

District Success Plan

Team Composition

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

Karen Leingang, District Director
Sarah Van Meter, Program Quality Director
Art Stanze, Club Growth Director
David Kincade, Immediate Past District Director
Becky Jordan, District Finance Manager
Yolanda Wood, Administrative Manager
Darlene Willman, 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
Program Quality Committee
Club Growth Committee
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?*

We are committed to the rebuilding the Trust and Commitment of the District leadership to its clubs and members. The District will also work on growth by adding new clubs and building upon the resiliency of its current ones. We are hear to serve our current and future clubs and members by assisting them on their journey to being the best leader and communicators they can possibly be.

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Team Operating Principles

Type your question here

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

The team will be actively engaged in the District by utilizing the following principles of servant leadership:

Encourage diversity of thought

Create a culture of trust

Have an unselfish mindset

Foster leadership in others

Potential Obstacles

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

Lack of District's connections to the clubs within the District

Adaptation to hybrid meetings: Lack of knowledge of : equipment to purchase, comfort of using equipment, and protocols of how to engage all members

Low membership clubs - limited number of members with experience & skills to contribute to quality meetings to attract and keep members

Lack of competent Club Coaches and Club Mentors to serve and assist clubs.

Overcoming the 'This is how we've always done it' attitude and replace it with 'Let's adapt and improve our approach to our challenges'

Attracting and recruiting the new generation of leaders in the District.

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.)*

Cadence:

Weekly Trio meetings - will meet via Zoom

Dec Meetings following Cadence: July, Aug, Sept, Nov, Jan, March, April, June - will start via Zoom may move to Hybrid

Trio and Division Director meetings (either monthly or twice a month) - will meet via Zoom

Finance Manager Becky Jordan - Attend 1 Trio a month (more frequently at beginning of year to establish budget)

Public Relations Manager - Attend 1 Trio a month

Other District special meetings will be held as needed.

Meeting Protocol:

Meetings will be structured & conducted in an orderly fashion, All District Meetings, activities, comments & questions will be timed to keep meeting on

track

Team Interactions and Behavioral Norms

How will decisions be made?*

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Each Trio member will be allowed to voice opinions and group will work together to determine best course of action.

In cases of difference of opinions, members will be respectful of different perspectives and will be resolved in private.

Outside of meetings, the Trio will present an united front.

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

Will utilize the following platforms:

1. Group Text
 2. Email
 3. phone calls
 4. Zoom
 5. Shared Google Drive
- 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.

Group Trio text - informative FYI and quick questions

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

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

Trio and Division Director Zoom call -starting weekly will update cadence as year progresses

The Marketing Team Zoom Meetings twice a month

Events group Zoom meetings twice a month - may increase based on event

Education Team Zoom twice a month

How will the team resolve differences of opinion?

Respect others' opinions & ideas.

Rephrase difference of opinions in non personal statements

Resolve differences respectfully.

Look for the best resolution for the District

Cultivate understanding & teamwork.

Praising in Public and criticize in private.

How will the team support one another?

Positive and constructive feedback

When possible we will unify messages and speak in one voice.

Do not speak for other team members

Establish an altruistic culture for Trio, Division Directors and Area directors for purposes of servitude

How will the team ensure equitable participation when completing activities?

Everyone has opportunity to review goals and offer encouragement, advice and empowerment to help close gaps.

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How will team members be held accountable for their responsibilities?

Encourage ownership of tasks & activities by setting expectations at the beginning and do regular follow up
 Clear deadlines for projects and communication of progress.

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

Area & Division Directors submitting noteworthy accomplishments of members, club officers, clubs in their area or division, so it can be shared via:

Communic~8 , Facebook group, and social media articles.

Recognizing district members for outstanding performance of their duties.

Area Director encouraging clubs to recognizing and praise

Use TLLs, Annual Conferences, and other gatherings to share District's members and clubs achievements.

