



**District 8 Toastmasters DEC Meeting  
August 15, 2020 10AM-2PM  
Virtual (via Zoom)**

Attendees: RJ Stratton, Tom Coscia, Neeharika Jaladanki, Alice Gander, Karen Leingang, Lawson Calhoun, Art Sanze, Jackie Kam-Blackard, John Barry, Leo Tungaraza, Patti Howard, Zev Yudovich, Terrell Whitener, Annetta Works Salley, Tammy Ablan, Alinda Heron, Andrew Welter, April Watts, Brianna Snow, Curtis Scroggins, Dawn Tucker, Evelyn Pearman, James Childress, Janet Long, Patrick Hunt, Rebecca Jordan, Sarah Van Meter, Seth Jarboe, Susan Berkbigler, Tim Scarbrough, Umanga De Silva, Wayne Schoeneberg (32 attendees)

**Meeting Preliminaries:**

- Tom called the meeting to order at 10:02
- Terrell presented District Mission
- Agenda was adopted at 10:05
- James confirmed that we have a quorum - 25/34 DEC members present
- Minutes from 6/27 DEC were approved
- Confirmed appointment of district officers

**District Success Plan Review - RJ Stratton**

- Strong values and principles to empower leadership at all levels
- Potential challenges for the year are COVID-related.
  - Member Incentives
  - Meeting attendance
  - Virtual platforms
- Meeting frequencies discussed
- Develop a platform of respect
- Membership concerns: Corporate clubs at risk due to rapid changes in employment
  - Ask of Area Directors to identify risks ahead of time so we can prepare
- Strategy: STAR point systems, creation of District Club Coach playbook, utilize Marketing Team, lunch and learns for leadership and club education
- Increase number of officers who attend training
- Foster club and area leadership relationships
- Last year, the club faced a lot of challenges, especially related to growth. We want to address those areas this year.
- Recommendation from Rebecca to provide recognition for clubs that are improving in addition to recognizing clubs with strong performance
  - Annetta: Need to address and incentivize clubs with lesser participation and motivation
- District Success Plan is a living document - we can change and improve it to fit our needs as we move forward.
- Clubs are starting to attend other clubs' meetings so they can grow accustomed to the virtual environment. These have really helped to increase participation and encourage clubs that may have been struggling. (ex. Open Line)

- Karen: There is a member that has a connection to the Anheuser Busch and Open Line clubs who was able to connect the two clubs
- Club coaches may be very useful.
- Success Plan will be posted for review. Comments are welcome. We have time to submit to the World HQ.

### **District Budget Review - Brianna Snow**

- Brianna is still waiting on some inputs, but Brianna is going to present the current iteration of the budget.
- Membership Dues Allocation - the basis for all our revenue apart from conference dues.
  - We are 10K less than last year.
  - In 2019, \$43K projected membership dues revenues. In 2020, \$32,881 projected membership dues.
  - Less that we can do and budget for since we took a hit to our revenue.
  - We receive a percentage of every member's dues.
- Conferences - budgeted for a Spring conference using inputs from the prior 2 years.
  - A little more budgeted since it is our district's 80th Anniversary
- Fundraising from District Store - items are still outstanding
- Education and Training Budget - TLI expenses are now in this category
  - We are budgeting for education training and TLI; we only have half the policy percentage, which cramps the budget.
- Travel Budget - if you did not submit, you are assigned a default budget of about \$200 miles.
  - Room, trophy, and mileage expenses
- Reminder to use/register Concur for expenses.
- As the budget stands, we have a total projected net income of \$12.5K
- We have to budget for an \$8K reserve for next year, so we have a yearly net income of \$4.5K
- Curtis: Did not hear back after he asked about Concur access, Curtis sent his request to RJ. Rj mentioned that he would follow up.
  - In chat, Annetta mentioned the same.
- Brianna asked for members to contact her via email or text, she will has availability most evenings.

