

District Success Plan

Team Composition

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

Jonathan Bohm, DTM District Director
Jim Wisted, DTM Program Quality Director
Melinda McCormack, DTM Club Growth Director
Richard Lefevre, DTM Public Relations Manager
Heather Perkins DTM Finance Manager
Crystal Cobb, PI5 Administration Manager
Shane Walsh, DTM Immediate Past District Director

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

Cyndi Wilson, DTM Region 9 Advisor
Stefano McGhee, DTM R9 Int'l Director
Sherry MacDonald, DTM Club Extension Chair
Micheal Pacitto, Marketing Chair
David Cormier, DTM Club Coach Chair
Heather Perkins, DTM District Parliamentarian
Jim Kokocki, DTM, PIP, DLC Chair
Tom Goodwin, DTM Credentials Chair
PDG/PDD Council
Division and Area Directors (DEC)

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?*

Integrity encompassing loyalty, reliability, honesty and commitment
Respect encompassing open-mindedness, positivity
Service encompassing innovation, ensuring the job gets done
Excellence encompassing creativity, courage and perseverance
Other core values are trust, a shared vision and open, honest communication

Team Operating Principles

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

The operating principles are:

- working in a trusting, collaborative manner through consensus driven decision making,
- showing respect for each other in all interactions

- speaking with one voice
- all members treated equitably
- confidentiality of Sr Leadership team meetings (decisions communicated, not discussions regarding the decisions)

Potential Obstacles

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

- personal commitments
- balancing work, personal and Toastmasters life
- interpersonal conflict
- inability to meet easily in-person

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 will initially meet weekly via Zoom to discuss areas of mutual concern and to share plans. As the year progresses, meetings may be less frequent but with a minimum of once a month via Zoom.

Frequency of other communication will depend on need.

District or Region meetings take priority over club meetings.

District meetings take priority over Region meetings.

Team Interactions and Behavioral Norms

How will decisions be made?*

whenever possible, decisions will be made through consensus.

If not Consensus then hopefully some compromise may be reached If necessary, then a vote with Majority rules.

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

Zoom meetings for items requiring team input and decisions

Email for regular items

Phone calls when necessary

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.

Emails should be responded to within 24 hours. If an answer cannot be given in that time frame, then the email needs to be acknowledged with a time frame. Phone calls should be answered, if at all possible, the same day.

If it is not possible to make a meeting, notice should be given to all team members asap.

How will the team resolve differences of opinion?

The team will resolve differences of opinion through open, honest discussion. If the difference is mainly between two team members, they should discuss the difference separately and try to reach a compromise. The District Director has final decision making authority but will only exercise this if no other solution can be found.

When differences are being discussed, team members should maintain confidentiality and not make the issue public. In public, the team acts as a team.

How will the team support one another?

The team will support one another by supporting decisions, by helping out if someone is having difficulties making a deadline, by listening to each other's concerns, offering feedback, and by maintaining an environment of trust and collaboration. Team members should be encouraged to ask for help and collaboration.

How will the team ensure equitable participation when completing activities?

Discussions of all issues either by conference call or face to face. Follow TI policies and procedures and maintain respect at all times. Focus on a positive outcome. Communicate tasks and goals. Follow chain of command and support each other.

How will team members be held accountable for their responsibilities?

Through reporting on items on task lists on a regular meeting and through ensuring deadlines for various projects are met. Team will post a quarterly report to all members

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

Through recognition emails, thank you notes, praise on Facebook or in newsletter, thank you phone calls. Praise in public. Look for opportunities to provide recognition. Create a portal on the website designated for recognition.

