

District Success Plan

Team Composition

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

- District Director, Debra Kroon, DTM
- Program Quality Director, Victoria Chadderton, DTM
- Club Growth Director, Karen Mobley, DTM
- Public Relations Manager, Mark Havens, ACB
- Financial Manager, Lesley Downing, SR5
- Administrative Manager, Elizabeth Russell, CC

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

- Division A Director, Mark Johnson, DTM
- Area A1 Director, Lloyd Smith, DTM
- Area A2 Director, Will Bron, CC
- Area A3 Director, Deb Sterling, IP1
- Area A4 Director, Mike Anthony, DTM
- Division B Director, Wayne Engel, ACB
- Area B1 Director, Gary Greene, DTM
- Area B2 Director, Dan Dotta, DTM
- Area B3 Director, Linda Moore, DL4
- Area B4 Director, Andrew Kennedy, DTM
- Division C Director, Charles Richardson, EC1
- Area C1 Director, Stan Inzer, IP4
- Area C2 Director, Dwayne Normandeau, ACS
- Area C3 Director, Deborah Bisenius, TC1
- Area C4 Director, Louise Griffith, PM3
- Division D Director, Elaine Kelley, VC3, EH1
- Area D1 Director, Joy Blace Winning, EC3
- Area D2 Director, Bruce Neu, ACB, CL
- Area D3 Director, Sarah Peters, IP2
- Area D4 Director, Sam Johnson
- Division E Director, Thomas Page, CTM
- Area E1 Director, Angie Persico, IP2
- Area E2 Director, Karen Malcolm, ACG, ALB
- Area E3 Director, Guillaume Cote', ACG, ALB
- Area E4 Director, Evarista Salas, CC
- Parliamentarian, Jim Marquardt, DTM
- Chief Judge, Tina Hull, CC, ALB
- Webmaster, Darlene Marquardt, DTM
- Newsletter Editor, Kathy Hansen, DTM
- Prison Liaison, Nancy Shatto, DTM
- Prison Liaison, Christine Meyer, DTM
- Prison Liaison, Sean Eiholzer, DTM
- Prison Liaison, Brenda Pangborn, DTM
- Prison Liaison, Gary Hildebrand, DTM

Prison Liaison, Ed Keeney, DTM
New Club Chair
Club Extension Chair
ZoomMasters

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?*

As a district we adopt Toastmasters Core Values (Integrity, Respect, Service, and Excellence) and we use them in our interactions with our members. We recognize the most important is Integrity. All of our decisions and actions will begin with integrity.

Team Operating Principles

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

- Having the ability to discuss concerns in a frank manner that we feel empowered to discuss with each other, frequent communication, positive working relationship, communicate weekly via Zoom and check in with each other as needed.
- Collaboration.
- Make sure that as we are discussing and being honest with each other that we also are feel like we are in a safe environment to do so.
- It is important for us to have sometimes during the year where we do something fun! It is important as our aspect of learning as a team.

Potential Obstacles

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

Our District is spread out. This year, the DD, PQD and CGD are within two hours driving time of each other, which is still a challenge. We are a strong committed team, but recognize that life happens as we each deal with extended family concerns. Aging population of committed volunteers.

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 Trio has agreed to meeting weekly via Zoom, as well as quick huddles, via text or phone as needed. We have scheduled monthly DECM meetings for the 3rd Wednesdays of the month, which are called Winning Wednesdays. Additional meetings, team calls, etc. will be scheduled as needed.

Team Interactions and Behavioral Norms

How will decisions be made?*

All decisions will be made considering the district mission.

- When making decisions, we will discuss the issues and solutions, then select the solution that will benefit the members and fulfill the district mission.

- Major decisions and initiatives will be reviewed with the trio.

Text Messages - quick responses

- Single Subject Emails - only one thread of discussion (New discussion, new email)

- Team Drive - Larger files & Details that need to be archived

- Scheduled Zoom Video Conference

- Face to Face when allowed via Covid-19 restrictions

- Phone calls

- Trio communicates once a week via Zoom and more often as needed

- Core Team - Bi-weekly via email or Zoom

- Extended Team - via email, calls, Zoom meetings as needed

- Exercise Active Listening Skills

- Speak with encouragement

- Be solution focused

- Replace negative words with positive uplifting words

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

Team will meet weekly via Zoom.

