

## District Success Plan

### Team Composition

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

James Childress, District Director  
 Angie Breinin, Program Quality Director  
 Geoff King, Club Growth Director  
 Elaine Curry, Immediate Past District Director  
 Tim Spezia, Finance Manager, and Book Store Manager  
 Donna Seidel Administrative Manager  
 Adrienne Pluss, Division A Director  
 Suresh Gopalakrishnan, Division B Director  
 Kamara Owens, Division C Director  
 Artie Langston, Division E Director  
 Angela Brown, Division F Director  
 Annetta Works-Salley, Public Relations Manager

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

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?\*

1. Broadening our reach throughout the district connecting clubs, areas, and divisions despite locations. One District - One Team!
2. Be present - actively listening to feedback from clubs, always be willing to serve, set the example.
3. Build excitement and motivation throughout the district.
4. Be engaged - being engaged with the core team and extended team and clubs.
5. Be honest and willing to give fair, objective, and encouraging feedback to help clubs, areas, and divisions to improve.

### Team Operating Principles

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

1. Treat all core members, extended team members, and district members with respect and dignity.
2. Collaborate with each other and share our experiences with the team - successes and challenges.
3. Encourage open communication and model that within the entire District/to the entire District team.
4. Set a positive example / always have a positive mindset.
5. Approach conflict resolution in a positive and constructive manner at all times (to build up all parties involved).

### Potential Obstacles

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

1. Time management issues.
2. Personal commitments.
3. Pathways (specifically adoption rates and educational levels).
4. Distance to travel due to District alignment (AD's, Div. Dir's).
5. Low membership.

### 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 Thursday at 7 PM, either via conference call, Zoom meetings or in-person (to approximately 1.5 - 2 hours). An agenda will be provided prior to each meeting and any updates or action items from the last agenda 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, in-person, or phone call as needed.

### Team Interactions and Behavioral Norms

How will decisions be made?\*

Each Trio member has a voice for decision making. If a decision is made unilaterally, notification should be made to entire Trio. Final decisions should be based on Trio majority whenever possible.

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

Main method of communication will be:

- 1) Email-- the primary mode of setting up meetings and communicating with each other.
- 2) Text messages--used for making quick contact.
- 3) Zoom meetings--to provide a regular status of all Trio tasks, responsibilities, events, and virtual session for District Council meetings.
- 4) Conference calls--virtual session for District business meetings.

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.

Weekly Trio + PRM meetings. Each Trio member expected to attend Region 5 peer calls once a month. Emails/text messages sent as needed.

Appropriate response time of no less than 48 hours expected for team communication. 72 hours for any Holidays and/or weekends.

How will the team resolve differences of opinion?

Should we encounter differences in opinion among each other the District Director will reach out to the Immediate Past District Director for counsel. Other PDG/PDD may also be sought for advice. PDD advisory counsel and Region 5 Advisor will be brought in as needed.

Decisions made by Trio should be in the best interest of the entire District. Try to obtain all of the facts and respectfully discussed the pros and cons.

How will the team support one another?

Provide encouragement and feedback to each other. If one member of the Trio is unavailable, another member will cover for them/be available.

Conflict or disagreements should stay within the Trio group. Any disagreements with DEC members should stay with the DEC.

How will the team ensure equitable participation when completing activities?

Split the duties up evenly between Trio members and/or District staff.

Put a plan together for every activity/event.

How will team members be held accountable for their responsibilities?

Accurate reporting during weekly Trio meetings/accurate timelines and meeting those timelines.

Staying accountable to the timeline provided in the District Leadership Handbook.

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

Core team:

Extended team: Area/Division Director of the Quarter awards; verbal recognition during DEC meetings/Council meetings and on District 8 Facebook page, D8 website, etc.

Mid-year recognition/ceremony - TBD.

End of year awards to be presented during District 8 Spring Conference.

## 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 current situation in the district is that a large majority of members are not adopting Pathways and are even leaving Toastmasters because of this. The district added 0 members last year (net loss). Need to focus on membership retention (current members). Need to change the trajectory of membership (losing members instead of gaining members). One special challenge is geographically distant clubs and getting them to feel more involved/included.

