

District Success Plan

Team Composition

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

- District Director
- Program Quality Director
- Club Growth Director
- Public Relations Manager
- Finance Manager
- Administration Manager

Name the members of the District’s extended team.*

- Division Directors
- Area Directors
- Immediate Past Director
- Logistics Manager
- Parliamentarian
- Alignment Chair
- District Leadership Committee Chair
- Credentials Chair
- Audit Chair

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?*

Consistency, Ingenuity, Accountability, Resourcefulness, Support, Fun, Inclusivity. Along with the Core Values of Toastmasters International - Respect, Integrity, Service and Excellence

Team Operating Principles

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

Using clear and defined goals with, Accountability, Transparency Commitment, Innovation, Trust, Support and Alignment

Team Collaboration, working as a team, be aware of each other's need and support each other.

Encourage innovation, having clear and defined common goals with the timeline. Holding each other

accountable and offering aid when necessary. Strive for collaboration, cooperation, and consensus.

Potential Obstacles

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

Conflicting personal commitments, geographical distance, communication challenges, unresolved conflict, resource constraint, time management and technological issues.

Adapting to change, lack of member motivation, club excellence for struggling clubs.

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.)*

Weekly trio meeting to ensure we are on the same page, ensuring tasks are being completed based on the timeline.

Weekly District Leadership Team meetings.

Using text, email or telephone for immediate issues to be resolved.

Meetings will be adjusted throughout the year, met as need is required both by the Trio (meeting) and the District Leadership Team

Team Interactions and Behavioral Norms

How will decisions be made?*

Decisions will be made with the best interest of our District Toastmasters, keeping the district mission at the fore front. District Leadership will discuss and collaborate to determine the best practice in accordance with Toastmasters International governing documents.

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

Depending on the level of urgency the trio has agreed on Texting, emails and then telephone calls.

1. Meet weekly at first to get the bulk of tasks under control.
2. Move to biweekly meetings.
3. Communication whenever is necessary, by text, emails then calling.

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.

Meetings, Communication through Zoom, Email and Text if necessary

District Leadership Team Meeting - weekly - move to bi weekly

Peer meeting with Regional Advisor

Group Region Meeting

One on One with Regional Advisor

How will the team resolve differences of opinion?

Discuss and respectfully allow all team members to share their thoughts and opinions open and honestly to each other.

Any disagreements and conflicts stay with the teams as much as possible. TI protocol will be followed while searching for a resolution.

If necessary check with previous District Directors - share to see if they encountered similar situations.

How will the team support one another?

Regular meetings, clear communication, delegation and collaboration.

Delegate tasks based on strengths and expertise.

Collaboration on tasks, projects and initiatives, provide constructive feedback to help each other improve and grow within our roles.

Check in with each other - status (anxiety level).

Recognize each other strengths and leverage them.

How will the team ensure equitable participation when completing activities?

Clearly define the roles, expectations of outcomes, attached timeline to deliverables, and follow through on tasks.

Leverage each others strengths.

Offering to help if necessary.

How will team members be held accountable for their responsibilities?

Schedule regular check-ins.

Implement a system for tracking progress on goals and tasks.

Foster a culture of peer accountability where team members hold each other responsible for their commitments, Implement regular reporting mechanisms

Review tasks, responsibilities, and deadlines during leadership meetings.

Agendas prepared .

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

Public Acknowledgment,

Send personalized thank you notes recognizing specific achievements and contributions,

Offer opportunities for professional development, such as workshops, seminars, and training sessions from outside speakers, Host special events, dinners, or celebrations

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.)*

Over the past year, our District experienced a positive trend in overall membership payments, increasing from 4,394 to 4,560. This growth of 166 members signifies a commitment to personal and professional development within our community. Despite this, we faced significant challenges in member retention and club viability.

