

Toastmaster Divisional Strategic Planning
Staff Meeting
October 21, 2017

Attendees

Kat Mokriakow	Elaine Curry	Natalie Meighan	
Brian Pelikan	David Kincade		
Parshu Ananth	June Jeffries		
Eileen Smith-Murphy	Angie Breinin		

Discussion Items

1. Dues

- a. Prison club dues were on time because they started earlier.
- b. Corporate clubs need to start earlier.
- c. James wants us to push for one-year payments rather than semi-annual payments.
- d. Send an email to Toastmasters with the payment information.
 - i. Member Number and Payment Information and how many terms you are paying for. An invoice needs to be prepared after that.
 - ii. We are at liberty to choose the payment terms. Dues are in policy and taken out of the bylaws.
 1. What is best for prisons, college clubs and corporations. Policy can be different.

2. Tracking Results on the TI Website

- a. Toastmasters.org
 - i. Kat Mokriakow was reviewing the dashboard to see where we as a division compares.
 - ii. 59.16% of renewals in for District 8.
 - iii. We have been trailing the region.
 - iv. Compare against previous years, we are doing good.
 1. Change to see where we were last year and we are ahead of last year.
 2. Kudos to the team for pushing this through.
 3. Good follow-up is happening.
 - v. District 8
 1. 100 clubs have paid as of today – 10/21/2017.
 2. Results are not necessarily immediate.
 - a. It takes a little over a week to have the payments post to the web.
 3. Club Visits
 - a. Trending well.
 - b. Area 4 – there are no reports.

- c. Area 12 – Angie is going to do those. Just about ready to be submitted.
 - d. Going to RGA next week to visit.
 - e. Concerned about Mark’s area – Division F Area 8
 - i. Angie to follow up with Mark.
 - vi. Clubs Pending Alignment
 - 1. BJC is going with Area 16, and Will has accepted for them to go. This is effective when Kat Mokriakow sends the email to TI.
 - 2. Division A and Division F are full.
- b. Website for District
 - i. The feedback is that it is much better.
 - ii. News button
 - 1. District Club and International
 - 2. Available to Areas and Divisions
 - 3. Tom will place events and news out on the district website. It will go into the slide show.
 - a. Can advertise multiple items at one time.
 - iii. Send content to Tom Coscia.
 - iv. The tiles at the bottom are static.
 - 1. Some examples of what are on the bottom are detailed below:
 - a. Plan your open house.
 - b. Steps on how to organize an open house.
 - v. Promoting Youth Leadership
 - 1. Someone from one of the major news networks to come out to interview for youth leadership.
 - 2. Need to advertise all youth leadership programs. Even if they are not open to the public, they can still promote them.
 - vi. Speaker Bureau
 - 1. This is on the website. The procedures are posted out there.
 - 2. The DOC Leader will put in a plug for the Jefferson City Prison Toastmaster Club.
 - vii. Leadership Team
 - 1. The pictures of the Leadership Team are out on the website.
 - 2. Logistics Manager – Tough position to fill as you cannot get credit for that one.
 - viii. Audio Vision Equipment Lead
 - 1. David will help out with this since the equipment is at his house.
- 3. First Strategic Meeting Results
 - a. This was shared with the area directors during the meeting.
 - b. Clubs in need of assistance
 - i. WWT HQ (Edwardsville and Maryland Heights)
 - 1. The area director has been attempting to communicate with the club but no response has been received yet. It is possible that with WWT’s

- move to its new headquarters in Maryland Heights that the club's attention may be diverted to other priorities.
2. Follow-up is needed on the dues payment.
- ii. Toast to the Fleet (Enterprise) – Area 3 - Tanya
 1. Parshu is following up with the club to establish contact. It has been difficult to communicate with the club.
 - iii. Toast on the Rock (Enterprise)
 1. The club is now considered to be suspended as of 9/30/17.
 2. This club is in Area 16 Division B.
 - iv. Cranium
 1. It has been challenging to connect with this club. We are working on trying to connect with the club members.
 2. Kat will talk to Dina Buxton on this club.
 - a. Dina Buxton is the talent development person that chartered both clubs of the company.
 - v. Thomson Reuters
 1. Carmella will be encouraged to see if she wants to take the lead.
 2. The club is need of leadership or it is possible that it will shut down.
 - vi. Magellan
 1. There are only two people left in the club.
 2. This club will be left in suspension.
 - vii. Speaking of US
 1. We are following up on the officer list for the club.
 2. Follow up on the dues is needed.
 - viii. MAC
 1. In Division 8
 2. We are checking with the area director to see if contact has been made.
 3. There is a risk that this may be closing.
 4. This club had a lot of membership in 2007. A TLI was there as well.
 5. Since there is not as much corporate activity going on in downtown, it is possible that there will be lot of activity at the MAC West.
 - a. The area director will reach out to the MAC West to see if the club could continue out there.
 - b. Most of the MAC membership go to that location now.
 - ix. Forest Park Speaks
 1. Follow-up is needed on the health of the club.
 - x. Voices of Impact (Impact Group)
 1. This is a community group that is open to anyone outside of the company.
 2. There are troubles with bringing people in as it is identified with a company.
 3. There are some really enthusiastic members there that could help relaunch the club.

