

# District Success Plan

## Team Composition

Name the members of the District's core team.\*

District director - James Gable

Program Quality Director - Ruth Prentice

Club Growth Director - Kimberly Angell

IPDD - Ann Hill

Finance Manager - Michael Yahle

Public Relations Manager - Mary Hoftiezer

Administration Manager - Deb Horowitz

Logistics Manager - Open

All Division/Area Directors

Name the members of the District's extended team.\*

Education & Training Committee

Retention Chair - TJ Grisel

Club Extension - Anoop Kumar

District Council

TLI Chair - Carol Walker-Lopez

Rotary Chair - Drew Roberts

CAP Chair - Bonnie Ann Smith

## Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the District's core values?\*

Integrity, dedication to excellence, service to the member, and respect for the individual are the guiding core values of Toastmasters International and equally shared with District 26. We will display our integrity by owning our actions. We will express our dedication to excellence by providing top notch trainings and contest preparation. Our service to the member will be seen through our quick response and support for all clubs to achieve excellence. respect for members will begin first by listening and allowing all too be heard.

## Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning,

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This team hold the principles of trust in high regard. Leaders should feel free to share openly and that conversations between leaders or members should be held in confidence unless permission is allowed. Creating a safe learning environment where every idea is a bridge to the best idea will allow for maximum innovation.

## Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)\*

Membership will be a key factor in achieving distinguished status. Clubs need to hold good quality meetings and ongoing membership campaigns.

## Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)\*

Weekly district quad call on Saturdays through September and then Bi-weekly to the end of the program year.

Monthly Leaders meetings

As needed meetings for district committees.

In person or online meetings will be held.

## Team Interactions and Behavioral Norms

How will decisions be made?\*

Decisions will be made with the best interest of our district's Toastmasters with the overall goal of building new clubs and supporting all clubs in achieving excellence. The trio will discuss and collaborate to determine best practices. The

District Director will consult with TI WHQ for guidance on protocol and whenever it is deemed necessary. All practices and plans will be in accordance with Toastmasters International's governing documents, policies, procedures, and bylaws.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

How will the team resolve differences of opinion?

How will the team support one another?

How will the team ensure equitable participation when completing activities?

How will team members be held accountable for their responsibilities?

How will the core team and extended teams be recognized for their efforts?

# Membership Payments Growth

## Situation Analysis

What is the current situation in the District? How many members did the District add last year? Does the District have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)\*

The District saw membership growth for the first time last year. 32 net new member payments or .07% growth. The challenge is membership retention. We received 1,097 new and charter members with only a .7% growth

## 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 creating a contest promoting early submission of dues.)\*

The district will focus on member retention through building club quality and club strength

### Action 1

Create a monthly meeting on the district calender for the club growth team to to support club quality, moments of truth and member retention.

### Action 2

The area directors will be focused on identifying club quality issues and support the clubs in moments of truth presentations during thier visits.

### Action 3

Continue with the CAP, Club Ambassador pogram. An incentive based program supporting club visits and bring energy to low member clubs

### Action 4

Create an incentive to improve membership renewals

### Action 5

## 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 governors and gift certificates to the Toastmasters store.) \*

Area directors will be out best resource to connecting with the club leadership and membership.

## Assignments

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

The District Director will engage the Divisions and area directors on the mission of supporting all clubs in achieving excellence.

The Club growth director will work with the Retention and Extension committee to provide support for the Area directors in training the clubs on Moments of truth.

#### Action 1\*

The CGD will work with the retention chair and will host the monthly meeting.

#### Action 2\*

The District Director and the Trio will support the Division and area directors in building club quality

#### Action 3

The CGD along with the CAP chair and committee will execute the program

#### Action 4

The CGD, along with the Trio will create new incentives for Clubs to renew.

#### Action 5

## Timetable

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

Establish Timelines and routine check in points to access progress

#### Action 1\*

Meeting is already on the District calendar. Market to improve attendance and utilize surveys to monitor effectiveness

#### Action 2\*

Begin immediately at the first club visit, make adjustments as need to focus on the struggling clubs

#### Action 3

Program is already available on the website. Promote and market to a completion date before the district conference

#### Action 4

Create and release incentives by first week of September. use for both payment cycles.

#### Action 5

## Club Growth

### Situational Analysis

What is the current situation in the District? How many clubs did the District add last year? Does the District have special challenges? (One situation might be that members in the District don't know how to generate interest in new clubs.)\*

We added new clubs last year , however did not net any growth. A couple of clubs were repurposed and brought back to life. Our goal is to not lose any net clubs .

## 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 appointing a club extension chair to pursue leads and scheduling demonstration meetings.)\*

Repurposing closing or very low membership clubs works. Continue to identify the clubs that would benefit from a rebranding will inject energy into the club and save it. Continue to meet the needs of incoming perspective clubs from the Toastmasters Lead Management System.