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.)*

As a district we look back to the previous year to determine what was working well and what needs improvement. Distinguished status as a district is attainable, we want to work on member retention and building new clubs. Creating an atmosphere of collaboration, working with others on the team and provide the best example of Teamwork. Creating additional incentives mid-year to kick start the motivation for the clubs who are just surviving. Work with the Division and Area Directors to help them accomplish their tasks and come up with better ways to improve Open Houses, and In-person events.

Action 1

Review the previous year and determine what was working well - enhance those scenarios

Action 2

Working with clubs with membership 8 - 12 members - provide opportunity for the teams to learn how to close the deal with guests and members

Action 3

Create incentives that will be beneficial to the member and the club. Add additional one's mid-year to motivate the member to continue forward.

Action 4

Provide Inspirational speakers at the DEC meeting or workshop to be more motivated to move forward.

Action 5

Working with the Club Growth and Program Quality Teams - provide and support the teams with additional workshops

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.) *

1. Utilize the data from 2023-2024 to determine what was excellent and pull out the clubs with low memberships,
2. Leadership to help promote the retention of members and providing the information to create new clubs.
3. Incentives provided by the Leadership Team to more visible
4. Motivational and inspirational speakers at DEC as well as Events
5. Promoting support from Top to Bottom - everyone connecting.

Assignments

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

1. Club Growth Director and Team to complete analysis and provide the needs to team.
2. Club Growth Director and Team to provide workshops and visitation to clubs if necessary
3. District Leaders to push incentives all year round, making them more visible to the members
4. Leadership to search for Motivational and Inspirational speakers for DEC and Events
5. Connect with everyone from Top down - Trio to Leadership Team, Teams to Division Directors, Division Directors to Area Directors, and Area Directors to clubs and members

Action 1*

Club Growth Director and team to provide analysis on what went well and the areas that need improvement to the Trio and Leadership Team

Action 2*

Leadership team to provide and supports others in workshops in building new clubs, club member retention to visiting clubs with low and struggling membership

Action 3

Leadership teams incentives to be shared, on website, leadership team (DEC), have Area Directors share the incentives at their club visits.

Action 4

Leadership team, share motivational and inspirational speakers, to utilized at (DEC) and events

Action 5

Leadership Team to make the connection with each level, Trio to Leadership team, Leadership Team to Division and Area Directors and Area Directors to Clubs and members.

Timetable

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

1. Membership pros and cons - September 30, 2024 - Club Growth Team
2. Ongoing checkpoints - September 30, 2024 and January 30, 2025 - Leadership Team
3. Ongoing checkpoints - September 30, 2024 and January 30, 2025 - Trio at DEC - Leadership throughout the year
4. July 1, 2024 and check in again January 30, 2025 -Trio and Leadership Team
5. Throughout the year - Trio and Leadership Team

Action 1*

Membership pros and cons - September 30, 2024

Action 2*

Ongoing checkpoints - September 30, 2024 and January 30, 2025

Action 3

Ongoing checkpoints - September 30, 2024 and January 30, 2025

Action 4

July 1, 2024 and check in again January 30, 2025

Action 5

Throughout the year

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.)*

Membership and Club Composition:

The District currently has 111/129 paid clubs in good standing, comprising:

90 Community Clubs (including 8 Advanced Clubs)

32 Corporate Clubs

5 Government Agency Clubs

1 College Club

1 Association Club

Eight of these clubs are currently suspended.

During the past year, two new clubs were chartered, contributing to the district's expansion efforts.*

Membership and Club Dynamics:

****Membership Base****: The district boasts a membership base of 4,560, reflecting a 3.78% increase from the previous year.

****Retention and Renewal Challenges****: Despite the overall increase in membership, the district faced a significant retention challenge, with 1,096 memberships not renewed. Additionally, 55 clubs have between 0 to 12 members, including eleven clubs with zero renewals, highlighting the critical need for targeted retention strategies.

Club Viability and Risks:

****Potential Club Loss****: There is a potential loss of 19 clubs, categorized as follows:

- 5 clubs are ineligible.
- 7 clubs have low membership.
- 8 clubs are suspended.