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.)*

District 8 has encountered a significant loss of members over the past 2 years. This has been due to clubs moving to virtual and hybrid meetings. These platforms do not meet the growth opportunities for our members and some members are tech challenged. We also have lost members that are having ever increasing work loads and are unable to find a work/life balance that allows them to participate in club meetings.

We need to attract members back to investing in themselves and prioritize Toastmasters. Creating awareness of programs (e.g. Pathways, Member Orientation, Speech craft, DTM). Promotion of individual Toastmaster clubs by public relations methods such as social media ; triage of members needs such assistance with Pathways and equipment for hybrid 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 creating a contest promoting early submission of dues.)*

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These items can be done by including possible items such as:

Pathway Q&A help email to assist with understanding and possible resource listing for club members to upgrade computer at low cost

Engage Division and Area Directors for outreach and reminders Awareness to club about needing to meet

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payment date

Initiative -Sept 15 8 members per club payment sent into TI - what about person who paid but 8 members did not

Offer new member orientation at District level to help ensure all members have same introductory experience that includes Path selection

Offer sessions/resources about how to set up hybrid meeting to encourage success and lessen frustration (also goes with list of equipment with low cost)

Set up Networking events at District Level to help build community and connection- maybe specialty events such as DTM group

How clubs recruit new members - utilize PR manager to help build Social Media campaign possible lesson Meet UP

How to develop new markets for clubs to recruit members.

Incentive for Speechcraft - also increase awareness this is needed for DTM

Action 1

Create membership survey to determine what members' obstacles are and direction they would like to go - Share information with District clubs

Action 2

Work with District Public Relations Manager on lunch and learn sessions and/or YouTube video on social media techniques to share with clubs

Action 3

Engage Division and Area Directors to establish communications and connections with Area Clubs so District is aware of club obstacles

Action 4

Incentive for Speechcraft and develop committee to assist clubs and members looking to host events

Action 5

Incentive for clubs adding new members and District providing support with District level new member orientation.

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.) *

Speechcraft committee assist clubs/members who host a Speechcraft

Have incentive money

Area Director club visits and submitted reports will assist with determining clubs pulse and what is needed to assist them.

Education Committee continue to develop electives for hybrid meetings, social media and how to recruit club members

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Assignments

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

The Trio will work with other district leaders to complete the above mentioned action items.

Action 1*

PQD - will develop survey and develop message to sent to group. Webmaster will post survey Trio analyze data and share the results

Action 2*

Trio works with Public Relations manager to develop strategy and how to disseminate information with clubs.

Action 3

Trio meets with Division Director on a regular basis to share vision and determine needs. Division Directors work with Area Directors to complete club visits and reports.

Action 4

PQD and CGD work with Speechcraft committee to develop an approach to demystify the Speechcraft method.

Action 5

Trio and Finance manager will work together to determine budget for incentives. Trio will develop incentives accordingly.

Timetable

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

Each action item began at the beginning of the Toastmaster year July 1, 2022. Progress will be discussed and tracked on a monthly basis in a Trio meeting.

Action 1*

Survey will be created by the end of July 2022, will be posted in Aug 2022, Results will be shared at Sept District Council

Action 2*

Public Relations Strategy will be completed by end of Aug 2022 - Shared with clubs at Sept District Council

Action 3

Work with Division and Area Director is ongoing and will be completed by June 30, 2023

Action 4

Work will be started in Aug 2022 and will be ongoing until June 30, 2022

Action 5

Budget by Aug 2022 and adjustments will be made as needed throughout the year.

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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.)*

District 8 lost 10 clubs last year while chartering two (2) for a net loss of 8 clubs. Too many clubs have lost their enthusiasm meeting on zoom. That loss of enthusiasm plus continued resistance to Pathways has caused them to attract few guests and not sell guests into new members. Other clubs are struggling to start hybrid meetings. District level prospecting efforts for new clubs have been unsuccessful.

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.)*

Club Growth Director (CGD) shall focus on strengthening the District Club Coach program and internal growth while searching for new club marketing ideas that have been successful in other districts.

