

# District Success Plan

## Team Composition

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

David Kincade, District Director  
 Karen Leingang, Program Quality Director  
 Dawn Tucker, Club Growth Director  
 RJ Stratton, Immediate Past District Director  
 Brianna Snow, District Finance Manager  
 Debbie Young, Administrative Manager  
 Michelle Sturdivant, Public Relations Manager  
 Division Directors A,B,C,E,& F

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

All Area Directors  
 Past District Governors / Directors  
 Logistics Manager  
 Parliamentarian  
 Webmaster  
 The Marketing Team  
 Procedures Chair  
 Alignment Committee  
 Audit Committee

## 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 International core values of Integrity, Respect, Service and Excellence, we are committed to the values of Trust, Honesty, Pride, Commitment

## Team Operating Principles

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

Responsibility & accountability (trust but verify), teamwork, responding in a timely manner, leaders developing leaders by delegating when possible, follow-up & feedback, dedication, and servant leadership.

Need Some Help?

## Potential Obstacles

Type your question here

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

CoVid19 & economic impact to member & families, adaptation to virtual platforms & virtual communications, adaptation to hybrid meetings, social distancing & limited personal interaction, logistics of distribution of awards w/o in-person meetings, time & personal commitments; limited number of members with experience & skills (i.e. zoom, Pathways, toastmasters programs & procedures).

## 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.)\*

Regular Trio Zoom Meetings, DEC Meeting Bi-Monthly, DEC & Council Meetings will be structured & conducted in an orderly fashion, All District Meetings, activities, comments & questions will be timed to keep meeting on track. Other District special meetings will be held as needed, District Zoom account will be for official district business, All Zoom meetings will have a Zoom Master and assistants if needed.

## Team Interactions and Behavioral Norms

How will decisions be made?\*

Decisions will be made by discussion & mutual agreement.  
Authority to make decisions may be delegated.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.  
Email, phone call & text, Zoom & other virtual platforms.

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.

Regular Zoom Trio Meetings with special guests such the PRM and others.

Region 5 peer Calls for DD, PQD, CGD, & PRM.

Meeting with Division Dir's to lay out expectations.

The Marketing Team Zoom Meetings as needed.

Events group Zoom meetings as needed.

How will the team resolve differences of opinion?

Praising in Public and addressing behavioral problems or incorrect procedures in private.

Members shall not correct areas of concern in front of other members. Confrontation of differences will be offline, or in private.

Resolve differences respectfully.

Cultivate understanding & teamwork.

Respect others' opinions & ideas.

How will the team support one another?

Positive, constructive feedback.

Whenever possible we will unify our messages., speak with one voice.

Support district leader decisions and address your concerns in private. Type your question here

**Need Some Help?**

Provide assistance when needed  
 Encourage a culture of Initiative, Collaboration & Leadership  
 Establish Support Roles as needed (i.e. Assistant Area & Division Director)

How will the team ensure equitable participation when completing activities?  
 Delegate tasks & activities as much as possible to allow all members an opportunity to lead.  
 Encourage ownership of tasks & activities.  
 Reports & follow-up keeping all levels of District leadership in the loop, all the way up to the District Trio.

How will team members be held accountable for their responsibilities?  
 Regularly scheduled reports as needed.  
 Keeping all levels of district leadership in the loop of communications & emails, all the way up to the District Trio.  
 Follow-up by district leadership at all levels.  
 Clear deadlines for projects.

How will the core team and extended teams be recognized for their efforts?  
 DEC meeting special recognition of members & leaders for their noteworthy accomplishments.  
 Newsletter, Facebook group, and social media articles.  
 Area & Division Directors submitting noteworthy accomplishments of members, club officers, clubs in their area or division.  
 Recognizing district leaders (Officers & Committee Chairs) for outstanding performance of their duties.

## 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.)\*

Significant loss of members and low membership due to CoVid 19 and its economic impact on members  
 Lack of understanding & resistance to Pathways Educational Program.  
 Loss of Corporate Clubs due to companies downsizing, closing and/or restructuring.  
 Pathways enrollment at a lower than acceptable level.

