
26	Each members' correct address is with 'The Speaker'	
27	The Club's correct contact details are on the Speakers Trust website	
28	All ASC mailings are read carefully by at least two Committee members	
29	Relevant items in ASC mailings are made known to all our members	
30	At least one Wikipedia entry includes information about our Club	
31	Arrangements for acquiring ASC materials for members exist	
32	Several members have purchased ASC educational guidebooks this year	
33	At least four members have joined through our website in recent months	
34	At least 25% of our members are under 35	
35	All visitors are warmly and personally greeted upon their first arrival	
36	There is a 'buddy' or 'mentor' system for newcomers	
37	The aspirations/fears of new members are met	
38	We have an active Education Officer	
39	Our programme is prepared and circulated at least two months in advance	
40	Regular education and training items take place at our meetings	
41	Members follow the Speakers Guide	
42	Records are kept of assignments taken and of pass levels achieved	
43	Members are given written comments on their B1-B9 assignments	
44	Members take seriously and respond to the comments of evaluators	
45	Members with the B10 Certificate are moving towards the Advanced	
46	Personal plans for progression exist for each member	
47	We sometimes use outside evaluators in order to maintain standards	
48	Members' business and professional speaking needs are met	
49	There is provision for 'dry runs' of outside speeches	
50	During the last year we have had a session involving heckling	
51	During the last year we have had a session involving poetry/stories	
52	During the last year we have had a session involving voice training	
53	During the last year we have had a session involving interview skills	
54	During the last year we have had a session involving debating	
55	During the last year we have had a session involving Powerpoint	
56	During the last year we have had a session involving 'speaking to a declared purpose' (formerly referred to as 'prescription speaking')	
57	During the last year we have used AV recording and playback as a training tool	
58	Several members regularly make speeches to outside groups	
59	We participate in at least one Inter-Club meeting annually	
60	We provide judges for school-level contests	
61	Our Club was represented in the most recent Online (previously Virtual) Contest	
62	At least one Club member was a named finalist in the most recent Online Contest	
63	Our Club was represented in the most recent Area speech contest	
64	Our Club was represented in the most recent Area topics contest	
65	Our Club was represented in the most recent Area evaluation contest	
66	Our Club was represented in the most recent National speech finals	
67	Our Club was represented in the most recent National topics finals	
68	Our Club was represented in the last National evaluation finals	
69	We supplied a judge to the most recent Area contests	
70	We supplied a judge to the last District and/or National contests	
71	We supplied the target speaker to the last Area evaluation contest	
72	We supplied the target speaker to the last District evaluation contest	

73	In the last 2 years we have applied for a lottery (or other form of) grant	
74	In the last 5 years we have received, applied and accounted for a grant	
75	We have at least four permanent trophies for Club competitions	
76	We maintain an assets register	
77	At least two Club members attended the last SOY Dinner	
78	We recently made suggestions as to who should be the ASC's SOY	
79	We hold an annual Club dinner to which partners are invited	
80	We hold at least one 'black-tie' event each year	
81	We hold a range of social events	
82	The ASC President/Vice-President attended a recent Club social event	
83	The ASC President/Vice-President attended a recent Club meeting	
84	An ASC training specialist has recently given a session to our members	
85	At least one member attended an ASC seminar during the last two years	
86	All committee offices are filled and are functioning properly	
87	Our main officer-bearers have relevant experience	
88	We hold regular and minuted committee meetings	
89	Our Club's finances are properly recorded, monitored and reported upon	
90	At least one of our Committee is under 35	
91	Members regularly make suggestions to the Committee	
92	The Committee always considers members' suggestions	
93	We hold a formal and minuted AGM	
94	We are regularly represented at Area Council meetings	
95	We are regularly represented at District meetings	
96	A Club member had an item published in a recent edition of 'The Speaker'	
97	A Club member has posted a message on the ASC website blog	
98	A Club member has held office at Area level in the last three years	
99	A Club member has held office at District level in the last three years	
100	A Club member is currently a National Officer	
	TOTAL:	

Add the three totals in order to obtain your Club's QUALITY QUOTIENT:

..... + + =

Copy this total on to the front page of this form.

• The catchment area is that area for which (a) yours is the nearest Club, and also (b) may be considered to be within reasonable travelling distance. The estimated population would be the total population (including babes-in-arms, escaped prisoners-of-war, MEPs, lunatics et cetera) of that area.