### **Introduction of the Marketing Team:**

**Patti Howard, DTM – Source & Research Chair**

**John Barry, DTM – Club Extension Chair**

**Debbie Young – Club Quality Chair**

**Evelyn Pearman – Club Retention Chair**

- Marketing Team will work on generating and following up on leads for new club growth
- Patti Howard: We need all leaders to help us generate leads - community, work, schools, colleges, etc. Know your WHY!
- John Barry: Demonstration Meetings virtually for new/potential clubs, it is a challenge, but John does not expect any obstacles
- Debbie Young: Will oversee the club mentor program. Debbie will follow new clubs and make sure they are still on track. Focus on healthy, thriving clubs - will send a monthly newsletter to discuss focus areas. Seeking feedback on newsletter and topics for newsletters. Working with Dawn to create education activities.
  - August: Wayne's tutorial on how to Zoom!
- Evelyn Pearsen: follow chain of command to address challenges, create club coach trainings, Learn about club goals - would they prefer to be challenged for growth or is this more of a social opportunity.
  - Marketing team is here for supporting the DEC

- Karen: Need a standardized way, a template, for initiating club coach conversations and to track club coaches. Karen is willing to support for the creation of this process.

### **Public Relations Manager Report - Alinda Heron**

- Working with Tom to create a page on the district website for those who maybe interested in volunteering at the district levels
  - Club coaches, trainings, etc.
  - Alinda is also looking for volunteers in other areas: Social media, meetup, podcasts, videos, educational training producers, media relationships, copywriting, etc.
- Initiatives
  - Update District Media Contact List - want to update with more detailed contacts
  - Social Media Campaign to Feature Area Directors and their Division Directors
  - Monthly Peer Calls with Club VPPRs
  - Define What's Your Why
- More opportunities for club officer training!
  - Posted on Facebook and Twitter
- Alinda is happy to support officers as best she can.

### **Club Growth Director Report - John Barry**

- Chartered 4 clubs before COVID 19 started
  - BCBS in Quincy
  - Monetta Group
  - Rabo Diversified Services/Rabo Bank (?)
  - City of Wentzville
- Receiving inquiries for starting clubs with initial virtual demo meeting
  - Save-A-Lot grocery
  - Harris Stowe University
- Working to impact not only communication skills but also tech literacy

### **Program Quality Director Report - Dawn Tucker**

- Important Dates for D8
  - Winter TLI - Saturday, January 9th (Virtual): Focusing on making it more of an event with electives and activities
    - Alex Miller and Paul Cook, Event Co-Chairs
  - Spring Conference - Friday and Saturday, April 9th & 10th, Crowne Plaza Convention Center in Springfield, IL
- Only ~50% of club officers trained: 331 out of approximately 600
  - 68 Presidents trained across 88 clubs
  - 40 officers signed up for upcoming trainings - want to increase this number!
- Educational Incentives
  - Since we lost so many clubs in the last year, club building and incentives for current clubs are very important
- Club Officer 7+7 an Club Success Plan
  - Required: 7 officers training in summer and winter, signed CSP by 9/30
  - Incentive: Each officer gets an appreciation prize
- Youth Leadership and Speechcraft Incentive
  - Required: Coordinate Youth Leadership Program or Speechcraft
  - Incentive: Earn \$50 in Toastmasters credit
- Pathways Triple Crown
  - 1 Crown:
    - 3 Pathways levels OR
    - Club Officer for 12 months OR

- D8 Officer for 12 months
  - 2nd Crown
    - 3 Pathways levels OR
    - Coordinate Youth Leadership Program or Speechcraft OR
    - PW mentor program
  - 3rd Crown
    - 3 Pathways levels OR
    - Complete DTM Project OR
    - Serve on a DTM project team to project completion
- Area Directors Above and Beyond
  - Option A and B
    - Based on completion of visit reports, strategizing with Trio on how to support and improve clubs, etc.
    - \$15 and \$30 credit to Toastmasters

### **District Director Report - RJ Stratton**

- Club leaders were able to revive stagnant and disbanded clubs - will be awarded pins from RJ.