### 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.)\*

{Note that this goal as stated in the document is more membership payments/paid membership i.e. growing the number of members in D8}

**Need Some Help?**

Type your question here

Timely Recognition & rewarding clubs for achieving multiple DCP Goals and/or more members, with zero net

loss.

Create quality club environment by educating and empowering members with Pathways education and participation incentives.

Action 1

Develop Pathways incentives for clubs. {MOVE TO GOAL 3} Provide formal & informal educational opportunities regarding club growth strategies

Action 2

Monitor Pathways participation at the club level. {MOVE TO GOAL 3} Provide training for best use of club websites

Action 3

Monitor and and recognize membership growth at club/area/division levels

Action 4

Offer incentives for membership growth.

Action 5

Update D8 website to direct interested visitors to club contacts.

## 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.) \*

TI Dashboards for club, area, division and district status, general outreach by district leaders, Club Success Plans, Area Success Plans, Division Success Plans.

Incentives for clubs achieving Distinguished or higher and members completing 3 or more levels within Pathways. Outstanding Member Pins awarded by District Leaders. And other awards.

Leverage the Club Quality Chair and Marketing team along with the Events group for membership growth and retention.

Club Quality & Retention Chairs & Source & Research Chair

Best Practices Learned & Member Testimonials; PRM

Area Director Reports

## Assignments

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

Division Directors, Area Directors, The Marketing Team, CGD Club Officers, District Trio

Action 1\*

Monitor Area Director reports for trends.

Action 2\*

Recognize outstanding members (Club Officers, Area & Division Directors)

**Need Some Help?**

Type your question here

Action 3

## Recognize Clubs (Area & Division) for Membership Net Growth

### Action 4

Incentives for clubs that conduct Speechcraft , Open Houses and other programs that Result in +5 new members (not dual or reinstated) ?? What about clubs that hold programs but don't grow, or clubs that grow without programs?? Specify.

### Action 5

Marketing Team develops promotion of Best Practices impact for visible Club & District Growth

## Timetable

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

All items will begin on July 1, 2021.

### Action 1\*

DGP Reports will be monitored by Division Directors at every Division Council meeting, and issues reported at the DEC meetings.

### Action 2\*

Net growth awards at 6 months and 1 year.

### Action 3

Outstanding members and clubs recognized on an ongoing basis.

### Action 4

Program incentives awarded as earned, at DEC Meetings.

### 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.)\*

Significant loss of clubs due to CoVid 19 and economic impact to the communities & businesses in throughout the district.

Social distancing limiting personal interactions and restricting meeting in person plus resistance to conducting virtual meetings.

Virtual meetings costs & time limits.

Resistance to the Pathways Program.

Lack of new club interest and/or leads on new clubs.

## Strategy

## Need Some Help?

Type your question here

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.)\*

Increase the number of clubs in D8 by avoiding club loss wherever possible, working traditional new club leads as they come in, researching new club resources from outside of TI typical channels, encouraging and incentivizing new specialty clubs within D8

#### Action 1

Identify clubs with membership challenges, listen to their perspective, offer solutions, provide help

#### Action 2

Continue to work all current leads and follow up with TI supplied leads.

#### Action 3

Research new leads arising from Vic Mattison's 2019/20 system, increased marketing, and other opportunities that arise.

#### Action 4

Provide incentives for members who start specialty clubs within the District

#### Action 5

Hold Speaker Series or other events to raise the profile within the geographic bounds of D8.