### 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.)\*

Key focus on Marketing and PR, using District 8 Facebook and other avenues. We have seen some success with our District MeetUp pages. We need to get all open district clubs set up on MeetUp. A lot of clubs do not know what MeetUp is; do an audit to make sure all community clubs are included and that all information is up to date. (Maybe start a MeetUp committee/per Division?) Start with a baseline budget of \$500/Division for Marketing. The district will promote existing programs on the District 8 website, Facebook, and other social media avenues. For stretch goals: not only to have a net positive membership growth, but also go for President's Distinguished goal for membership.

Action 1

Start a Facebook advertising campaign.

Action 2

Make sure MeetUp pages are accurate and complete.

Action 3

Area Directors check with clubs to make sure their meeting information on "Find A Club" is accurate (including current phone number).

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

PRM Annetta Salley and CGD Geoff King work together, but also make sure that we are getting down to the club level. Money: \$XX.00. Club support group where officers have a group at their disposal in case they have specific questions (DTM, AD/Div Dir (past/present), etc.) -- 2 members from each Division. The key to this is to make sure to track progress. Speechcraft Chair. Testimonials, successes stories and what's your why videos throughout the district.

## Assignments

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

PRM Annetta Salley and CGD Geoff King work with Area and Division Directors to schedule and promote open houses. Posting to social media and website. Using Facebook advertising to target areas geographically for membership growth.

Action 1\*

Schedule Area and Division Open Houses

Action 2\*

Promote Month of Open Houses for supporting membership growth

Action 3

Promote Speechcraft

Action 4

Testimonials, successes stories and what's your why videos throughout the district

Action 5

## Timetable

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

Promotion planning will be complete and implementation will begin August 30th.

Action 1\*

Schedule Dates for Open Houses and post to website / Facebook

Action 2\*

Tracking new memberships, leads, and number of people reached

Action 3

Establish milestones for successful growth, 100 new members per month

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.)\*

The current situation is that the district is losing clubs at an alarming rate. The district did not have a net gain of new clubs. Corporate clubs are not renewing, companies are downsizing. Division E is in big trouble. In danger of losing Area 14. They need new clubs, currently, Division E has a base of 9.

### 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.)\*

Look for more creative ways to find leads. Promote Region Advisor and visit prospective clubs, especially corporate clubs. John Barry will help as Club Extension Chair. Need to get Area and Division Directors on board with helping establish clubs. Come up with incentives for establishing new clubs. Create a Corporate Liaison position to brainstorm ways to retain corporate clubs and attract corporate clubs.

Action 1

Decide on Incentives for members who bring new club leads to our attention

Action 2

Promote Toastmasters Awareness Month

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 a club extension committee, a demonstration team, and infokits@toastmasters.org.)\*

Club Extension Chair, Club Growth Committee, Area and Division Directors. Different media channels for advertising. St. Louis Public Radio, social media, billboards, direct mail campaigns, mobile advertising.

## Assignments

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

Geoff King and John Barry will focus on finding more leads. Farzana Chohan for Region Advisor meetings. Area and Division Directors to focus on their locations.

Action 1\*

Call and Email prospective leads to schedule Demonstration meetings.

Action 2\*

Schedule Region Advisor meetings with prospective clubs.

Action 3

Corporate Liaison to schedule corporate summit.

Action 4

Action 5

## Timetable

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

Planning will be complete and implementation will begin August 30th.

Action 1\*

Demonstrations will start immediately

Action 2\*

Schedule corporate summit in November

Action 3

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.)\*

Current situation is that clubs are not embracing Pathways. Pathways Adoption Rates remain low in the district (66.8% all members; 55.2% new members). District leaders need to be knowledgeable about Pathways to assist clubs. Mentors of newly chartered clubs especially need to know Pathways to be able to help the club's new members. Typically, 40% of clubs in District 8 achieve Distinguished or above status in the DCP. District 8 historically has challenges with clubs completing educational awards and meeting DCP goals; not enough members understand how to achieve success in the DCP. The district did not have a net gain of new clubs, and retention of newly chartered clubs continue to be a challenge. Corporate clubs are not renewing, and companies are downsizing. Geographically division E (namely Area 14) needs new clubs, they have a base of 9. Area 14 has 3 clubs currently; if we lose the Area we will lose the Division.

