

District Success Plan

Team Composition

Name the members of the district's core team.

Farzana Chohan, District Director
 Jacquie Vick, Program Quality Director
 Kat Mokriakow, Club Growth Director

Name the members of the district's extended team.

Lisa Cooksey-Cannon, Finance Manager
 Camesha Hill-Carter, Public Relations Manager
 Patricia Mathias, Administration Manager.
 IPDG, Division Directors.
 Leadership Development Chair
 Diamond Jubilee Chair

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, excellence in work, fairness and respect for ourselves and others. We will enhance our leadership skills by working diligently. We will create a solid foundation for every club using our Toastmasters skills and TM core values.

Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)

We will enhance the concept of sharing with one another through respectful and open communication. We are committed to growth for self and for each member in District. This growth will require patience, teamwork, respect, support, cohesion, collaboration, training and timeliness. We will not indulge in negativity, sharing our work and our successes/results, as each of us grows in leadership, through trust and a respect. In following the District Vision DEEP (District Eight Enhancement Program) our aspiration is to seek out and develop new leaders through active Leadership Development and mentoring.

Potential Obstacles

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

The obstacles are club growth, membership retention, conflicting time commitments and balancing times for Toastmasters, family and work priorities. We will seek new methods and improved tools to reach our goals, despite the potential obstacles.
 Membership: We recognize that District 8 has lost members and clubs in last TM year. Some clubs have low membership and struggling with member retention. We are committed to building membership to at least charter strength, and to add new clubs to share Toastmasters experience with larger community engagement with creative marketing and PR campaigns.
 Education & Training: We will seek enhanced methods for corporate support for our programs. We will work on achieving membership goals. We will enhance member training programs, improve club coaching, mentoring, and technological skills.
 We will continue to assess obstacles/ challenges as we plan for the present and the future of District 08.

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.)

The schedule conflicts for Toastmasters and work/life balance are challenging and difficult at times. We as Team will communicate primarily by in-person meetings, e-mail, followed by phone calls, and text messaging.

Team Interactions and Behavioral Norms

How will decisions be made?

We will be respectful, positive and non-reactionary during our discussions of matters pertaining our responsibilities. Following an axiom of Stephen Covey, " seek first to understand, then to be

understood"

As we understand the challenge and opportunity, we will strive for a consensus. In areas of non-consensus, we will derive guidance from Toastmasters International guidelines and will follow their advice. We will strive to reduce stress among ourselves and among members. In situations of indecisiveness / non-consensus / critical nature of important items, District Director will be an executive decision maker for all matters related to District.

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

Best communication method is a face to face meeting, but that is not always possible. Email will be a day-to-day communication method, followed with phone, depending on the situation and on the time of day. Conference call is another method of group communication.

For the extended team, emails will be first method, followed by E-reports, conference calls and/or meeting depending on topic.

Basically utilize all methods available to communicate effectively and efficiently.

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.

As stated earlier, basically utilize all methods available to communicate effectively, efficiently and in timely manner.

As a trio, we will use all methods listed to communicate depending on the critical nature / factors of the issue. We are all open to phone, though our personal schedules make that difficult. Email will work for many discussions. If needed, we can get together on as per need basis beside our bi-weekly face to face meetings.

How will the team resolve differences of opinion?

District 8 TRIO will resolve differences of opinion immediately, if not sooner, at all times using careful and respectful listening skills, quiet discussion, and the resolve to allow a certain amount of difference.

How will the team support one another?

We will not contradict / conflict with each other in public, but will settle all/ any of our differences among ourselves with respect. We will be positive about each other, about our extended team and fellow Toastmasters in District.

We will keep conversations private about our personal lives, if any. Discussion about district procedures will be encouraged and shared openly.

We will Support, meaningful discussions, and the good of the District 08 will be of utmost importance.

How will the team ensure equitable participation when completing activities?

As a team we will follow the Vision of DEEP (District Eight Enhancement Program) for year 2015-2016.

We will complete our own responsibilities as related to our elected role. This way we will support each other by being responsible for completing our own specific role and activities. This will in turn help our club members who are at the heart of Toastmasters Program.

We will also share our responsibility for reading area visit reports so that we can identify and address members and club's needs.

Our goals will always be personal growth and the good of the district

How will team members be held accountable for their responsibilities?

District TRIO is elected by all District members and are committed to fulfill their role as per guidelines of TI. Each of us know the scope of our responsibilities and time commitment associated with role.

The goal of TRIO is to keep District on track for member skills and development as laid out by TI and District Director Vision for year 2015-2016.

District Director will track progress and results using weekly reports from core team members.

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

Recognition at DEC meetings and applause whenever possible. Recognize on Social media / website. Certificates, badges, pins, thank you notes and plaques.

Goal 1: 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.)

Some clubs have aged members and no new members are joining. clubs in need of a coach are not requesting club coach assistance.

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.)

Strengthen the core of the existing clubs through increased membership. Visit and appeal to lower membership clubs to receive a club coach. Hold video contest to attract new members on club websites- will also encourage members to ensure websites are up to date. Develop individual member's incentive to award sponsorships to clubs.