## 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).)\*

1. Club officers, Coaches, ADs, and Trio to hold conversations about membership difficulties, and help them increase their membership to prevent losses which would have to be offset with additional new clubs, Club or Area open houses with special guest speakers, training for club/Area events that could help to shore up membership. 2. John Barry (CE Chair) to continue TI leads. 3. Vic Mattison (IPCGD) Patti Howard (CNSR Chair) & CGD Dawn Tucker to work 19/20 system; PRM team to increase marketing 4. CGD Dawn Tucker, Webmaster Tom Coscia, PRM team to advertise program; \$\$ for incentives 5. CGD Dawn Tucker, contacts with local libraries, colleges, etc., for speaker series locations; SB Chair; members with skills & experience to make longer presentations; PRM team to advertise \$\$ for appreciations

## Assignments

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

1. Club officers, Coaches, ADs, and Trio to hold conversations about membership difficulties, and help them increase their membership to prevent losses which would have to be offset with additional new clubs, Club or Area open houses with special guest speakers, training for club/Area events that could help to shore up membership. 2. John Barry (CE Chair) to continue TI leads. 3. Vic Mattison (IPCGD) Patti Howard (CNSR Chair) & CGD Dawn Tucker to work 19/20 system; PRM team to increase marketing 4. CGD Dawn Tucker, Webmaster Tom Coscia, PRM team to advertise program 5. CGD Dawn Tucker, contacts with local libraries, colleges, etc., for

Need Some Help?  
Type your question here

speaker series locations; SB Chair; members with skills & experience to make longer presentations; PRM team to advertise

Action 1\*

Dawn Tucker, Yutaka Ikeda, Area Directors set up times to talk with clubs having membership challenges

Action 2\*

John Barry (CE Chair) to continue TI leads

Action 3

Dawn Tucker with Vic Mattison and Patti Howard

Action 4

Dawn Tucker with Tom Coscia

Action 5

Dawn Tucker, Speakers Bureau Chair

## Timetable

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

1. August - June; dash board 2. July - June; dashboard 3. September - June; incoming inquiries spreadsheet, dashboard 4. July - June; incoming inquiries spreadsheet, dashboard 5. July - May; scheduled events, incoming inquiries spreadsheet, dashboard

Action 1\*

August - June; dash board

Action 2\*

July - June; dashboard

Action 3

September - June; incoming inquiries spreadsheet, dashboard

Action 4

July - June; incoming inquiries spreadsheet, dashboard

Action 5

July - May; scheduled events, incoming inquiries spreadsheet, dashboard

## 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.)\*

### Need Some Help?

27 Distinguished clubs, down from 32 last year. Although we gained 10 new clubs, Membership membership, membership. The DCP may not be understood by these newer clubs. Challenges, Reluctance to engage with

Pathways, lack of familiarity with Pathways, clubs not meeting due to COVID-19, clubs merely in survival mode due to COVID-19, lost clubs and low membership clubs due to Pathways and COVID-19.

## 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.)\*

Incent all clubs where all members who started prior to April 1 complete one level. Market the Pathways training on D8YouTube to the members. Continue the Lunch and Learn series and expand the topics to include membership. Host Division Director sessions on best practices and peer support. Schedule meetings for Division Directors to meet as peers with facilitators to develop practices to support increased club visits in the Areas. Incent Area Directors for 80% of their Clubs receiving the Level Up Your Club award.

Action 1\*

Develop incentive for "Level Up Your Club" program.

Action 2\*

Educational programming re DCP and D8 Incentives.

Action 3

Provide training and support for DivDs and ADs to help them support clubs in DCP and D8 incentive.

Action 4

TIMELY recognition of achievement from individual through club, area, division, district levels.

Action 5

Provide other support programs and people as needed, ex. Club Coaches, Subject Matter Experts, etc.

## 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).)\*

We will need funding for the incentives for the "Level Up Your Club" incentive.

People, Zoom, Social Media.

Zoom Accounts for div Directors.

## Assignments

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

As below

Action 1\*

Trio to create incentive program

**Need Some Help?**

Type your question here

Action 2\*



Art Stanze to recruiting committee for Lunch and Learn topics

Action 3

Marketing Committee to coordinate with Division Directors on the Peer meetings.

