

District Success Plan

Team Composition

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

Heather Perkins - District Director
 Crystal Cobb - Program Quality Director
 Sherry MacDonald - Club Growth Director
 Anne Doucette - Public Relations Manager
 Jonathan Bohm - Immediate Past District Director
 Albert Cormier - Administration Manager
 Ken Hubley - Finance Manager

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

Patricia O'Reilly - Region Advisor
 Candice Buell - DLC Chair
 Michael Thompson - Credentials Chair
 Angela Stoddart - Audit Committee Chair
 Cindy Lee - Awards Committee Chair
 Jonathan Bohm - Alignment and District Procedures Chair
 Casey Jenkins - Pathways Committee Chair
 Tom Goodwin - Hybrid Meetings Committee Chair
 Angela Chute - Club Coach Chair
 Elise Thorsen - New Club Quality Chair
 Susanne Melling - Club Recruitment Chair
 Rhea Hamlin - Marketing Chair
 Reese Eskridge - Newsletter Editor
 Sarah Greening - Facebook Chair
 Division and Area Directors

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?*

Respect
 Integrity (Accountability, Dependability, & Professionalism)
 Service (Collaboration)
 Excellence (Positivity & Passion)

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Team Operating Principles

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

The team operating principles are:

- having a safe learning environment
- confidentiality (decisions communicated, not discussion)
- speaking with one voice
- inclusivity
- working in a trusting, collaborative, and open-minded way to achieve consensus,
- having a long-term vision to promote continuity in programming and service for future years

Potential Obstacles

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

distance, conflicting schedules, pandemic, membership decline (smaller volunteer pool)

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.)*

District responsibilities take priority over club or area responsibilities. We will meet weekly with a view to going biweekly by the end of August, We will be prepared for our meetings and commit to sending a detailed weekly report. The weekly report is done every week, and it is not contingent on our meeting. It allows us to communicate on what we have done and what we are working on (and can identify possible overlap in tasks that need to be addressed). Meetings will be held on Zoom.

Team Interactions and Behavioral Norms

How will decisions be made?*

Decisions will be made through consensus and respect. We will listen respectfully to everybody's point of view. If we do not reach consensus, we hold a vote, and there will be times when the District Director will need to make the final ruling.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on. Outside of regular meetings, email is suitable if a document needs feedback. If a quick message and discussion is needed, it can be done through text messaging and Facebook Messenger. Emails need a clear subject line. If a person does not respond in a relatively short period of time, follow up with an email.

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.

See above. Respond to emails and messages within 24 hours. Tell the team members proactively by email and/or the weekly status report if you will be unavailable for a day or two. When it's a new email, there should be a salutation.

How will the team resolve differences of opinion?

When somebody has an issue with something somebody else has done, try to talk to that person and resolve it with that person PROMPTLY. Listen respectfully to each other. Use "I feel" statements rather than accusatory statements. We need to be careful with how we word things in email as **Need Some Help?** Type your question here

body language cues. We will be evaluating our work style preference and have a discussion about our work styles to help cement our group communication styles. If a conflict cannot get resolved at the one-on-one level, we aim to resolve issues within the team before going to an outside source.

How will the team support one another?

Saying "please" and "thank you", celebrating success, and showing appreciation. Being committed to meeting deadlines so that we contribute to each other's success. Clear expectations need to be set on team assignments. Be patient with one another as we are all learning. Help each other out as needed.

How will the team ensure equitable participation when completing activities?

We all bring different things to the table. We support each other, and we don't put a quantitative, unrealistic equal expectation on each other's effort. We will work to be silo-free while respecting the chain of command. Don't highlights areas others are struggling with; we focus on the positive.

How will team members be held accountable for their responsibilities?

Through the completion of weekly reports to the team, the quarterly reports to the District, and also reports to the DEC.