### Action 1

Respond quickly to all leads from the LMS

### Action 2

Have the Area and Division Directors identify the less then 8 member clubs or the idea of repurpose, or rebranding.

### Action 3

Involve the DEC in finding and reporting on potential new club leads

### Action 4

Utilize the Rotary alliance to create events to gain new members

### Action 5

Utilize the NSA relationship to grow new members

## 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 a club extension committee, a demonstration team, and [infokits@toastmasters.org](mailto:infokits@toastmasters.org).)\*

The Club extension/retention team and an effective demonstration team will be the key resources. Preparation and setup will improve the speed of closing the deal. The DEC/CAP and Rotary chair will play important roles in the execution of the goals. .

## Assignments

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

CGD Kim Angell and Club extension chair Anoop Kumar will develop the remaining team. The DEC,CAP and Rotary chair will play an important role. Club Coach Chair: This chair recruits and trains coaches for all clubs that qualify for the program. This chair also reviews its clubs to see which ones are in need of a club coach. TJ Grisel

**Club Ambassador Chair:** This chair recruits and trains club ambassadors to support clubs that have 13-19 members. The goal is to help these clubs increase membership to at least 20 members. **Bonnie Ann Smith Rotary Chair:** Build the alliance between Rotary and TM to gain more club members

Action 1\*

CGD and club extension team will respond quickly with set up and follow through

Action 2\*

Division and area directors are boots on the ground in knowing the challenges of some clubs.

Action 3

The DEC members will pass on new club leads

Action 4

Drew Roberts as Rotary chair as supported by the CGD and Trio

Action 5

Work with Members that are both NSA and Toastmasters

## Timetable

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

Responding quickly to leads is important to vet them out and confirm the validity of the inquiry

Action 1\*

Respond within 24 hours to all leads, setting up an introduction conversation.

Action 2\*

Immediately and ongoing

Action 3

Immediately and ongoing

Action 4

Demo meetings in October, repeat the process for the remaining year.

Action 5

Event planned for September, phase future events in target areas

## 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.)\*

We missed distinguished by only a few clubs last year. We had clubs that were almost distinguished,

They had all of the goals met but were lacking members.

## 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 governors on the Distinguished Club Program.)\*

We will continue to training on the distinguished club program at all COT and TLI trainings. Increasing Club officers trained has proven to be a leading indicator of clubs that will reach distinguished. Having enough members to achieve any level of distinguished was a contributing factor.

### Action 1\*

Communicate the WHY of DCP. Its not about the just the metrics but showing that a club is meeting the needs of its members

### Action 2\*

Train area directors to know the DCP of their area and support clubs in achieving the goal

### Action 3

Train on the DCP at all Training opportunities

### Action 4

Provide upskills training on DCP, Pathways and Club Central. How to have quality club meeting and Moments of truth.

### Action 5

Provide Recognition for goals and achievements.

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

The DEC will make it a priority to communicate with the clubs about the DCP, and why it is important. Provide training in Zoom and in person.

## Assignments

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

The Quad, ( DD,PQD,CGD,PRM) and the DEC will be in charge of the actions describe below.

### Action 1\*

From Quad and communicated to the membership through COT's and newsletters . The Divison and Area directors will communicate it to the clubs

**Action 2\***

The District Director and PQD will train and communicate at District leaders meetings.

**Action 3**

PQD and training committee as well as the Trio at all trainings and events.

**Action 4**

The PQD Team.

**Action 5**

The Quad with support from all.

## Timetable

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

This has already began and will be ongoing.

**Action 1\***

Has begun and will be a continuous message

**Action 2\***

Will be an agenda item at all District leader meetings

**Action 3**

Ongoing and at every training and event.

**Action 4**

Monthly Trainings

**Action 5**

Newsletter, monthly and as needed

## Additional Goals

Contest participation has been low and there is a need for trained Judges and functionaries .

## Situational Analysis

What is the current situation in the District? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that Areas and Divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)\*

Build awareness to the value of contests to drive membership participation

## 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 *assigning an*

*alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.)\**

Communicate and train our members on competing and functionalities.

Action 1\*

Provide upskills training on Roles and responsibilities including how to compete

Action 2\*

Communicate early and often about the benefits of competing

Action 3

Have the Area Directors reach out to all club VPE's to ask members to compete within the club

Action 4

Action 5

## 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 past District directors, Area and Division director, the District website, and a nomination committee.)\*

The Quad and the Division and Area Directors. District Chief Judge. Zoom and in person training and practice.

## Assignments

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

The Quad and the Division and Area Directors. District Chief Judge.

Action 1\*

The PQD team

Action 2\*

The Trio with the lead from the PRM

Action 3

The Area directors

Action 4

Action 5

## Timetable

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

Immediately

Action 1\*

Begin in October and monthly as needed

Action 2\*

Right away , early and often. Newsletter

Action 3

Immediately

Action 4

Action 5