Action 4

Create &/or use current & new media and other opportunities to show recognize achievement, including Tom (Webmaster) and PR committee

Action 5

Incent (reward) successful Club Coaches and clubs that become Distinguished, assign SMEs and contact systems

## Timetable

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

The timetable is below. Progress will be reported at each Council meeting.

Action 1\*

Level Up Your Club program will begin as of July 1, 2021, and conclude on April 1, 2022.

Action 2\*

Division Dir's to have AD peer meeting schedules finalized by 9/1/2021

Action 3

DEC meetings: Compare progress made at each level to plans, and adjust as needed

Action 4

As soon as progress is visible

Action 5

As soon as personnel are identified and placed

## Additional Goals

Marketing Team put together Best Practices & Develop Programs for District Growth & Retention.

75% of clubs to complete a Club Success Plan (incentivized).

Recognize Outstanding Achiever for all members for noteworthy accomplishments in the District.

Recognize Area Directors for Top Performing Areas (Monthly) based on area visits, reports turned in, reports with improvements listed, and contest planning

ADs to complete 4 visits per club for 100% of clubs, and meet with DivDs & TRIO for District Support (Details built into Action 5 above).

Members or Clubs that supply leads that lead to chartering of a New Club will receive \$50 TI Shopping item of their choice

## Situational Analysis

Need Some Help?

Type your question here

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.)\*

Members lack the knowledge of district & Toastmasters Program to help themselves & their clubs.

Resistance to Pathways

Adapting to Virtual Meetings/hybrid meetings and Zoom knowledge & cost

Planned to meet in person again, planning and resources

CoVid Economic Impact and social distancing

Not enough Specialized Resources and/or Focused effort

Best Practices for Growth & Retention of membership and clubs.

Planning and holding engaging meetings

## 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.*)\*

Incentives for achieving DSP Goals and Goals of the Marketing Team.

Educating members with focused educational Lunch & Learns Sessions

Recognize Outstanding Achievers, Members & Top Performing Areas, Area Director

Develop Best Practices for District Growth & Retention

Expand understanding the benefits of Pathways and how to leverage it.

Action 1\*

Determine monitoring plan and incentives for club success plan program

Action 2\*

Determine incentives for Level Up your club program and monitoring plan/dates.

Action 3

Establish criteria for outstanding members, and a method for clubs/others to nominate someone.

Action 4

Develop Best Practices for District Growth & Retention maintain documents and provide training

Action 5

Develop united front of Why Pathways and how it benefits members

## 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.)\*

**Need Some Help?**

Type your question here

The District Marketing Team,  
 Distinguished Club Program & Club Success Plan Manual Item 1111  
 District 8 website  
 DCP Dashboard on TI website  
 District Zoom Account  
 District past leaders & members who have been with toastmasters for a while  
 Other Districts, Regional Advisors, Advisory Committee, WHQ  
 Committees to assist Trio (delegate tasks)

## Assignments

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

The District Marketing Team for Club Quality & Club Retention -Distinguished Club Program  
 District Director for recognition of Members & Area Directors  
 Program Quality Director for planning and coordinating the Lunch & Learn Sessions  
 Marketing Team for Best Practices and developing applicable programs

Action 1\*

Trio offers an incentive for having club success plan turned in .

Action 2\*

Trio will decide the incentives for the Level Up club programs

Action 3

Trio to decide on criteria recipients by majority vote.

Action 4

Marketing Team and CGD train mentors and coaches to help them have successful interactions with the clubs they are working with.

Action 5

Trio and Education Committee plan Lunch & Learns and other sessions based on expounding the benefits on Pathways (Pathway Pros)

## Timetable

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

See below for the timetable for each item above.

Action 1\*

September 1st for Program announcement. Ends Sept. 30

Action 2\*

Announced Sept. 1, tentative end date, April 1

Action 3

Ongoing, Awarded monthly or at District meetings

**Need Some Help?**

Type your question here

Action 4

Ongoing and changes as needs change

Action 5

Ongoing and changes as needs change

Need Some Help?

Type your question here