- 4. Andrea Bachs – President
 - a. The company is not as supportive of the club as in the past.
 - b. Owner was there.
 - c. Maybe not the right leader
- 5. Company issues may be contributing to the problem of the club.
 - a. Key leaders have left
 - b. Jim is still there and could possibly help us.
- 6. Remote Workers
 - a. This is a company of remote workers which makes it challenging for in-person meetings.
 - b. Perhaps Zoom or Webex could be used so the club has a virtual meeting.
- c. Pathways
 - i. This is more tailored to corporate clubs
 - ii. This is coming up February 2018
 - iii. We need to understand how to market this to the clubs.
 - iv. Recognition Incentives are available for the ambassadors and the guides.
 - 1. Guides – Contain detail on presenting and training clubs on how to do Pathways
 - a. These contacts will be the club contact for 6 months.
 - 2. Ambassador
 - a. This person will be the champion for the guides.
 - v. Credit will be granted for serving the district as a guide or ambassador.
 - vi. There will be a session at the conference that will be dedicated to Pathways.
 - vii. Dan is planning on having an information table and wants to ask the existing Pathways guides to be there. As a general rule, there is one pathway guide for every 10 clubs.
 - viii. One can also receive district leader credit for this initiative.
 - ix. The Pathways program will be in full effect two years after the last rollout. The last rollout will be in the Fall of 2018, which means the ultimate deadline to have the program adopted will be in the Fall of 2020.
 - x. Issue: There is a perception that there will be a loss of credit as a result of the introduction of Pathways. This is not the case and we have to make sure that is known.
 - 1. At the end of last rollout, every designation you have is yours to keep. All designations in progress need to be obtained before Pathways is fully in place in the two years after rollout. After that time, one cannot finish what is in progress with the exception of District Leader, Club Coach.
 - xi. It is important to close out the Toastmaster year completely in order to advance. Credit is granted in the following year.
- 4. DEC Meeting Area Director Feedback

Internal				
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#	Issue	Challenges	Responsibility/Action	Complete
1	Delays in Recognition	RGA – no awards submitted in two years. Award submissions low.	Emphasize to have members awards be submitted on time. Important for individual members. Explain impact of Pathways Validation – Email from TI that the awards have gone through and certificates received in the mail. Area Directors to inform club officers need to point out what is received when first receiving the awards. Eileen to handle the communication on this.	Newsletter – 12/31/17 Talk to clubs by 11/30/17.
2	Member Enthusiasm Low Low Turnout Membership Loss Lack of Response from Members	No variety. Recognition of the Goals needed. Praise in the clubs needed. The character of the club is important.	Elaine to handle this. Session on this at TLI will be provided. Michelle Cabella, regional advisor, to help out. Need engaging topics. Eileen to develop workshops on PR training via web. These will be conducted via the web.	12/31/17
3	Training Programs Minimal	Mentorship needs to be immediate.	Active mentor program training. Natalie to contact Elaine. Elaine to own this. TLI refreshed officer training material.	TBD
4	Lack of District Contact	Lack of District Contact because the club want to be isolated. This is mostly the case with corporate clubs.	Motivate them somehow to maintain contact. Address from Trio Level Kat and James will handle. Date to be determined.	TBD
9	Lack of Response from District Leaders	Division C – Area 10 not responding.	Need to set expectations. Communication up the food chain required. Need to understand if some communications need to be shared with the group. Do a Please Distribute in the subject header so district leaders know to share. KM to send an email Tom Coscia today.	10/21/17
10	Senior Members Not Sharing Knowledge with New Members	New members not getting benefit of knowledge of senior members Senior members not feeling valued.	Mentorship items may address some of these. Assign them to make successful club series presentations. Give them responsibilities to do some workshops. Incorporate in the train the trainer curriculum. VPE responsible for doing it. VPE trainer will do it at the TLI.	TBD
11	Members forcing members to participate against their will.	Not discussed	No actions	
12	Low promotion of events/Club not interested in district visits	Ongoing	Eileen to provide workshops on social media that can help the groups get the word out. Need to issue the TLI agendas as soon as possible. Eileen is working on it. Start with Save the Date	

			Face-to-face conversations about training and TLI events is needed– Area Directors to champion. – Communicate to the Area Directors from the Division Directors and reinforced at the Trio Level Make sure James Childress gets this - KM	
13	Conflict in Clubs		This will be a topic at the December TLI training. Elaine to help with this. Emphasize this is for all levels. Clubs work out conflict themselves. Make sure tools are advertised to those clubs that need help. Emphasize the toastmaster mission.	12/2/17
14	Clubs Losing Champions	The one the keeps it on target. Need to know who the resource is. Need the Toastmaster SME Causes loss of focus Need to let the club find their own way. Ej: Key Person with BJC. Bringing it back but could be leaving soon.	Delegation required. Officer level responsibility per club. Officer Training – VP of Membership Need executive club meetings. That is the place to address it. VPM and President are responsible for the training.	
15	Distances between clubs and events	As far as Effingham. All main events in STL	Reimbursement for gas needed. More of a value proposition is needed to draw people to these from afar. Satellite TLIs Incentivize TLI participation – Why St. Louis Outside sponsors Division director and Elaine Conference Chair with the Conference Promoter	
16	Lack of contest participation	Free time dedicated to contests. Good thing that fall conferences are out.	Promote joint contests.	

External	Not Discussed			
#	Issue	Challenges	Responsibility/Action	Complete
1				
2				
3				
4				
5				
6				
7				
8				

Key Action Items

#	Action Item	Owner	Due
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1	Reach to Nikel at WWT	June	
2	Reach out to Crane	Kat	
3	Reach out to MAC	Angie	