

# District Success Plan

## Team Composition

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

Elaine Curry, District Director

James Childress, Program Quality Director

Angie Breinin, Club Growth Director

Kat Mokriakow, Immediate Past District Director

Josephine Emde, Division A Director

Larry Kimbrow, Division B Director

Ellen Kirchdoerfer, Division C Director

Teresa Stewart, Division E Director

Geoff King, Division F Director

RJ Stratton, Public Relations Manager

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

Tim Spezia, Finance Manager and Book Store Manager

Jennifer Cox, Admin Manager

All Area Directors

Past District Governors/Directors

Tom Coscia, Parliamentarian and Webmaster

## 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?\*

In addition to Toastmaster's International core values, the District's values are as follows:

- 1) Commitment to helping members succeed
- 2) Support to our core team and extended team in building excellence
- 3) Thrive to the highest values in promoting excellence in the District
- 4) To exude passion in all Toastmasters activities
- 5) Never settle for the status quo; seek innovation

## **Team Operating Principles**

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

- 1) Listen to the core team's voice for leading in the District
- 2) Treat all members fairly
- 3) Maintain a Diverse and Inclusive member and leader environment
- 4) Collaborate with each other and share our experiences with the team (successes as well as challenges)
- 5) Support each other in all things
- 6) Be a positive example
- 7) Ensure everyone is accountable

## **Potential Obstacles**

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

- 1) District leaders giving appropriate support to the Division and clubs outside of our main area in St. Louis. Helping them to be able to attend

- conferences, TLIs, and other events held primarily in the St. Louis area.
- 2) Managing our conflicting schedules to conduct DEC meetings and Staff meetings to maximize attendance
  - 3) Club alignments for new clubs
  - 4) District leaders not clear on identifying the root cause of problems

## **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 trio will meet every other week on Wednesdays (1st and 3rd) at 7 PM. It will be via a conference call or in person. An agenda will be distributed before each call and updates on last agenda take away assignments will be covered. Each Trio member will bring to the meeting open issues, new issues and closed issues. Regular communications will take place via email or phone calls as needed.

## **Team Interactions and Behavioral Norms**

How will decisions be made?\*

Each matter requiring a decision will be presented to the Trio members during our bi-weekly calls on the 1st and 3rd Weds. Each Trio member participate in our vote for the decision on the proposals discussed by all. Final decisions will be based on the Trio majority.

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

The main method of communication will be:

Email- This will be the primary mode of setting up meetings and communicating with each other.

Conference calls- We will provide regular status of all District Trio tasks,

responsibilities and events.

Text messages - This will be used for making quick contact and will not be the main source

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.

The Parameters will be bi-weekly Trio + PRM meetings. Each Trio member will be expected to attend Region 5 Peer calls at least once a month.

Emails and Text messages will be sent as needed.

How will the team resolve differences of opinion?

Should we encounter differences amongst each other the District Director will reach out to Immediate Past District Director for counsel. Other PDG/PDD may also be sought for advice.

How will the team support one another?

We will support each other in events by attending whenever possible. For example; training, club milestone recognition events and District 8 PRM events. We will give ideas and suggestions to ensure we are performing at our best.

How will the team ensure equitable participation when completing activities?

We will put together a plan for each event and assign responsibilities. If the CGD needs to have the Trio accompany her to appointments for prospective clubs we will assign that responsibility according. If the PQD needs support for training activities or conference support, we will go as a Trio.

How will team members be held accountable for their responsibilities?

During status check meetings, follow up and monitor if the time plan is on track. If not, we will take the necessary steps to get the plan where it

should be.

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

We will come to agreement as a team to identify how we want to recognize successes. Whether it is Toastmasters plaques , pins or ribbons. We will also consider awarding gift certificates from the TI store or District 8 store.

## **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.)\*

Membership is down; retention is low. District 8 is down by 173 members. 914 members added and lost 173. District 8 has special challenges in terms of retaining corporate clubs due to firms reorganization and TM members being displaced and relocated. Corporate clubs membership strength has to be enhanced by building a closer relationship with the corporate's leadership to support their employees participation and membership in the TM club.

### **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.)\*

- 1) District 8 will implement 3 club growth incentive programs to complete by June 30, 2019 (1 per quarter).
- 2) Conduct Open Houses at the club and provide an incentive for doing so.
- 3) Encourage club growth by club members introducing personal contacts to visit the club for potential membership.
- 2) More targeted marketing by PRM/committee. PRM will ensure that we have events that impact all Divisions in the District and not just in the greater St. Louis area.

#### Action 1

Listing advertisements in Small Business Monthly magazine by August 30, 2018. This will reach over 40,000 readers in the St. Louis Metro Area.

#### Action 2

Conduct an open house incentive 3 times during the Toastmaster year.

#### Action 3

Area Directors should discuss the number of guests that clubs are attracting and strategies to ensure the clubs are converting them to members.