Action 1

Work with Club Retention Chair to develop a program to recruit, train, and support Club Coaches

Action 2

Work with Program Quality Director (PQD) and Education Committee Chair to develop a program to improve the quality of the Toastmasters experience for all club; and especially those that are challenged. Emphasize Speechcraft as a recruiting tool

Action 3

Club Incentives: 8 new/reinstated members, Speechcraft + Open House the results in 3 new members, New Club Contest (adopt District 35 incentive) Individual Incentives: Sponsor 5 new members

Action 4

Network with other Region 5 Districts (current and immediate past CGDs) to identify incentives/programs /ideas that generate new clubs. Search TI website for proven ways to generate new club leads.

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.)*

Resources include Marketing Committee members, Education Committee Members, plus Speechcraft, Youth Leadership, Hybrid Meeting, and Social Media Chairs.

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Assignments

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

The Club Growth Director (CGD) is responsible for all actions on this tab. The CGD will delegate, partner with, and support as follows:

Action 1*

Annetta Works-Salley (Club Retention Chair) plus Club Retention Committee (Evelyn Pearman, RJ Stratton, Art Stanze)

Action 2*

PQD Sarah Van Meter, Education Committee Chair Andrew Welter, and Education Committee members; plus trainer/presenters recruited for special efforts

Action 3

District 8 Trio, Finance Manager, Public Relations Manager

Action 4

CGD + Club New Source Research Chair. Consider recruiting a New Source Research committee

Action 5

Timetable

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

This Trio is committed to establishing long term club growth programs; education programs; and quality meeting programs.

Action 1*

First Club Retention Committee meeting 4:30 pm Thursday July 27, 2022. This should be a constant, continuous District 8 effort. Progress metric = Coaches assigned to Clubs that qualify for a coach.

Action 2*

Submit list of training ideas to PQD and Education Committee by end of August. Be available to work with Education Committee on most education efforts.

Action 3

Finalize Club Growth Incentives and include in budget by end of September.

Action 4

Implement Club Growth ideas as discovered. If budget required but funds not available, pass to next CGD.

Action 5

Distinguished Clubs

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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.)*

In 2021-2022 only 22 clubs out of 96 were awarded some form of distinguished status. There were 12 club that met at least 5 distinguished goals but didn't meet the membership requirement. Additionally pathway adoption is still low for district 8.

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.)*

Ensure clubs, areas, and division understand how to utilize dashboard. The education committee will work to ensure members understand how to choose and enroll in pathways. Ensure officers of clubs recognize members when completing a level by using tools in base camp for certificates and tracking member progress. Host Triage Session as needed by creating a form for help that can be shared by the education committee for 1:1 and creation of FAQ page on District 8.

Action 1*

Ensure members understand how to choose and enroll in pathways

Action 2*

Ensure officers of clubs recognize members when completing a level by using tools in base camp for certificates and tracking member progress.

Action 3

Host Triage Session as needed by creating a form for help that can be shared by the education committee for 1:1 and creation of FAQ page on District 8.

Action 4

Ensure clubs, areas, and division understand how to utilize dashboard.

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).)*

Resources used for helping club meet distinguish status is the executive team of the district consisting of District 8 Director, PQD, CGD, Public Relation manager, Division directors and area directors as well as

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education committee as well as leveraging district youtube channel.

Assignments

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

- 1.) Education Committee and PQD will ensure members understand how to choose and enroll in pathways
- 2.) Education Committee and PQD will ensure officers of clubs recognize members when completing a level by using tools in base camp for certificates and tracking member progress.
- 3.) Education Committee and PQD will ensure clubs, areas, and division understand how to utilize dashboard.
- 4.) Education Committee and PQD will host Triage Session as needed by creating a form for help that can be shared by the education committee for 1:1 and creation of FAQ page on District 8.

