

District Success Plan

Team Composition

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

Katie Rigsby, District Director

Joel Dawson, Club Growth Director

Chic Miller, Program Quality Director

Loraine Adams, Administration Manager

Mike McHugh, Finance Manager

Jarrett (J.P.) Thomas, Public Relations Manager

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

Mohamad Qayoom, Immediate Past District Director

Shirley Burch, Division A Director

Patrick Gillespie, Division B

Tabith Grimes, Division C

Vanessa Chatelain, Division D

Area 1 Mike DeLuna

Area 2 Maria Izaguirre

Area 3 Jerry "Jay" McKinney

Area 4 Tomica McDonald

Area 5 Stephen Tweedle

Area 6 Sonya Colliver

Area 7 Marilyn Treuil

Area 8 Brandon Murphy

Area 9 Jeanne Andrus

Area 10 Nathan Ruth

Area 11 Linda Searcy

Area 12 Surge Sherman

Area 13 Bernhard Fraling

Area 14 Barbara Soniat

Area 15 Eddie Leboeuf, III

Area 16 Michael Lagomarsino

Committee Chairs

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?*

The core values of District 68 will be:

- 1) To remain focused on the development of members' communication and leadership skills
- 2) To work as a team
- 3) Commit to serving the members
- 4) To be trusted by the members to make the right decision
- 5) To make meetings and team interactions enjoyable and valuable to all involved

Team Operating Principles

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

The principles that the team hold include trust, safe learning environment, collaboration, leading by example, resolving conflicts, open-door policy, and proactive problem solving.

Potential Obstacles

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

The obstacles that the team will have to consider include member buy-in to Pathways, geographical distance, lack of involvement in committees and leadership roles from members and limited budget.

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 team processes tasks as follows:

- 1) bi-weekly Trio call
- 2) monthly area council and division council calls
- 3) monthly DEC calls with quarterly face-to-face meetings
- 4) communicate with team members as needed between calls.

Team Interactions and Behavioral Norms

How will decisions be made?*

Decisions will be made by identifying the problem and collectively create a solution (Agenda method).

Having a set system so that everyone at all levels know how to make decisions. Club conflicts will be resolved by Toastmasters International, the District Director will resolve conflicts involving DEC members and if the District Director is involved the the conflict, Regional Advisor will be involved.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on. Trio members all prefer text as the first means of communication to deliver short messages with a quick response. Emails will be utilized for more detailed communications and to provide a paper trail. Phone calls will be made for communication that needs immediate attention or requires more discussion.

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.

The communication parameters are as follows:

- 1) bi-weekly Trio call
- 2) monthly area council and division council calls
- 3) monthly DEC calls with quarterly face-to-face meetings.
- 4) calls, text and emails as necessary.
- 5) monthly district newsletter
- 6) the trio will communicate with Division Directors and expect that they communicate the same with the Area Directors who are responsible for communicating with the clubs.

How will the team resolve differences of opinion?

The team will resolve difference of opinion through active listening, continued dialogue, and general consensus. We will look for the value in the other individual's opinion and ask ourselves, "Could I be wrong?". We will use the DISC method and look for opportunities to compromise. When necessary, use the proper chain of command.

How will the team support one another?

The team will support each other by empowering, trusting, encouraging, helping, and caring for each other.

How will the team ensure equitable participation when completing activities?

The team will request input from fellow team members to analyze that the participation is equal. Each DEC member will have clearly defined roles and responsibilities.

How will team members be held accountable for their responsibilities?

The team members will be held accountable for their responsibilities by adherence to Toastmasters deadlines and providing regular updates. The District will also use RACI model for identifying roles and responsibilities.

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

The core team and extended teams will be recognized by thanking them in private and in public. Recognize the accomplishments of the team members on social media, contest, events, and conferences.

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 district added 707 members last year and 10 new clubs. We have two struggling clubs that we are concerned we might lose. The district has special challenges in terms of prison clubs. The prison clubs don't submit dues on time and they are not comfortable with Pathways. Membership payments usually arrive close to deadline making it necessary to hurry to meet goals. Another challenge is the outdated method that some clubs are utilizing which require payments to be mailed to World Headquarters and delays timely posting. Overcoming the timidity of some officers who are hesitant to ask for payments or even new member applications.

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.)*

The District leadership team is encouraging clubs to host quarterly open houses and plans to promote January as SUPER open house month. The District is encouraging clubs with low membership to host a speechcraft. The district will offer incentives for early payments, annual renewals and participation in the three Toastmasters membership drive contests. The district will utilize social media, the district website, mass emails, word of mouth and training videos to promote programs/incentives.