#### Action 4

Table at the MAC/Rotary club Expo on September 6, 2018. Supporting club MAC will be in attendance (Area 8). Will have a fishbowl to collect business cards for a raffle of some sort (book on Public Speaking, possibly Fred Miller). Will be able to track attendance easily and be able to recommend specific clubs for them to visit.

#### Action 5

Get all (5) marketing events scheduled and listed on the District 8 calendar by Oct. 15, 2018.

# 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.) \*

PRM RJ Stratton and PR committee (Geoff King, William Danchus, Annetta Canady, Ellen Kirchdoerfer, Kirby Ingles, Natalie Meighan, Daniel Galarza, Daniel Woods, Beverly Soltwedel, Patti Howard, Katherine Brennan, Aimee Woodside, Eileen Smith-Murphy, Susan Boley). Budget amount is 7,980.00. PRM committee with help from CGD Angie Breinin. Club Presidents are interested in hosting Open Houses.

# Assignments

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

Club Growth Director, Angie Breinin and PRM RJ Stratton will be in charge of getting marketing events approved, paid and scheduled on the District 8 Calendar.

Action 1\*

Communication plan should be established no later than Oct. 15 in conjunction with the approval and scheduling of events.

Action 2\*

Updates of the status of events and success of the event. i.e. number of attendees for expos , etc.

Action 3

Action 4

Action 5

## **Timetable**

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

Actions will begin September 1, 2018. Each event will be reviewed quarterly. Progress will be tracked by CGD and feedback will be requested when new members join.

Action 1\*

Regular updates will be supplied during the bi-weekly meetings held by the trio.

Action 2\*

Membership campaigns will take place each month to ensure we are able to replace losses of memberships in clubs.

Action 3

Action 4

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.)\*

Currently, the District has not increased the base (0% growth). The District continues to experience corporate club losses, but there are many potential leads at the beginning of this Toastmaster year.

## **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.)\*

Actively promote the membership incentives in an attempt to help them gain popularity among District 8 members. Actively communicate the importance of growing new clubs to Division/Area Directors. One CGD incentive will specifically relate to club chartering. CGD will work toward setting up committees to help with Club Growth, Demonstration meetings, etc. CGD has identified potential contacts for this activity. \$3,000.00 has been budgeted towards this goal.

### Action 1

Create Club Growth incentives including "Kick It!" for club kickoff and subsequent chartering.

### Action 2

Review community opportunities for new clubs.

### Action 3

Review corporate opportunities, of which we have several.

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

People: CGD, Club Extension Chair, PRM, Area/Division Directors, and former District leaders. Equipment and meeting places: Marketing materials, social media, websites, workshops, traditional media outlets, Toastmaster Lead Management System (Insightly), and booths at public events. Approximately \$10,000.00 for budget (total).

### **Assignments**

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

Club Growth Director (Angie Breinin) (CGD) is in charge of growing membership, clubs, and membership retention. Club Extension Chair (John Barry) is in charge of assisting CGD with club growth/TLM lead management. Public Relations Manager (RJ Stratton) (PRM) is in charge of general marketing, events, social media, and helping CGD develop a Marketing Plan. CGD will work toward setting up committees to help with Club Growth, Demonstration meetings, etc.

#### Action 1\*

Identify viable leads.

Action 2\*

Contact leads.

Action 3

Schedule meeting with prospective club.

Action 4

Steer prospective club to demo meeting.

Action 5

Get prospective club to Charter.

## **Timetable**

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

Action item 1 will begin within 2 days of receiving lead. Actions 2-5 will begin immediately after Action 1 is complete. As much as possible, each action item will be complete within one day. The Club Extension Chair has a New Club Report available as a Google Drive document that is used to track progress. The CGD also has access to this file and edits may be made and are saved automatically (living document).

Action 1\*

CGD and Club Extension Chair will decide who will work the individual leads.

Action 2\*

CGD will organize a Demo Meeting Committee so that we will have members available to serve in roles at the meetings. Will incorporate all Division and Area Directors for complete geographical representation.

### Action 3

CGD will organize Club Coach/Sponsor/Mentor committee (compiled of Area Directors who are willing to find suitable Coaches and Mentors). Will meet with monthly Zoom call to ensure we are properly supporting District 8 clubs.

### Action 4

### Action 5

## **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.)\*

District 8 has members working from both the traditional program and Pathways education program. Currently, we have XX% of members in the Pathways program. District 8 added 8 clubs last year. Typically, 40% of clubs in District 8 achieve distinguished status. Retention of newly chartered clubs is a constant challenge for District 8. District 8 is having a challenge with clubs completing education awards and meeting DCP goals. Not enough members understand how to achieve success in the DCP. District leaders need to be knowledgeable about Pathways to assist clubs; especially newly chartered clubs. District leaders will need to think of creative ways to keep club members engaged since there's not a Fall Conference anymore.

