

District Success Plan

Team Composition

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

District Director: Angela Chute, DTM

Program Quality Director: Sharon Joseph, DTM

Club Growth Director: Sherry MacDonald, DTM

Public Relations Manager: Dawna-Jean Turchon, DTM

Finance Manager: Cecilia Dahl, PM1

Administration Manager:

Immediate Past District Director: Crystal Cobb, DTM

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

Region Advisor: Lynda Starr, DTM

Division and Area Directors

Newsletter Editor: Sarah Chaffee, EH1

Club Coach Chair: Linda Ramrath, DTM

Webmaster: Sharon Joseph, DTM

Parliamentarian: Bill Kirby, DTM

Credentials Chair: Sheryl Poirier, DTM

District Leadership Chair: Olivette Aviso, DTM

Alignment Committee Chair: Marion Taylor, DTM

Club Coach Chair: Linda Ramrath, DTM

Spring Conference Co-Chairs: Andrea Gray, Jennifer Bonnevie EH2

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?*

Transparency promoting trust. Actions and decisions to be made by the appropriate person and made visible/communicated to everyone including the general membership. Lead with our Strengths, add to the team to make our weaknesses irrelevant.

Timely actions and decisions to ensure all required timelines are met and members acquire the necessary skills to achieve their goals thereby supporting the district's goals.

Leverage unique skills to add value to and support the leadership and membership at every touch point.

Assume the best intention in all actions taken by leadership and membership.

Need Help?

Chat with Toasty

Team Operating Principles

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

Building a safe and supportive environment that allows for vulnerabilities and for people to speak and share freely without fear of reprisals or repercussions. Vulnerabilities highlights needs and wants and provides an opportunity for others to provide assistance to fulfill those needs and wants.

Ability to get 100% behind a 51% decision.

Ask what people need and offer assistance to help based on that information especially as deadlines loom and stress points are hit. This promotes awareness and insight into collaborating with others.

Potential Obstacles

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

District 45 is unfortunately missing historical perspective due to some recent changes in leadership so we are having to rediscover and rebuild the direction our district is headed in.

As always, life, family, professional commitments, unforeseen circumstances are potential obstacles but if we can successfully implement our team operating principles, this district can achieve greatness.

Another potential obstacle is that this district now includes Newfoundland & Labrador and St. Pierre & Miquelon so we span a very large geographical area, three countries, many different cultures and belief systems. Communication methods such as phone plans will present obstacles that we will need to get creative at overcoming.

We have new and relatively inexperienced SLT and DEC leaders that will provide challenges as well as great learning opportunities.

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.)*

TRIO will meet weekly. District 45 leadership will meet weekly on Zoom until all necessary planning is done and then we will move into a bi-weekly with the option to cancel if the meeting is not required.

Team Interactions and Behavioral Norms

How will decisions be made?*

District 45 will be membership centric meaning the heaviest weight decisions are made for the highest good of the membership.

Decisions will be made by consensus first. If that's not possible, we will vote and should there be any conflicts, the final decision will be made by the district director.

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

We will be using Zoom, email, Facebook Messenger, meeting minutes and telephone.

We will also be submitting weekly reports on projects and supporting teams to quickly identify gaps and risks that need to be mitigated.

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 senior leadership team meets each Thursday at 6 pm Eastern via zoom except for the first Thursday of each month when SLT will meet at 7 pm Eastern via Zoom. Once the planning is done, we will change the meetings to bi-weekly on Thursdays at 6 pm Eastern via zoom. Meeting minutes will be taken and distributed for review/revisions.

The DEC and club VPs / Presidents will meet the first Thursday of the month via zoom at 6 pm Eastern with SLT meeting at 7 pm Eastern on this day. The DEC meetings will have 30 minutes of leadership development with another 30 minutes of break out sessions dedicated to discussing the leadership development in more detail. At 7:00 pm Eastern, DEC and club VPs will leave and SLT will then meet for 30 minutes to discuss district business.

How will the team resolve differences of opinion?

It is inevitable that differences of opinions arise however, our team operating principles and Toastmasters International's core values are integrity, respect, service, and excellence will be adhered to to build a safe environment for everyone to share and express their opinions. We will then work towards a consensus with the understanding that the highest good of the membership is our prime objective.

How will the team support one another?

It is important for anyone who is struggling to voice their struggles to give the other team members an opportunity to step forward to help. It is also important for all team members to reach out to each other and ask if there is anything we can do to help each other.

How will the team ensure equitable participation when completing activities?

We will identify our strengths and weaknesses with an understanding that while we each have a role to fulfill, we can leverage our strengths to help others fulfill their roles as needed. Equality is not always 50/50 so as a team we are responsible for ensuring we serve our membership to the best of our abilities.

How will team members be held accountable for their responsibilities?