****Suspended Clubs****: Out of the eight suspended clubs, seven have no members, while one club is actively working on a recovery plan.

****Corporate Club Decline****: A notable challenge is the loss of corporate clubs due to companies downsizing, closing, restructuring, or shifting corporate priorities.

Strategic Focus:

- ****Retention and Recruitment****: Increasing the retention ratio is a primary focus to stabilize and grow the membership base.
- ****Leadership and Engagement****: According to Pareto's principle, there is a risk of burnout by the year's end, leading to members being unwilling to take on additional leadership roles in the new term. Proactive measures to prevent burnout and encourage leadership development are essential.

Conclusion:

While the District has shown positive membership growth and successful new club charters, significant challenges remain. These include high non-renewal rates, potential club losses, and the decline of corporate clubs. Strategic efforts must focus on enhancing member retention, supporting struggling clubs, and addressing the underlying causes of corporate club decline. By addressing these issues, the district can ensure a balanced and sustainable growth trajectory, maintaining its commitment to personal and professional development within the community.

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.)*

1. Create Club Growth Team to Support Retention Efforts (Strengthen retention efforts and provide targeted support to clubs)
2. Source new club leads through Toastmasters Leadership Meeting (TLM) business directories (Generate a robust pipeline of potential new club opportunities)
3. Identify locations for New Clubs (Expand the club footprint in underserved and high-potential areas.)
4. Identify Champions for each Division (Leverage local leadership to foster a culture of growth and support.)
5. Run workshops to educate on New Club development (Equip members with the knowledge and motivation to start new clubs.)

Action 1

Create Club Growth Team to help support retention efforts (CGD, Retention, Sub-Committee)

Action 2

Source leads through TLM, Business directories, Community organizations, member leads.

Action 3

Identify locations and areas with potential for hosting new Corporate, College & Community clubs.

Action 4

Identify champions in each Division that would support and engage to grow more clubs.

Action 5

Run Workshops to educate Leaders and Members the value of developing New Clubs

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.)*

1. Create Club Growth Team, Division & Area Directors, and Marketing Team.
2. TLM, Business directories, Community organizations, member leads.
3. Use Technology to identify geographic areas with club mapping for potential new clubs. (alignment map)
4. Use Technology to locate specialized organizations, language based, faith based, advanced etc. and community interests in those areas
5. Use technology to identify companies with 300 or more employees, Business Directories etc.
6. Define incentives for the clubs who are reinstating, get back from suspended to active. Organize workshops to supplement TMI training for coaches.

Assignments

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

Club Extension Chair. Club Retention Chair. Club Mentor Chair. Club Coach Chair. Club Marketing Chair.
 Club Gavel/YLP Chair.Club Sponsor Chair.
 Additional Retention, Club Coach, Marketing Chair, Speechcraft Chair.

Action 1*

Club Growth Director

Action 2*

Club Growth Director and Club Growth Team

Action 3

Club Growth Director and Club Growth Team

Action 4

Club Growth Director and Club Growth Team

Action 5

Club Growth Director and Club Growth Team

Timetable

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

1. Create Club Growth Team by July 1, 2024
2. Source leads etc., ongoing through June 30, 2023
3. Use technology to identify geographic areas with club mapping ongoing through June 30, 2025
4. Use technology to identify companies with 300 or more employees, through June 30, 2025.
5. Run regular workshops to support the development of New Clubs, ongoing through June 30, 2025

Action 1*

Interviewing potential candidates explaining roles and responsibilities by July 1, 2024

Action 2*

Market Analysis through June 30, 2025

Action 3

Use Technology to identify geographic areas with club mapping ongoing through June 30, 2025

Action 4

Use Technology to locate specialized organizations, language based, faith based, advanced etc.

through June 30, 2025

Action 5

Run regular workshops to support the development of New Clubs ongoing through June 30, 2025

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.)*

129 Clubs, 111 Paid Clubs, 11 Distinguished, 13 Select Distinguished, 33 President

28 Areas, 3 Distinguished, 4 Select Distinguished, 1 President's Distinguished

8 Divisions, No Distinguished

With the current status 45% of the paid clubs distinguished

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.)*

Provide comprehensive COT training for club executives.