- Action 1 Two membership growth campaigns: one in the Fall (August-October) and one in the Spring (March-May)
- Action 2 Video Contest for clubs to post on their website enticing new members
- Action 3 Visit clubs that qualify for a club coach
- Action 4 charter new clubs early to ensure a whole year to establish themselves
- Action 5 create incentives, get approved by DD, add to budget, and market it out

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 directors and gift certificates to the Toastmasters store.)

Club Growth Director, Division Directors, District Director. Smedley Award, Talk Up Toastmasters Award, Beat The Clock Award, District Incentives for membership increase. Membership drive awards for both times, video contest for winning club.

Assignments

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

Kat Mokriakow and in charge of executing membership drives; Kat Mokriakow to set up key people to visit clubs needing club coach; Kat Mokriakow and John Barry to charter new clubs; Kat Mokriakow to advertise video contest and award winners.

- Action 1 Promote upcoming events-July
- Action 2 Membership Growth Campaign August - October
- Action 3 Membership Growth Campaign March - May
- Action 4 Video contest: January - March
- Action 5 Video contest: January - March

Timetable

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

Tracking will be done by Kat Mokriakow. Membership Growth Campaigns will run Fall/Spring. Tracking for campaign will be done from TI website and will be done middle and end of month.

- Action 1 send flyer to webmaster to disseminate to the membership/share at contests
- Action 2 review results of membership campaign on TI website
- Action 3 send results to webmaster to disseminate to the club officers
- Action 4 have members incentive complete by September 1st
- Action 5 video contest advertised by ambassadors in the clubs

Goal 2: Club Growth

Situation 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.)

Added 3 clubs last year; lost 2. Toastmasters brand is not getting out into the community in the District 8 area. This is causing no calls to Toastmasters International on community/corporations seeking information on hosting a club. The district use to get 1 or 2 calls a week; now down to zero.

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 appoint -ing a club extension chair to pursue leads and scheduling demonstration meetings.)

Create demonstration team consisting of members from each division. Create guidelines to allow demo team members to know exactly what is expected at a demo meeting. Build a club growth committee from all divisions to aid in making decisions for potential growth within the district.

- Action 1 contact individual Toastmasters and Area/Division Directors for club growth committee
- Action 2 contact and build demonstration team members from all divisions
- Action 3 write and distribute guidelines for demonsration meetings
- Action 4 research how to do cold calls and make outreach to corporations; distribute sheets to district 8 members to assist in identifying potential clubs
- Action 5 set up itinerary and escort 1st VP before Fall conference to corporations to promote Toastmasters and corporate recognition

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.)

area/division directors, select members from each division; will scout out the possibility of anyone interested in helping.

Assignments

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

Kat Mokriakow and John Barry on the demonstration team; Kat Mokriakow and John Barry on the guidelines; Kat Mokriakow on cold calls; Kat Mokriakow, Camesha Hill-Carter, and Farzana Chohan on VP visit.

- Action 1 Kat write guidelines and send to John Barry, Farzana Chohan, and Jacquie Vick for review
- Action 2 Kat Mokriakow and John Barry to send emails and call members to develop demonstration team
- Action 3 Kat Mokriakow to send emails and make outreach for club growth committee
- Action 4 Kat Mokriakow will make contacts on corporations, Farzana Chohan and Camesha Hill-Carter will get radio spots, and Kat Mokriakow will create 1st VP itinerary
- Action 5 Kat will complete training with Don Bittick and other CGD on cold calls

Timetable

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

Guidelines written by July; Club Growth Committee reestablished throughout the year to bring in new members in this experience; demonstration committee established by October/November; cold calls training in August-begin using in September and throughout the year; letters begin in September; planning for 1st VP visit begin in September and finish by October/early November.

- Action 1 Guidelines written-July

- Action 2 Club Growth Committee-July/August w/meetings throughout the year
- Action 3 Demonstration team-July/August w/ updating throughout the year
- Action 4 Cold calls training-July/August; write letters and visit corporations-August-June 2016
- Action 5 1st VP visit planning-August-November

Goal 3: 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.)

The following outlines the challenges faced by clubs and thus the district: 1) Less than 50% (49 out of 106) of the district's clubs achieved distinguished status by the end of the 2014-2015 Toastmasters calendar year. 2) Members are aware that there is DCP but many have not seen and/or the club leadership has not discussed the Club's Success Plan. 3) 31 clubs had three (3) or fewer officers trained. The district provides several opportunities for officers to be trained: early bird training, TLI, and makeup. And, 4) Submitting timely officers list.

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 directors on the Distinguished Club Program.)

The district will have to take a more grass roots approach to educating its members, more specifically the clubs. In the past, incentive and recognition programs were put in place to encourage goal achieve, which still exist today. However, the district has not realized a significant changes in the above mentioned areas.

- Action 1 Keep the DCP at the forefront with continuous education and greater emphasis at monthly DEC meetings.
- Action 2 Provide instructional workshops for club leadership at TLI so that they can share the CSP with club members.
- Action 3 Have follow up sessions by area directors to ensure the CSP was shared with membership and that members are engaged because they have committed to achieving awards.
- Action 4 Continue incentive program for clubs with all officers trained and acknowledge club that attain goal of four (4) - six (6) officers trained
- Action 5 Continue to follow up with clubs to make sure required paperwork is being submitted at the club level.