We will be reviewing our "to-dos" and our commitments through our meeting minutes so we will review on a regular basis to ensure the actions/activities are being completed in a timely manner. Should gaps/risks arise, we will harness the entire team to support the leader and get the activity completed. Essentially the leadership team will be accountability partners.

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

After a thorough review of last year's budget and outcomes, we identified that our district's previous approach to recognition entailed significant expenditure but yielded mixed results in terms of member engagement and retention. Based on these learnings, we are pivoting to a more cost-effective recognition model. We have streamlined the recognition budget to cover only essential items (Trophies at the district level) which remain a valued form of acknowledgement within our community. In place of costly incentives, we are developing a district-wide recognition program that leverages non-monetary forms of acknowledgment. This strategic realignment enables us to allocate the saved funds towards our priority goal of club growth through corporate partnerships, thereby achieving an optimized balance between member acquisition and retention without escalating costs. We are establishing a heroes club for individuals who go above and beyond. We also leverage our district's monthly newsletter, our social media accounts and our website as well.

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 had 2,575 membership payments on a base of 2,623 representing a decrease of only 48 payments year-to-year. The District missed the Distinguished goal of 2,650 by only 75 payments. There were 552 new members and 77 chartering members paid during the year. The challenge this year is to continue the formation of new club, adding new members and most importantly providing current members to stay involved despite the increase in fees.

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.)*

With the increase in membership fees, we expect there will be a decrease in membership which highlights the benefits of TM and what members have achieved during their journey. This may help members focus on benefits as opposed to the 33% fees increase.

Action 1

Acknowledged the increase and communicate the "why"

Action 2

Comparison to other options such as Dale Carnegie

Action 3

Share the benefits of TM in regard to personal and professional goals

Action 4

Share members' successes related to their personal and professional lives

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 Area and Division governors and gift certificates to the Toastmasters store.)*

As part of Toastmasters International's overarching strategic objectives for the coming fiscal year, the District 45 budget justification focuses on two pivotal elements: new club development and existing club growth and retention. Our new club development initiative will include developing a targeted list of opportunities by region and train specialized volunteer team members to conduct outreach, close commitments and focus on onboarding. Our existing club growth and retention plan will focus on implementing a revamped initiative for recognition and executing focused training programs to support club excellence.

Assignments

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

CGD is the responsible for this goal and will be carried out with the help from the SLT

Action 1*

DEC / PRM

Action 2*

Administration Manager

Action 3

PRM / All

Action 4

PRM / All

Action 5

Timetable

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

Action 1*

July - June

Action 2*

July

Action 3

On going July - June

Action 4

monthly in the Newsletter and daily on social media

Action 5

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.)*

CGD team. District is struggling with Membership and Clubs are struggling. Increasing Club Coaches and supporting our club coaches.

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.)*

In alignment with our mission, our district has identified corporate partnerships as a strategic growth avenue for the upcoming year. Our partnership with Fidelity Investments serves as a flagship example; their Human Resources department has endorsed toastmasters in New Hampshire with very successful results. Under the leadership of our Club Growth Director, we plan to expand this thriving partnership to additional regions within our district. Furthermore, leveraging the best practices established with Fidelity Investments we aim to replicate this success model with other high-caliber corporate partners. Coca Cola has already expressed preliminary interest, and targeted outreach is planned for other promising organizations such as L.L. Bean and Anheuser-Busch. For an in-depth market evaluation and selection criteria of potential corporate partners, please refer to the accompanying Market Analysis. This multi-tier corporate engagement strategy stands to significantly amplify our footprint and provide invaluable skill-building opportunities for employees across various industries.

The district intends to increase the number of club coaches and continues to support the current coaches. We will promote the need for and recruit coaches.

Action 1

Recruit: email eligible members

Action 2

Recruit and support regular newsletter and social media posts

Action 3

Identify possible club coaches who may not have thought about the role

Action 4

Collect opportunities for new clubs

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 a club extension committee, a demonstration team, and infokits@toastmasters.org.)*

CGD Team

Assignments

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

CGD & Club Coach Chair

Action 1*

CGD & Club Coach Chair

Action 2*

Club Coach Chair and Public Relations Manager

Action 3

Area and division directors, SLT

Action 4

Area and division directors, SLT

Action 5

Timetable

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

S

Action 1*

September

Action 2*

Monthly

Action 3

August - December & June - July

Action 4

Ongoing

Action 5

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.)*

This year, our Program Quality Director is spearheading a targeted approach to education and training aimed at elevating the proficiency of club officers in two pivotal areas. First, there's a focus on mastery of the Pathways program and Basecamp management tools. Comprehensive training in these domains will empower officers to effectively support members' educational pursuits. By reducing complexities and alleviating frustrations associated with Basecamp, we aim to boost morale and encourage greater participation in educational activities. Second, our training initiatives extend to leadership development. Our objective is to deepen the leadership funnel within the district by encouraging members to take on leadership roles at various levels (club, area, division and district).