Action 1

Promote membership programs such as Smedley, Beat the Clock & Talk Up Toastmasters

Action 2

Create training videos on the do's and don'ts of acquiring new members

Action 3

Provide incentives for 8 renewed by Sept. 1st/February 25th

Action 4

Provide training for open houses and speechcraft events

Action 5

Provide additional incentives for clubs that achieve 100% renewal

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.) *

The District has budgeted \$200 per renewal period for incentives. Division and Area Directors along with the PR team will promote the benefits of membership renewals and the offered incentives. The district has members who are interested in conducting a speechcraft and serving on the club retention committee.

Assignments

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

Action #1 Promote membership programs such as Smedley, Beat the Clock & Talk Up Toastmasters

Action #2 Create training videos on the do's and don'ts of acquiring new members

Action #3 Provide incentives for 8 renewed by Sept. 1st/February 25th

Action #4 Provide training for open houses and speechcraft events

Action #5 Provide additional incentives for clubs that achieve 100% renewal

Action 1*

In charge: CGD, Club Retention Chair; Team members: PR Mgr, ADs, Div Ds, Club Pres, VPM; Responsibilities: Create fliers, social media posts, send emails and text msgs

Action 2*

In charge: CGD; Team members: PR Mgr Responsibilities: scripting, production and distribution of video via email, district website and social media

Action 3

In charge: CGD, Club Retention Chair; Team members: PR Mgr, ADs, Div Ds, Club Pres, VPM; Responsibilities: Create fliers, social media posts, send emails and text msgs

Action 4

In charge: CGD; Team members: PR Mgr Responsibilities: scripting, production and distribution via email, district website and social media

Action 5

In charge: CGD, Club Retention Chair; Team members: PR Mgr, ADs, Div Ds, Club Pres, VPM; Responsibilities: Create fliers, social media posts, send emails and text msgs

Timetable

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

Action #1 Promote membership programs such as Smedley, Beat the Clock & Talk Up Toastmasters

Action #2 Create training videos on the do's and don'ts of acquiring new members

Action #3 Provide incentives for 8 renewed by Sept. 1st/February 25th

Action #4 Provide training for open houses and speechcraft events

Action #5 Provide additional incentives for clubs that achieve 100% renewal

Action 1*

30 days before the program cycle starts and twice a month during program cycle

Action 2*

Videos will be created and accessible no later than October 31, 2018

Action 3

Promote 15 days prior to incentive expiration date.

Action 4

Promote existing training available on D68 website by September 30, 2018

Action 5

Promote 30 days prior to final renewal date

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 District chartered 10 new clubs last year. The challenges include the small size of our district, the geography, getting members to take leadership roles, and a lack of club ownership, lack of existing committee involvement.

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.)*

Open Houses have worked well in the past so the District will encourage clubs to hold "SUPER" open houses in October and January. Additionally, with the launch of Pathways, corporate informational sessions have been successful so the District will continue to pursue corporate opportunities. Community clubs and new university clubs have been challenging along with finding sponsors and mentors.

Action 1

Creating and filling club growth committees.

Action 2

Promote SUPER Open House months in October & January

Action 3

Establish an incentive program for new clubs and club sponsors.

Action 4

Train Speechcraft teams and conduct Speechcraft sessions throughout our District.

Action 5

Start a new club in each area.

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 District members, the club extension committee, Insightly, club members and infokits@toastmasters.org.

Assignments

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

Action 1: Creating and filling club growth committees.

Action 2: Promoting SUPER Open House months

Action 3: Establish an incentive program for new clubs and club sponsors.

Action 4: Train Speechcraft teams and conduct Speechcraft sessions throughout our District.

Action 5: Start a new club in each area.

Action 1*

In charge: CGD and Committee Chairs; Team members: Committee members, DEC members;

Responsibilities: Obtain and train committee members

Action 2*

In charge: CGD, PR Managers, Club VPMS & VPPRS; Responsibilities: Plan and promote Open House events,

Create Facebook events and boost

Action 3

In charge: DD and CGD; Team members: Club Extension Chair, Club Quality Chair, and all CGD committee members; Responsibilities: Promote, educate, ROI analysis, and award.

Action 4

In charge: CGD and Speechcraft Chairs; Team members: Speechcraft Committee and Club Sponsor Committee; Responsibilities: Train, facilitate, provide relevant material, and support for clubs.

Action 5

In charge: CGD and ADs; Team members: All D68 members; Responsibilities: Just do it!

Timetable

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

Action 1: Creating and filling club growth committees.

Action 2: Promoting Super Open House months.

Action 3: Establish an incentive program for new clubs and club sponsors.

Action 4: Train Speechcraft teams and conduct Speechcraft sessions throughout our District.

Action 5: Start a new club in each area.