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 has failed to meet its membership payment growth goal for the last 5 years. Some of this is because of failing to meet the club goal but some of it can be attributed to a lack of new member recruitment. The number of new members recruited each year has remained somewhat static regardless of number of clubs. Last year, there was a significant drop in new member recruitment in the last quarter of the year after clubs started meeting online and this trend has continued into the current year. As well, like most Districts, District 45 tends to lose as many, or more, members than it recruits each year. Because of the geography of our District spanning three provinces and three states, it is difficult to mount a District-wide advertising campaign. Any advertising or general promotion of Toastmasters has been left to the individual clubs. The clubs generally do not have the expertise or funds to effectively advertise Toastmasters in their 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 creating a contest promoting early submission of dues.)*

Strategy: to develop marketing materials and plans for clubs to use online and to promote these resources on the website, on Facebook, in the newsletter and through the use of webinars; and to develop materials and ideas that will help clubs retain members. Additionally, we will identify communities where targeted marketing may be effective and cost-efficient

Action 1

Develop and distribute ideas on marketing the club in an online environment

Action 2

Promote the availability of resources to clubs and members through the website, Facebook, the District newsletter and through webinars

Action 3

Develop and distribute ideas on engaging and encouraging members to help retain members

Action 4

Promote engagement and encouragement ideas to clubs and members through the website, Facebook, the District newsletter and through webinars

Action 5

Identify communities across the District for targeted marketing, then develop marketing material, advertise and then monitor and report on results.

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.) *

Member talent working on the marketing plan

Money for advertising is included in the budget

District public relations platforms including the newsletter, website, and social media

Assignments

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

CGD

Marketing team

PRM

Action 1*

CGD and Marketing team

Action 2*

CGD and Marketing team

Action 3

CGD and Marketing team

Action 4

CGD and Marketing team

Action 5

CGD and Marketing team

Timetable

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

Action items have started and will continue through the year. Tracking and analyzing the effectiveness of the actions is included in the plans.

Action 1*

September 30, 2020

Action 2*

Ongoing

Action 3

October 31, 2020

Action 4

Ongoing

Action 5

October 31 for development; Ongoing

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.)*

Fewer than a quarter of the clubs in the Districts are corporate clubs. The District tends to not have the concentration of corporations large enough to support a corporate club. However, there is an untapped market within the District for potential corporate 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 appointing a club extension chair to pursue leads and scheduling demonstration meetings.)*

The strategy is to develop a marketing campaign targeting larger employers within the District that will educate them on the effective and cost-efficiency of using the Toastmasters program as a training tool for employees

Action 1

Identify potential corporations as part of the development of the marketing plan

Action 2

Prioritize the corporations to be contacted

Action 3

Develop a package and send to corporations

Action 4

Follow up with corporations within two weeks of sending the package

Action 5

Take appropriate action based on follow-up (in-person/Zoom meeting, demo meeting, 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 a club extension committee, a demonstration team, and infokits@toastmasters.org.)*

Financial considerations are included in the budget

Time

Division Directors

Assignments

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

CGD

Marketing Team

Demo Meeting participants

Division Directors

Action 1*

CGD and Marketing team, Division Directors

Action 2*

CGD and Marketing team

Action 3

CGD and Marketing team

Action 4

CGD and Marketing team

Action 5

CGD and Marketing team, Members to participate in demo meetings

Timetable

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

As detailed below

Action 1*
September 30, 2020

Action 2*
October 31, 2020

Action 3
October 31, 2020

Action 4
November 30, 2020

Action 5
Ongoing and as needed

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.)*

The number of clubs achieving Distinguished dropped significantly last year, over 30%, most likely due to the pandemic. Before March, we had added 4 clubs. After March we lost clubs bringing us to our current base which is 1 below last year's base. The reduced club count and concomitant reduced achievement is a direct result of the challenges created by the pandemic.

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.)*

Since virtual assembly, including club meetings, training, and contests will continue for the foreseeable future, the District needs to ensure a concerted effort to support that technology. Use of that technology must be enhanced and augmented to ensure consistent training and increased educational opportunities across the District.

Action 1*
Provide Zoom accounts for all district officers

Action 2*
Ensure all members and leaders are adequately trained in using Zoom

Action 3
Provide district officer training early in the year, reformatting this for the online experience

Action 4

Provide ongoing, online training and educational opportunities for member, including twice monthly webinars, the fall workshop, conference, and supplemental, task related workshops as needed.