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

Certificates of achievement, newsletter, social media, personal thank you's, greeting cards, and District events

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 only achieved 79% of last year's membership goals with a loss of 739 membership payments. Just over 50% of the paid clubs as of June 30 were 12 or fewer members. Fewer than 20% of clubs were at, or above, charter strength. Many clubs found it difficult to retain and recruit members in the online environment.

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 intends to focus on increasing the number of club coaches and the support for coaches. We will promote the need for coaches. We will also increase engagement with members to help with retention. We will promote Toastmasters to corporations, regardless of size, within our District.

Action 1

Promote position of club coach

Action 2

Provide ongoing support to club coaches

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Action 3

Increased engagement with members through monthly calls with VPMS

Action 4

Contact corporations (minimum 10 per week) in the District to promote Toastmasters

Action 5

Work with PRM to use social media effectively to promote Toastmasters

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.) *

Zoom, stationery supplies, postage, volunteers, PRM, incentives

Assignments

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

The CGD and Club Coach committee will be responsible for Actions 1 and 2. The CGD will be responsible for Action 3. The CGD and a committee yet to be formed will be responsible for Action 4. The PRM will work with the CGD for Action 5.

Action 1*

CGD and Club Coach Committee

Action 2*

CGD and Club Coach Committee

Action 3

CGD

Action 4

CGD and Marketing Committee

Action 5

CGD and PRM

Timetable

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

Actions 1 and 2 started in July and will continue throughout the year. Action 3 started in August and will be ongoing on a monthly basis. Action 4 will start in in early fall. Action 5 will be ongoing throughout the year.

Action 1*

ongoing

Action 2*

ongoing

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Action 3
ongoing

Action 4
October 1, 2021 to June 30, 2022

Action 5
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.)*

The District started 4 clubs last year but lost 15 clubs for a net loss of 11 clubs. The District has fewer clubs now than it did 15 years ago. Many of the paid clubs have 12 or fewer members. There are 5 unpaid clubs which may make it to paid status but most won't. Some of the paid clubs are at risk of renewing with fewer than 8 members. Little was done last year to proactively recruit clubs. Three of the 4 new clubs started meeting in the 2019 - 2020 year. Little was done with the Leads & Prospective Clubs list. There is only one club currently in the works for this year.

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 District will develop a marketing plan to promote clubs to corporations large enough to support a club. We will also promote to various associations to create awareness of the potential of Toastmasters to help meet their training needs.

Action 1
Complete a comprehensive marketing plan.

Action 2
Identify corporations that could support a club and market Toastmasters to them.

Action 3
Identify professional organizations and market Toastmasters to them.

Action 4
Follow up with all outstanding leads and regularly check the list for new leads.

Action 5
Develop strategies to ensure new clubs have a strong foundation and ongoing support.

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Resources

Type your question here

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.)*

Time, Zoom, stationery supplies, postage, volunteers, incentives

Assignments

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

CGD, PRM, New Club Quality Chair, Marketing Chair

Action 1*

CGD, Division Directors and Marketing Committee

Action 2*

CGD and Division Directors

Action 3

CGD, Division Directors, Recruitment Committee and Marketing Committee

Action 4

CGD

Action 5

CGD and New Club Quality Committee

Timetable

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

These strategies will be implemented over the next few months and most will be ongoing throughout the year.

Action 1*

completed by October 31

Action 2*

ongoing

Action 3

ongoing

Action 4

ongoing

Action 5

ongoing

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Distinguished Clubs

Type your question here

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.)*

D45 typically has about 45% of its clubs at some level of Distinguished. Last year the District only had 24% of its clubs achieve Distinguished. In many cases this is because of the membership issues. However, clubs generally are not achieving the number of educational levels they should. There appears to be a disconnect between the number of people registered for Pathways and the number of members working the program. Some of this is an ongoing lack of understanding of the two-step process for awards. Clubs are also apprehensive about the potential move to 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 training all Area and Division governors on the Distinguished Club Program.)*

The strategy is to provide ongoing learning opportunities and to educate members on how to use Pathways. We will engage with members through monthly calls with VPEs to encourage use of Pathways and through sending recognition of educational accomplishments on a monthly basis. We will hold high-quality, District-wide TLIs to further educate members on opportunities and will hold monthly webinars as well. Education on best practices for hybrid clubs will be provided. Incentives will be provided to encourage participation in the Pathways program.