Action 1*

Action 2*

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?*

- All items will begin in September and will be completed as soon as possible but before June 2023. a.
- Pathways adoption rate will help tracking and will be focused on throughout the year Tools that will be used:
- 1) for tracking level completion will help with recognize members and will be focused on throughout the year ;
 - 2) Create a short youtube video of base camp for secretary, VPE, and President how to pull report, print certificates, coaching members to complete project/ level; how to upload evaluations into base camp; and submitting education awards to both club central and in pathways
 - 3.) Education Committee and PQD will ensure clubs, areas, and division understand how to utilize dashboard.
 - a. Create short video on how to find dashboard
 - b. Create short video on how content for club, area & division
 - 4.) Education Committee and PQD will host Triage Session as needed by creating a form for help that can be shared by the education committee for 1:1 and creation of FAQ page on District 8.
 - 5.) Create a form to D8 email account to help triage education questions for Toastmasters
 - 6.) Post question on FAQ page for others
 - 7.) Market district 8 website to clubs that there are resources for you

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Action 1*

Action 2*

Action 3

Action 4

Action 5

Additional Goals

Have the District Leadership more engaged and interactive with the District members. The past 2 years the Area Directors have not been submitting their Club Visit reports and some have had next to no interactions with their club. The District Leadership needs to become interactive with the clubs and members to demonstrate that the well beings of the clubs is important and District Leadership wants them to succeed.

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.)*

The Trio needs to be more visible in the District by attending club meetings and introducing themselves to club members. The Area Directors need to be more interactive with their clubs, such as having regular communications to share District incentives and news.

Division Directors Council meetings

More scheduled outreach to clubs

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.*)*

Trio should consider a monthly newsletter to update the clubs with information that may not be trickling down to them. The District has lacked a PR Manager for 2 years, the district will focus on social media as another way for the District information to be shared. Trio will be forming Social Media and Hybrid Meeting Committees as a means to help district clubs to address current areas of needs. Need to consider a way for clubs to celebrate their achievement/milestones in a more public way. Possibly post on District 8 Website on in District 8 Facebook group. Trio should also consider making more visits to District clubs to reinforce the position that District Leadership cares about them.

Action 1*

Trio will divide up District Clubs and create a visit schedule

Action 2*

The PR Manager will utilize the District's current social media platform to post information about happenings within the District

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Action 3

Form Social Media and Hybrid Meeting Committees to serve as resources to District clubs to help overcome current recruiting and meeting issues

Action 4

Develop plan to allow District clubs to share upcoming events and achievements with the rest of the District.

Action 5

Monthly outreach to clubs with what is happening in the District

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.)*

The District have many talented members in the areas of need: newsletters, social media, and hybrid meetings. Need to recruit members to fill the needed roles. Division and Area Directors will be able to assist with sharing District information and to gather club event and achievement information that can be shared in social media with the rest of the District.

Assignments

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

The Trio will be responsible for splitting up the District clubs and developing a visit schedule

The PR Manager is responsible with developing a PR campaign to share District News

The Trio will share responsibility for recruiting Social Media and Hybrid Meeting committee members

The PR Manager and the Division and Area Directors will be responsible for content and sharing of the District's club events and achievements

The Trio will be responsible for the outreach to the monthly outreach

Action 1*

The Trio will take District Club list and split into 3 groups

Action 2*

Pr Manager will develop a PR campaign and share with the Trio

Action 3

Trio will do outreach to District members to recruit for Social Media and Hybrid Meeting Committees

Action 4

Division and Area Directors will request information from their clubs about Events and achievements. The PR Manager will help share the information **Need Some Help?**

Action 5

Trio will work on message to be shared with District on a monthly basis

Timetable

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

The time line and means of measurement are listed below

Action 1*

July1, 2022 through June 30,2023 Club visits can be tracked

Action 2*

July 1, 2022 Through Sept 30, 2022 PR Campaign can be shared at a DEC meeting

Action 3

July 1, 2022 Through Sept 30, 2022 Committee information will be shared with District and posted on District 8 website

Action 4

July1, 2022 through June 30,2023 Social media posts will be made

Action 5

July1, 2022 through June 30,2023 Newsletters will be shared monthly

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