BREAK 12-12:30

### **Best Practice Discussions - RJ Stratton**

- Corporate and Community club transition as to continue the club
  - RJ involved with similar transition at St. Elizabeth Hospital
  - Change the name of the club and move away from the company to reduce branding concerns
  - Very easy switch on Club Central
- In-person meetings
  - Questions: Insurance for members - is Covid included?
  - As long as you are not breaking any local ordinances, you can meet in-person.
  - It is up to each club to decide the type of meeting they want to host and each person to decide if they want to attend
  - Hybrid meetings are very appealing, especially for winter
  - Shaw Park outdoor meetings for one club have been successful
  - Facilities challenges for indoor meetings
- Live Docs +Virtual Folder to share documents
  - Trying to create things like this to better support club as we move forward
  - Interactivity would be a plus here
  - Collaborative effort with club and area leaders to develop resource
  - Especially due to COVID impacts, best practices for meetings can be shared live
- Be forthcoming about the resources that are being created and the resources that you still need
  - There are many steps that go into creating and running club, we want to be able to create resources that can ease transitions from year to year
- District 8 Google Drive to store folders?
  - Working to create a resource
  - Can host documents and journals that can be reviewed at large
  - Tom uses one for website maintenance that can be expanded to the larger team
- Experienced Officer Training - can we have more information?
  - Covering Toastmasters required topics that would be covered in a typical training, but make it more conversational
  - Want to make it a place to share experiences and best practices
  - Openings are available if there are any officers interested in joining, openings for Zoom Master and Room Assistants

## **Visionary Training Exercises - RJ Stratton**

- Stages of Visualizing
  - Potential
  - Action
  - Results
  - Belief
  - This creates a positive feedback loop - belief feeds back into potential
- Why is it that we do not succeed when others may?
  - Expectations are a key factor.
  - Need to believe that you can reach your goal, whether it is a small goal or a large goal.
  - CERTAINTY in BELIEF
- Journaling as a tool for visualization and tracking goal process
  - Useful to go back and reflect on previous goals and actions
- Simplify the process and continue to use it repeatedly.
- Tom: Suggestion to use Notes App on Apple or anything similar to keep something simple and on hand
- Terrell: Benchmarking - when you see someone being successful, talk to them to find out the keys to their success
- Alice: Shared her own experience with visualization on her path to becoming a mechanical engineer
- RJ: When he was transitioning to investing from his military career, he invested heavily in his education - he was certain that it would happen!
  - Important to also have the external support as well, but internal certainty is paramount

## **Speech Craft - Annetta Works Salley**

- Opportunity to increase membership - but is it the opportunity or the invitation that is most effective?
- Open House: Every club meeting is an open house. If you don't think of each meeting as an open-house, you are working too hard.
  - Invite outsiders to experience Toastmasters
- If you want a 1month Speechcraft in September, communicate to existing members in June/July
  - Express each person's "why"
  - Make sure guests and potential members are connected to the club members and the club purpose - what are their public speaking and leadership goals?
- Speechcraft is a tool to go out to the public and bring them in
  - Focus on groups
  - Make the connection to Pathways - introduce tools to them
- Pathways: Level 1 same for all, Level 2 and 3 Differ
  - Depending on Pathway it can differ
  - First two speeches are the same, overall, there are similar and overlapping skills
  - Once participants do this in speechcraft, they hit level 1 and 2
- What is the impact of doing it in a club meeting or outside of a club meeting?
  - Need to define your goals for doing Speechcraft
- Division/District wide Speechcraft
  - Club members benefit greatly as they work with members across the district/division and apply leadership skills
- Challenges for doing speechcraft during meeting - not enough time to present all meetings
  - Must schedule for a longer meeting
  - Must ask if club members are willing to give up their spots
  - Reschedule for a separate meeting time for Speechcraft
- Open-house
  - Find out who is interested and keep them in the loop
  - Assign members to mentor them during Speechcraft period

- Charge Speechcraft participants in order for them to remain committed
  - Applied to membership if they join
- Tim: Can play with timing, number of non-members, and amount to charge
  - Charge for 6 month membership
  - Can hit membership goals and Pathways goals
- Highly recommend marketing each meeting as an open house

#### **Closing Remarks - RJ Stratton**

- James: Great first meeting!
- Dawn: Great participation, please follow up if you have any ideas or questions.
- Meeting was adjourned at 1:54 pm.