Action 5

Expand the online TLIs to provide district wide training and maximize the opportunity for increased participation.

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).)*

Financial resources included in the district budget

Education Committee

Zoom accounts will be paid for by and are included in the District budget. The PQD will work with his team including the District Director, Finance Manager, and education committee, chair for the workshops, webinars and conference, as well as coordinating with ad hoc chairs and district leadership.

Assignments

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

District Director and Finance Manager

Webinar Chair

Fall workshop chair

Conference Chair

Zoom Master

Action 1*

District Director and Finance Manager

Action 2*

PQD and Zoom Master

Action 3

PQD and Education Committee

Action 4

PQD, Education Committee, Fall workshop chair, Conference chair, Webinar master

Action 5

PQD and Education Committee

Timetable

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

Action will be based on the schedule and calendar. Progress will be tracked by the PQD and his appropriate chairs and committees.

Action 1*

July 30, 2020

Action 2*

July 20, 2020

Action 3

September 10, 2020

Action 4

Initial Draft by September 30. Ongoing

Action 5

October 15 and ongoing

Additional Goals

1. Increased engagement on social media platforms.
2. Develop new website designed with a fresher look and feel
3. Engage and educate VPPRs for great success
4. Identify and prepare future District Leaders
5. Develop a repository of District resources that will be accessible from year-to-year by District leaders

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.)*

1. Social Media. Our social media are not being used at their best potential, resulting in a low engagement from our members.
2. The D45 website is a collection of resources that provides useful information to the members. Free Toast Host (FTH) is the current and only platform used to build and maintain the website. This CMS (Content Management System) is functional but presents many limitations, plus its visual aspect is outdated by over a decade
3. Clubs need training beyond the scope of TLIs to empower VPPRs to be effective brand promoters.
4. District 45 continues to have difficulty recruiting Division and Area Director candidates. Although the DLC has helped with the Division Directors, we still need to attract more people to District leadership, particularly at the Area Director level.
5. There is inconsistency in what material is handed on from year to year. There is no central location for District resources. Some information is on the District website while much resides with individual members. New District leaders may not even be aware of what is available

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.*)*

Each of these goals has its own strategy. The essential underlying plan is to build success through greater engagement, education and encouragement to promote member, club and district success.

Action 1*

Implement an action plan that includes recommendations for increasing traffic with regular, 3x week postings; connecting Instagram and Facebook; reinvigorating the use of Twitter; motivating leaders to share brief instructional videos.

Action 2*

Select a new website platform, considering stability, security, flexibility, adaptability, speed and management. a new CMS

Action 3

Create monthly meetings for VPPRs with current relevant training and tools.

Action 4

Engage members in preparing for District leadership by developing a program that will help recruit future leaders; to educate those interested in District leadership through delivery of the training program; and to encourage members to serve as District leaders.

Action 5

Designate and establish a portal on the new website to contain current and historical District information that can assist in the success of 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.)*

District 45 is rich in member talent which is our greatest asset and resource. Limited funds still allow for judicious allotment to support new initiatives.

Assignments

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

These goals will be initiated and supported by District Leadership, with select committees where applicable

Action 1*

PRM and Social Media Chair

Action 2*

PRM

Action 3

PRM

Action 4

District Director, Committee selected from past District Governors/Directors and DEC members

Action 5

District Administration Manager, PRM, PDGs and PDDs

Timetable

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

These goals are all vital to success and should be started as soon as possible. Milestones and completion deadlines will be specific for each.

Action 1*

Plan established by October 1, 2020, with implementation ongoing

Action 2*

New website operational by October 1, 2020

Action 3

Start in August, 2020. Ongoing throughout the year on a monthly basis

Action 4

Committee selection by September 30, 2020. Training program developed by November 30. Training from January 15, 2021 to April 30, 2021

Action 5

Initial set up by September 30, 2020. Continued with new material as needed and ongoing.