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.)*

This will be accomplished through strategic connections, ongoing encouragement, raising awareness of leadership opportunities, and providing continual support. The intent is not merely to fill positions but to build a pipeline of competent, committed leaders who can propel our district towards long-term success.

Action 1*

Training of all Division Directors and Area Directors on the finer points of the DCP reporting to understand the how to use the information for training and planning individual's Pathways journeys with destination in mine.

Action 2*

In-depth training for club officers who are Pathways Base Camp managers to further explore the use of the members' transcripts as planning tools for training.

Action 3

Expose club officers to higher-level leadership opportunities through volunteer work on District projects and events, such as chairing an Area contest or working on a District committee, such as TLI planning, club retention, or any other outside-of-the-club jobs.

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 Area and Division governors and the Distinguished Club Program and Club Success Plan (Item 1111).)*

We have budgeted for trophies for our speech contests this year. The speech contest program in our district is successful and we have not made any changes since last year. People are our greatest resource. With four Division Directors and 17 Area Directors, we have a large training team for the club officers and members. First, we need to train the trainers.

Assignments

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

The PQD, other members of the current SLT, and immediate past officers are in the best position as resources to train the new DDs and ADs in the work of training the new officers (outside of the formal TLI format).

Action 1*

Train the trainers with followup sessions with division directors and area director to supplement the introduction to their roles that they received during their initial training.

Action 2*

Work with the DDs and ADs on adding education to their Council meetings to build knowledge to an expert level on Toastmasters policy and procedures, contests, and club administration.

Action 3

Webinars conducted using materials from the Distinguished Club Program and Club Success Plan manual.

Action 4

Area Directors after training in the DCP and Club Success Plan drafting meet with club officers at their area council meeting to review each other's Success Plans as a training exercise.

Action 5

Timetable

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

The training given should be on relevant topics at the right time in the Toastmasters business cycle. Contest organization and planning tips immediately before the contest season begins, as an example. Club officer nominations and elections are a 2 to 3 month process, beginning in February or March.

Action 1*

Train the trainers: beginning after the Division Council meeting and the Fall workshop. The PQD will recruit a team of past District officers to conduct several short training sessions on specific topics, such as the DCP reporting, organizing a contest, and topics pertinent at the point in the Toastmaster year.

Action 2*

Each month, the DDs and ADs should be expected to conduct training on specific topics for the club officers on education planning and club administration, such as running their Club Executive meetings in an orderly and productive fashion.

Action 3

New club officer recruiting should be an ongoing process for all club officers, with the focus on "succession planning," so that in the spring elections the incoming officers are partially trained and aware of the expectations.

Action 4**Action 5**

Additional Goals

Increase the KNOW, LIKE and TRUST factor of our District Leadership

Deepen the Leadership funnel, in competence, confidence and enthusiasm at all levels, Club, Area, Div and District

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. Officer Election Process: a number of clubs are struggling with elections and the handover process
2. Speech Contests: the area directors have reported that clubs struggle with holding successful club contests
3. Last year the number of Area Director vacancies added to the stress at the Div level and club levels
4. Lack of members interested in District level leadership

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. Daily VIDEOS posted on Facebook and YouTube, Instra gram and LinkedIN, from SLT, and Div Directors ALL Year to increase our KNOW, LIKE and TRUST Factor
2. Monthly Leadership Development MasterClasses, Focus on How to LEAD yourself, Guest Subjectd Matter Expersts: held 1st Thursday of the Month. Including SLT, Div Directors, Area Directors, Club Presidents, VPED. VPM, VPPR.
3. CREATE Opportuities for members to LEAD with their Strengths.

Action 1*

Daily VIDEOS SLT, Div Directors posted to Social Media

Action 2*

Monthly Leadership Development MasterClass

Action 3

Division Directors to recruit thier OWN team, of Area Directors: GOAL no vacancies

Action 4

Focus on Team communication and problem solving at Area & Division Director Training

Action 5

Encourage Division Directors & Area Directors to work together re: Speech Contests

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.)*

SLT Team working together. Brining in expertise from outside D45 as required

Assignments

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

SLT Team, Division Directors and Area Directors

Action 1*

Entire TEAM: SLT 1 video per week, Div directors 1 video per month: anyone can opt out, PRM to post on Social Media

Action 2*

District Director will organize, Admin will organize Zoom,

Action 3

Division Directors with the guidance of the District Director

Action 4

District Director with the help from SLT, In person Div and Area Dir Training Black Bear Inn Orono ME

Action 5

PQD will assist with required training

Timetable

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

July 1 - Jun 30

Action 1*

Every day - All year

Action 2*

1st Thursday of the Month 6PM ET, Leadership Dev

Action 3

July and August

Action 4

July in Person. August: Makeup Training via Zoom

Action 5

October - June