Action 1*

Create a Pathways committee to focus on education on using Pathways effectively which will include Pathways webinars every six weeks.

Action 2*

Create a hybrid clubs committee to develop and present information on best practices for hybrid clubs.

Action 3

Hold monthly VPE calls and mail cards recognizing educational achievements.

Action 4

Conduct high-quality, District-wide TLIs in Jan/Feb and in June.

Action 5

Conduct monthly webinars on a variety of topics.

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).)*

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Time, Zoom, volunteers, incentives for educational achievements and TLI participation, stationery supplies, postage, PRM for promotion

Type your question here

Assignments

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

The PQD has volunteers who will help with various aspects of the strategy including a Pathways committee and a hybrid club committee.

Action 1*

PQD, Pathways committee, PRM

Action 2*

PQD, Hybrid Clubs committee, PRM

Action 3

PQD

Action 4

PQD, Division Directors, PRM

Action 5

PQD, volunteer presenters, PRM

Timetable

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

Several of the action plans are underway. Progress will be tracked by # of sessions held, attendance at each session, feedback from attendees and amount of publicity generated, # of incentives earned.

Action 1*

Ongoing

Action 2*

Ongoing

Action 3

Ongoing

Action 4

Ongoing

Action 5

Ongoing

Additional Goals

- 1) realign areas to improve support
- 2) develop leadership development program
- 3) increase membership engagement through various communication strategies
- 4) develop a Rotary/TI alliance network of support

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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) Little realignment was done leading into this year as it was decided to wait and see what lasting effects the pandemic has. It is apparent that a major realignment will be needed for next year to better align clubs in ways to improve the support they receive.
- 2) The District continually struggles to get the required number of Area and Division Directors.
- 3) Members generally feel disconnected from the District which results in little interest what the District does or its overall success.
- 4) Members are still not aware of the benefits of developing an alliance with Rotary 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.*)*

- 1) The realignment chair will start early in identifying various options for realignment and will work with the Division and Area Directors on these plans.2) We plan to develop a leadership development program for those potentially interested in leadership opportunities to provide the necessary skills and knowledge to allow members to feel more confident in stepping up for leadership roles.
- 3) We will communicate with members regularly through emails, newsletters and social media as well as hold calls with club officers.
- 4) We plan to have coordinators in each Division with an overall chair.

Action 1*

Work with Area and Division Directors to develop various options for realignment which will depend on member recruitment and club retention over the year.

Action 2*

Develop a committee of leaders and those familiar with curriculum development to develop one or two modules for this year with plans to develop more over the coming years

Action 3

Post regularly on FB page and group, ensure quality monthly English and French newsletters, ensure weekly emails to members, monthly calls with club officers

Action 4

Develop a committee that can help Toastmasters clubs connect with Rotary clubs in each Division

Action 5

Resources

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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.)*

time, resources for potentially advertising through social media and regular media, volunteers especially for the website and social media, potentially some cost for materials for the leadership development course, Zoom

Assignments

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

Realignment Chair, Leadership development committee, DEC members and Rotary/TI alliance chair

Action 1*

Realignment Committee

Action 2*

Leadership Development Committee

Action 3

DEC members

Action 4

Rotary/TI Alliance Chair and Committee

Action 5

Timetable

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

Progress will be tracked through reports

Action 1*

Sept 1, 2021 to March 31, 2022

Action 2*

August 1, 2021 to June 30, 2022

Action 3

August 1, 2021 to June 30, 2022

Action 4

September 1, 2021 to June 30, 2022

Action 5

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