### 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 host and promote several incentive programs for education and training, including one for clubs to complete their Club Success Plans, Pathways Adoption, Triple Crown, and Youth Leadership. District will follow up with clubs that are having trouble meeting their easy DCP goals. Actionable by December 31, 2019. District 8 will be implementing a Pathways Committee with recently appointed Pathways Co-Chairs. This committee will survey the District members and provide outreach to club members on anything and everything Pathways related. A Pathways help desk type email address will be implemented with assistance from the District webmaster.

Action 1\*

Pathways Committee to be appointed to provide outreach District-wide.

Action 2\*

Education and Training incentives ongoing and to be added throughout the TM year.

Action 3

Involve Division Directors to come up with a plan for the best way to encourage more clubs to hold their speech contests.

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

District 8 has budgeted \$3500.00 for PQD incentives. There are members looking for opportunities to complete requirements for DTM that we may be able to pull into spots for TLI and conference events. The district is extremely fortunate to have corporations that are willing to allow us to use their facilities for educational events (TLI and/or leadership events). The district will host a Corporate Summit to be held during this TM year to reach out to those corporate clubs.

## Assignments

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

The PQD, Angie Breinin, is ultimately responsible for Winter and Summer TLI events and the district Spring conference. There will be TLI Chairs/Co-Chairs assigned who will then assign and lead the various event committees. District 8 Pathways Co-Chairs are Debbie Young and Andrew Welter; they will be responsible for appointing a Pathways Committee to assist members in Pathways. Angie Breinin and Adrienne Pluss are spearheading a more comprehensive Train the Trainer event for not only TLI presenters, but anyone in the district who would like to better themselves for giving future presentations. District leaders, including Area and Division Directors, will be called upon to help out as needed with various district events.

Action 1\*

PQD Angie Breinin - Appoint TLI Chair(s) and Conference Chair(s).

Action 2\*

Pathways Co-Chairs Debbie and Andrew to appoint volunteers to Pathways Committee.

Action 3

PQD to secure a keynote speaker for TLI events.

Action 4

Action 5

## Timetable

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

Action 1 & 2 currently ongoing. Action 3 will begin immediately. Progress will be reported to District Director James Childress as individuals step into leadership roles.

Action 1\*

PQD to have progress checks during weekly Trio teleconferences.

Action 2\*

PQD will report when keynote speakers have been identified.

Action 3

Action 4

Action 5

## Additional Goals

Mt. Vernon realignment. Corporate Liaison Committee. Increase growth and membership (and retention) with marketing to Division E.

## 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.)\*

Membership is down (namely in Division E). Put a rescue committee in place to help save that Division.

## 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.*)\*

New Open House incentives/programs to promote for clubs to utilize and gain members. Put a rescue committee in place to help save Division E. Speechcraft Chair.

Action 1\*

CGD Geoff King added to District Facebook page.

Action 2\*

Work with PRM to establish marketing guidelines for social media.

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.)\*

Trio, PRM, AD/Div Directors, etc. District has Marketing funds available for this goal. Division E rescue committee could work toward this goal. We have many members interested in heading projects toward leadership goals (to fulfill for DTM). Over \$10,000.00 has been budgeted.

### Assignments

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

CGD and PRM in charge of Action items 1 and 2.

Action 1\*

Reach out to corporate club members.

Action 2\*

Reach out to Division E club members.

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?\*

Action items will begin immediately. Action items to be completed by October 31. Progress will be tracked by tracking membership payments throughout the Division and District.

Action 1\*

Start action item 1 by emailing and/or calling members.

Action 2\*

Monitoring updates with membership payments (weekly/bi-weekly).

Action 3

Action 4

Action 5