### **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.)\*

District 8 will be implementing programs to assist clubs in meeting goals on CSPs, including Triple Crown, getting all seven club officers trained during both rounds of training (7-4-7), Perfect 10 award for clubs that achieve 10 out of 10 DCP goals, and an incentive for clubs that have the most educational awards per base membership. Following up with clubs that are having trouble meeting their easy DCP goals. This will be actionable by December 31, 2018. District 8 will promote existing and future incentive programs on the District 8 website. Strategies will include early and often communication throughout the District to clubs. District 8 will have its first ever Leadership Expo to help members enhance their leadership skills, network with other members, learn about District 8 programs, and provide a platform to showcase the awesome talent in the district. There will be a Pathways workshop at the division level, explore ways to encourage more clubs to hold speech contests instead of sending members straight to the area level, and emphasize the importance of creating a club success plan.

Action 1\*

Create a schedule to monitor clubs that are struggling in the DCP and consult with Division/Area Directors to find sustainable solutions.

Action 2\*

Get the incentives posted so that clubs can be aware of them.

Action 3

Meet with Division Directors and come up with a plan to organize Pathways workshops.

#### Action 4

Discuss a plan with the Division Directors on the best way to encourage clubs to hold speech contests.

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

The district has budgeted \$2500.00 for PQD incentives. Right now, getting help from the Division Directors planning the events. There are members looking for opportunities to complete requirements in the traditional program toward a DTM. Will look for ways to get them involved. The district is very fortunate to have corporate clubs that are willing to allow use their facilities. The District 8 Leadership Expo will be held at a corporate club. The Winter and Summer TLIs will also use corporate clubs. There is a member using the Winter TLI Chair position as an HPL to fulfill her requirements for DTM.

## Assignments

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

The PQD (James Childress) is in charge of the District 8 Leadership Expo but has delegated tasks to the PRM (RJ Stratton) committee (Geoff King,

William Danchus, Annetta Canady, Ellen Kirchdoerfer, Kirby Ingles, Natalie Meighan, Daniel Galarza, Daniel Woods, Beverly Soltwedel, Patti Howard, Katherine Brennan, Aimee Woodside, Eileen Smith-Murphy, Susan Boley) for marketing and Pathways session leaders (RJ Stratton and Josephine Marino-Emde) to design the course. The Winter TLI has a chair (Linda Sullivan) and co-chair (Telicia McGee) to organize and plan the event. They will also find volunteers to help with the various committees.

#### Action 1\*

PQD will continue to look for volunteers for Pathways session, room monitors, timer and other pertinent duties for Leadership Expo.

#### Action 2\*

PRM and PR committee will create and distribute flyers via social media and electronic communications.

#### Action 3

PQD will meet with the Winter TLI chair and co-chair to discuss the particulars of the upcoming TLI.

#### Action 4

#### Action 5

## **Timetable**

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

Actions 1 & 2 are already underway. Action 1; looking to have roles filled by Oct. 1st. Action 2; flyer will be finished by Sep. 23rd and distributed

immediately. There's a weekly teleconference to discuss progress. Action 3 will begin on Sep. 23rd and planning will be ongoing to discuss progress.

Action 1\*

PQD will have progress checks in between teleconferences for the District 8 Leadership Expo.

Action 2\*

PQD will provide guidance to the TLI chair and co-chair for the Winter TLI.

Action 3

Action 4

Action 5

## **Additional Goals**

The Alignment Chair and committee will review our current positioning and propose adjustments for approval. Especially where there are geographical challenges to give appropriate attention to outlying clubs. Improve the adoption of clubs using Pathways to work toward their Advanced goals and DTM.

## **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.)\*

Clubs tend to work independently in trying to have enough speaking engagements available to members and therefore limit clubs fulfilling

their DCP goals to reach Distinguished status. Some clubs are thriving and doing very well in club growth and reaching DCP goals. We have 31 clubs with 12 or less members. 6 of the clubs have 8 members which could be at risk of going below.

## 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.*)\*

The district will place a greater emphasis on assigning club coaches to each club below 12.

Action 1\*

Club Growth Director will identify candidates to fill the role of club coach.

Action 2\*

Track the success of open houses that have guests that could become members.

Action 3

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.)\*

Club members who are interested in enhancing their leadership skills by chairing an open house.

Getting all club members to invite guests and give incentives from club dues collected.

## **Assignments**

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

Involve Area Directors by getting them to discuss this on their Area Council Calls. Encourage clubs to work together that all clubs in an area can host a bigger event.

Action 1\*

CGD can present the idea and concept at the DEC meeting and get monthly updates.

Action 2\*

Club Officers to collaborate with officers in their area.

Action 3

Action 4

Action 5

# Timetable

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

Actions for club growth began Sept. 1. The first expo was completed on Sept. 6. We will track new members that join clubs based on hearing about Toastmasters at the Expo. Other events will have sign up sheets and names will be provided to clubs to follow up with those on the list.

Action 1\*

Establish growth membership goals and set time frames to achieve.

Action 2\*

Ensure that new members will be given mentors and will be inspired to stay

Action 3

Action 4

Action 5