Action 1*

Committees will be filled by September 30, 2018

Action 2*

We will promote in October 2018 and January 2019

Action 3

Incentive program will be established by October 31, 2018

Action 4

Speechcraft teams will be established and trained by October 31, 2018

Action 5

Clubs will be chartered by June 30, 2018

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.)*

41 of 62 clubs were Distinguished last year with 10 new clubs being added. The District is challenged by a general lack of understanding and engagement in the DCP program as a whole. Ensuring that the area/division leaders are fully aware of their duties and how their role relates to the DCP resulting in limited support for the clubs. There are too many area/division leaders who openly admit that they aren't sure what they should be doing day to day, week to week, month to month, for the next 365 days. Additionally, some leaders are in leadership roles but are not sure how it ties to the goals they want to achieve in their personal life. Because of not knowing what to do, and how it benefits them, they tend to proceed with caution if at all. They also lack engagement.

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.)*

The District will focus on training leaders to be proactive vs reactive. Intentional learning. Find out what each leader wants to gain out of leadership. Get extremely focused on it, and develop a clear path on how they can achieve their leadership goal within the next year. Train each leader (starting with the division directors) on what their responsibility is and what they're supposed to be doing on a daily, weekly, monthly basis for the next year. Make sure they're fully equipped with the tools necessary to help their clubs achieve success. Create "D68 Univ" to train off of. Key skills for success, coaching, not accountability! Additional training based off of needs of div directors success plan.

Below are preliminary actions

Action 1*

Find out what they want/build relationship/develop plan

Action 2*

Train-job/area director visits/club handbook/6keys/Leadership Excellence Series.

Action 3

Monitor through coaching/continuous leadership training

Action 4

Additional training based off of needs of div directors success plan.

Action 5

Additional training based off of needs of div directors success plan.

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).)*

Personnel

Area/division directors, are the key players. The leadership excellence series will give the area/division directors the necessary skills to be proficient and effective in their role as a leader. Focusing on the 6keys of club quality and the member interest survey. Toastmasters wears many hats, master your meetings, MOT, club leadership hand book. the district leaders handbook. Pathways guides continuous pathways training for VPE/PRES. Train club mentors/coaches on 6 keys areas.

Assignments

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

Program Quality Director - in charge of training and coaching division directors on how to facilitate, coach, leadership excellence series, area director visits and how to work them, how to help area directors with their area success plan.

Division Directors - are responsible for training the area directors on club visits and working the report, club success plan and how to follow up, 6 keys, the club leadership handbook, DCP, MOT/coaching (for struggling clubs), re-enforce leadership excellence series. Create division director success plan based off of needs of the areas.

Area Directors - Help club officers with the club success plan and officer roles, keep them accountable through monthly coaching, work on club culture (MOT & Area visits) create an area director action plan to follow based off of club needs. Guide them through DCP throughout the year. Learn leadership excellence series. master your meetings (for new clubs). Work with coaches/club mentors on 6 keys.

Action 1*

PQD-Find out what they want/build relationship/develop plan.

Action 2*

PQD,division directors-train-job/area director visits/club handbook/6keys/Leadership Excellence Series.

Action 3

PQD, Div Directors monitor through coaching/continuous leadership training

Action 4

PQD-Additional training based off of needs of div directors success plan.

Action 5

PQD-Additional training based off of needs of div directors success plan.

Timetable

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

#1 has already been done but still have to get clear in order to be able to track. Deadline Sept 30 or whenever the Division success plan is complete.

#2. First training session scheduled for July 14th but will continue on a monthly basis.

#3. Will be monitored through monthly coaching sessions.

#4. Will start after needs are assessed.

#5 Will start after needs are assessed.

Action 1*

Sept 30. Find out what they want/build relationship/develop plan

Action 2*

July 1st ending June 30. Train-job/area director visits/club handbook/6keys/Leadership Excellence Series.

Action 3

July 1st ending June 30. PQD, Monitor through coaching/continuous leadership training

Action 4

Sept 30th or when div. success plan is complete and continue until Jun 30th.

Action 5

Sept 30th or when div. success plan is complete and continue until Jun 30th.

Additional Goals

Increase member retention rate.

Have each division/area host a special event outside of contests or club meetings

Start District Newsletter, weekly posting on social media, appear on TV, published in local newspapers

Improve member involvement in District activities and ensure opportunities are available to various members.

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 District is growing but we need to work to increase member retention. The District struggled with PR last year but has a strong PR team this year that is very active.

Because of the smaller size of the District, we don't have a steady pipeline of future leaders.

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.*)*

The District will encourage the completion of a member interest survey to learn more about what leadership roles may be most appropriate. The District Facebook page and group will be utilized to increase member retention and promote programs.

Action 1*

Encourage completion of member interest survey

Action 2*

Create and distribute monthly newsletter

Action 3

Actively engage members via social media

Action 4

Host division and area events

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.)*

The DEC members and PR team will be the main resources.

Assignments

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

Action 1*

Area and Division directors will help promote completion of the survey along with the PR team

Action 2*

PR team

Action 3

PR team and DEC

Action 4

Area and Division Directors

Action 5

Timetable

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

Action 1*

Beginning July 1, 2018 and continuously

Action 2*

Monthly

Action 3
Multiple times a week

Action 4
Between July 2018 and June 2019

Action 5