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 directors and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

The area and division directors will play a major role in the continuing education of clubs to ensure CSP are complete and shared with club members. District leadership will support this effort. Funds are allocated for the incentive program. No committee outside of leadership has been established to support this effort but can be considered.

Assignments

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

Jacque Vick, PQD, leads this charge. Individuals supporting this endeavor are the district's top leadership as well as area and division directors.

- Action 1 Jacquie Vick will lead discussion at DEC meetings and monitor progress.

Action 2 Jacquie Vick will ensure training session is provided at TLI training.

Action 3 Respective area and division directors and club leadership will monitor CSP based on provided template.

Action 4 Jacquie Vick will manage/monitor incentive program and club officer recognitions.

Timetable

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

Crating awareness began at the first DEC meeting, July 17, 2015 and will continue to be reiterated throughout the Toastmasters year. Jacquie Vick, PQD, will monitor/track progress via reports from area/division directors and data posted on district's dashboard.

Action 1 Training and CSP discussions will continue to be ongoing.

Action 2 Eligible clubs for incentive program will continue to be recognized.

Additional Goals

Answer the same types of questions to reach each additional district goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the district?

Goal

What specific, measurable, attainable, and relevant additional goal can the district meet? (An example of a goal is to add one new division and three new areas.)

1.Increase social media exposure and overall Digital Footprint 2.add 3 new advanced clubs 3.hold a storytelling event to celebrate Diamond Jubilee year and other events to celebrate 75 years of District 8 4.conduct workshops to increase interest and enhance district excitement 5. Booth's at local events. 6. Execute Leadership Development Plan to develop a pipeline of new talented Leaders for District in five years.

Situation 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.)

low activity/membership last year. not much emphasis on membership growth and incentives were given. Awareness of the programs that were there was limited to a small group. Quite a few new members in the district are not aware of how the clubs/areas/district are successful together. It will be up to the current leadership to bring them in and encourage success.

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.)

Share our upcoming activities with leaders at the DEC, members at the Area, Division, District conferences, on the website, Facebook, and other social media avenues. Will post upcoming events in the newspapers in print and online and in local libraries. Will also visit clubs 'in person' ourselves or with the assistance of ambassadors. In the past, only website and sometimes survey monkey was used. Both of these are good avenues and will continue to be used, but will not be the sole way to share information with the district and community at large. Revive enthusiasm among members and officers.

Action 1 Identify talented social media chair/team.

Action 2 Determine what advanced clubs will be best for District 8's existing members

Action 3 Establish how the storytelling event will best serve District 8 members and gain the interest of the community

Action 4 Identify and research sources for workshops; NSA and other groups that offer this service

Action 5 Research local events for opportunities to market Toastmasters by setting up a booth. Engage as many people as possible from District.

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 governors, area and division directors, the district website and the district nominating committee.)

sources for events include social media committee, which is already established for D8 but have not been used much in the past. Website exposure, Communic8 newsletter, community centers, libraries, universities-Understanding the budget limitation of District 8 at this time, so using the free resources as much as possible will be in our best interest.

Assignments

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

Farzana Chohan, DD will guide social media and Digital Footprint enhancement; Kat Mokriakow, CGD advanced clubs; Kat Mokriakow, CGD and Camesha Hill-Carter, PRM Storytelling event; Kat Mokriakow, CGD workshop and booth opportunities; Mary Kerwin, PDG in charge of Diamond Jubilee Celebrations. Farzana Chohan, DD is executing LDP (leadership Development Program) and Mentoring of Division and Area Directors.

- Action 1 Farzana to select social team-establish moving forward how this team will work. DD Farzana Chohan is working on Leadership Development and Mentoring.
- Action 2 send emails to various members who would consider an advanced club a benefit; send survey monkey to gain statistics on interest
- Action 3 work on finding venue for storytelling, develop plan of action, agenda, seek out interested storytellers, and market event
- Action 4 surf internet for speakers, establish timeline, reach out to potentials and bargain for free or lowcost engagements, and find a community center or library to host; scout out/ask around for opportunities for events/booths
- Action 5 Diamond Jubilee materials and marketing, events to be held established and marketed

Timetable

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

Socia Media July-August for design/set up-to be used throughout the Toastmaster year and beyond; Advanced Clubs - before December 31st; Storytelling- mid December; Workshops - Winter/Spring; Diamond Jubilee-throughout the Toastmaster year; Booth's- when opportunities arise in Toastmster year

- Action 1 Social media team chosen early in TM year-send material throughout the year and establish for future terms to continue
- Action 2 Avanced clubs- share with DEC in September, gather information in September/market out in September, begin demo in October, clubs established by early December
- Action 3 Budgeting established for storytelling by September, venue by October 1st, story tellers selected by end of October, marketing begin immediately to gain high interest
- Action 4 Workshops to be researched in September, contacted by October, marketed early in January, 2016 for winter/spring rollout
- Action 5 Booth opportunities to be scouted out continually throughout the year