Share progress on education and DCP at DEC meetings.

Train Division and Area Directors to enhance leadership skills.

Organize workshops focused on education and leadership.

Oversee speech contests to improve public speaking

Introduce accessibility and inclusiveness initiatives.

Promote the benefits of mentoring for members and clubs.

Action 1*

Workshops for club executives, focusing on effective leadership, club management, and the Distinguished Club Program (DCP).

Action 2*

Share updates on educational achievements and DCP progress during District Executive Committee (DEC) meetings

Action 3

Specialized workshops for Club Officers on meeting quality and effective leadership

Action 4

Organize sessions on educational programs for clubs including conducting speech contests

Action 5

Actively promote the benefits of mentoring, highlighting its value to both members and clubs

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).)*

District Leadership Manual

Budget once completed.

Success Plans - Area / Division

Program Quality Leadership Team

Club Growth Team

Regional Advisor

District Director - Team

Assignments

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

It will be the PQD team, Division and Area Directors, and District Leadership

Action 1*

Program Quality Chair and PQD

Action 2*

Program Quality Director, Division Directors

Action 3

Program Quality Team - Pathway chair, DCP chair

Action 4

Contest chair and Program Quality chair

Action 5

Mentorship chair

Timetable

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

- 1 - Begin July 15, and monthly workshops
- 2 - Begin July 15, at each DEC Every other month
- 3 - Twice a year at club officer training in November and June
- 4 - Begin July 15, until October - two to three sessions
- 5 - Begin July 15, monthly mentor workshops

Action 1*

One or more workshops each month. Two Pathways sessions every month

Action 2*

Every other month 5 DEC Meeting 2 Business Meeting

Action 3

At the two yearly Club Officer Trainings and ad-hoc as needed

Action 4

Two to three sessions until the start of contest season

Action 5

Monthly Mentor meetings and educational events

Additional Goals

- Develop and share strategies to help clubs with on-boarding of new members and on-boarding into Pathways.
- Develop more Leaders (from the club level right to District Leadership)
- Promote the District Website throughout the clubs more (too many people don't even know it exists, maybe find a way to add resources for Club Executives too?)
- Align PQD Incentives to reward interim progress, also add incentives to initiate progress on slow clubs.

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.)*

Some clubs on-board new members and some don't, some have a great on-boarding strategy while others do not. Getting members engaged and off and running right from the start is important to member retention. If a new member feels lost in the first couple of weeks the likelihood of them dropping out is much higher.

Many people don't want to step up and take on Leadership roles from the club executive level through District Leadership. This has the same people taking on Leadership roles over and over again which could lead to burnout of the whole experience.

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.*)*

Develop a Committee to study what elements make the good clubs good and the struggling clubs flounder. This committee should gather these results and create a series of workshops on Member Retention.

Continue to develop best practices and SOP's for all levels so that there less pressure on those that step up to take on leadership roles

Develop more resources for Club Executives and Club Members to utilize on the D86 Website and then get the AD's and DD's to promote it.

Action 1*

Training in Pathways and onboarding to all members

Action 2*

Recognition and incentives for educational progress

Action 3

Action 4

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.)*

- Incentives and Recognition certificates

Assignments

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

Program Quality Direct, Pathways chair, Mentorship chair and Program Quality chairs

Action 1*

PQD team - Pathways, Mentorship and Program Quality chairs

Action 2*

Incentives and DCP Chair

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?*

Weekly, Monthly and ongoing

Action 1*

July 15, 2024 - June 30, 2025

Action 2*

July 15, 2024 - June 30, 2025

Action 3

Action 4

Action 5

Need Help?

Chat with Toasty