



AREA AND DIVISION DIRECTOR TRAINING

SESSION 2:
Enhance Club Quality
Charice Manor, PQD

Session Objectives



- Define club quality and a positive member experience
- Examine what contributes to club quality and a positive member experience
- Prepare for club visits
- Practice building trust during club visits
- Conduct effective club visits
- Propose solutions for club challenges

Club Quality



Member Experience



- ▶ **Quality** club environments lead to membership retention
- ▶ **Great** meetings make clubs successful
- ▶ Quality club meetings are well planned, well attended, organized, and fun
- ▶ Members improve their communication and leadership skills
- ▶ Quality clubs give members an opportunity to learn and grow



- ▶ Membership
 - How do clubs attract and retain members?
- ▶ The Toastmasters education program
 - How can the club help its members meet their personal and professional education goals?
- ▶ Club leadership
 - How do club officers affect club quality and the member experience?



- ▶ Build trust with clubs before and during club visits
 - Building trust results in
 - Clubs giving honest information
 - Clubs being receptive to feedback
 - Clubs see area directors as a resource



- ▶ How can area directors gather information about a club before calling, emailing or visiting?



- ▶ Foster club quality by visiting clubs
- ▶ Answer questions and offer club support
- ▶ Area Director's Club Visit Report (Item 1471) is a tool to help area directors during club visits



► Observations

- What to look for on your first club visit
 - What first impression does the club make?
 - How does the club orient new members?
 - What's the atmosphere of the meetings?
 - How are meetings organized?
 - How many members does the club have?
 - How does the club recognize achievement?



- ▶ Distinguished Club Goals
 - How to help clubs become distinguished
 - Discuss club DCP progress
 - Review Club Success Plan
 - Remind club of deadlines
 - Ask about club successes
 - Ask about club goal challenges



► Discussion

- How to become the club's trusted resource
 - Ask questions about information gathered and observations
 - Encourage club members to ask questions
 - Ascertain unvoiced concerns
 - Offer practical solutions to challenges
 - Set up follow-up communications with club officers
 - Use the Area Director's Club Visit Report



- ▶ After the first visit
 - Submit Area Director's Club Visit Report
 - Review and discuss club with the division director
 - Contact club president to:
 - Share observations
 - Congratulate club on their successes
 - Identify how the district can support the club



► Observations

- What to look for on the second club visit
 - What are the similarities or differences from first visit?
 - Which issues are unresolved from the first visit?
 - Which suggestions have been implemented?
 - How is the club progressing in the DCP?
 - Acknowledge accomplishments



- ▶ After the second visit
 - Submit Area Director's Club Visit Report
 - Review report and discuss club with the division director
 - Contact club president to:
 - Share observations
 - Congratulate club on their success
 - Identify how the district can support the club

Club Visits Scenario



1. As area director, you visit a club and find only seven members present. You ask about the rest of the membership and discover the club has 20 paid members. Concerned about the low attendance, you ask one of the club officers how many members attend regularly. As it turns out, the seven members present are the club's seven officers, and they have been the only ones attending club meetings for the past five weeks.

Club Visits Scenario



2. Area Director Martin reviews Cat Lover Club's DCP report and discovers no one has earned an education award this year.

3. Area Director Martínez looked up Club Actually's website and found outdated information.

Resources





Skill Development

“Crucial Conversations” Toastmaster magazine, March 2009
www.toastmasters.org/crucialconversations Effective Evaluation
(Item 202) Evaluate to Motivate (Item 292) How to Listen
Effectively (Item 242) Interpersonal Communication (Item 226M)
“Leadership Lessons from Coaches” Toastmaster magazine,
October 2010 www.toastmasters.org/leadershiplessons The
Art of Effective Evaluation (Item 251)



Club Officer Roles and Responsibilities

Club Leadership Handbook (Item 1310)

www.toastmasters.org/CLH

“Infuse Your Club with Vitamin C...Creativity” Toastmaster magazine, January 2009 www.toastmasters.org/infuseyourclub

“Making the Most of Club Officer Roles” Toastmaster magazine, July 2011, page 28 (hardcopy only)

Meeting Roles www.toastmasters.org/meetingroles Meeting Roles and Responsibilities (Item 295)2:24

Membership

Membership Growth (Item 1159)

Finding New Members For Your Club (Item 291) Member Retention www.toastmasters.org/membershipretention



Standards of Club Quality

Area Director's Club Visit Report (Item 1471)

Branding www.toastmasters.org/vbp

Club Leadership Handbook (Item 1310) www.toastmasters.org/CLH

Club Officer Resources www.toastmasters.org/clubofficerresources

Club Officer Training www.toastmasters.org/clubofficertraining District

Central www.toastmasters.org/login

Distinguished Club Program and Club Success Plan (Item 1111) District

Leadership Handbook (Item 222) www.toastmasters.org/DLH

Effective Club Service and Club Visits (Item 219)

Moments of Truth (Item 290)

Success 101: Your Club's Pattern for Success (Item 1622) Successful Club

Series (Item 289)

The Toastmasters Educational Program (Item 300)

www.toastmasters.org/districtleaderresources



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Conclusion: Closing Remarks



- ▶ Support clubs in creating a positive member experience.
- ▶ The education program, club leadership, and membership contribute to club quality.
- ▶ Prepare for club visits by building trust and gathering information.
- ▶ During club visits continue building trust.
- ▶ After club visits, area directors discuss how to help clubs with division directors.