Email with non- or semi-urgent needs.

Telephone/text for urgent or short term issues.

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.

Keep email messages to a single thread. If another topic/subject arises, start a new email.

How will the team resolve differences of opinion?

Team will use an interaction model for resolution:

- May I check something with you. I notice that we agree upon....

- I interpret this to mean....

- My feelings from this interpretation are....

- What I need going forward is for you to understand.... (How it makes me feel)

- Going forward...

or a critical conversations model, which ever works best for the situation. Members will speak their truth, but with kindness and the intent to listen to all sides.

How will the team support one another?

Recognize our personal limitations and be honest and open about our needs. Share information regarding tools and helps that would make the work of the District better or easier. Take time to share life outside of Toastmasters. Enjoy some team building activities throughout the year.

How will the team ensure equitable participation when completing activities?

- We communicate and collaborate with each other.
- We each assist each other when milestones are due to support one another.
- We will strive to take the high road and assist each other as needed to help to complete activities, achieving excellence.

How will team members be held accountable for their responsibilities?

Team members will take responsibility for mapping out their calendar of deadlines and duties throughout the year. Gentle reminders are appreciated from others. Continuing looking for opportunities to build future leaders by sharing the work load is encouraged. If deadline are approaching and the team member needs help, speak up early.

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

- Facebook recognition.
- District newsletter.
- District events.
- Verbal and written acknowledgment.

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.)*

Current situation is that we have lost clubs, due to the pandemic of Covid-19 and anticipate more loss. Our District is composed of 20% prison clubs, who have not been able to meet or have any connection to the greater Toastmaster organization.

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.)*

We will encourage fund raising for the prison clubs (Districts cannot do this, but we will encourage individuals to do this).

Continue to urge members to renew early. Focus on building new clubs to replace those that were lost. PR will focus on driving awareness of Toastmasters and build excitement and interest in the membership drives and district events.

Action 1

Q1 challenge of training club officers, conducting moments of truth, renewing dues early

Action 2

Create social media team to drive awareness, excitement, and interest

Action 3

Create dues renewal promotion through all channels

Action 4

CGD to work to assess club situations and 100% club visits

Action 5

Q2 challenge of completing 5 DCP goals

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.) *

Social media team and all platforms. Use of existing district product for incentives significantly reduces the need for funding: Q1 challenge and Q2 challenge budgeted.

Assignments

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

CGD, PQD, DD, Area Directors, Division Directors, PRM, social media team, district webmaster, district newsletter editor

Action 1*

CGD and PQD have joint promotions throughout the year

Action 2*

Social media team to post often using items from PRM, CGD and TI; webmaster as needed

Action 3

PRM and CGD to implement promotions with assistance as needed

Action 4

PQD, CGD and AD's to work with clubs to gain members and create quality experiences

Action 5

CGD and AD's to work with clubs to submit dues early

Timetable

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

Each of the actions above has its own deadline.

Action 1*

Action 2*

Action 3

Action 4

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.)*

Last year the district added 2 new clubs.

Currently 4 clubs are suspended, 2 are in process of suspension, 2 are in danger of suspension. Some club members have not renewed due to COVID job loss. The clubs with membership between 6 and 12 qualify for club coaches, 4 have coaches. The clubs under 15 members struggle with attracting membership.

The district has trouble attracting people to be coaches, new club mentors and new club sponsors.

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.)*

We look forward to partnering with the Rotary organization, expanding those relationships.

Action 1

PRM to actively engage in marketing Toastmasters.

Action 2

Greater use of social media.

Action 3

Partner with Rotary International regional membership chair

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

PRM budget. Social media team, website manager, newsletter editor. Few members have any interest in

leadership outside of their clubs.

Assignments

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

Trio to create district marketing incentives in conjunction with PRM. Partner with division and area directors to build new clubs. All district council members to work on retaining members and provide quality club experiences.

Action 1*

Create and implement incentives

Action 2*

CGD to work with division and area directors to develop club leads into chartered clubs

Action 3

CGD to continually recruit for new club sponsors and mentors

Action 4

PQD to work with clubs to provide quality experiences

Action 5

Timetable

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

Incentives to continually roll out during the year, not just by quarter. Developing leads into clubs is a continual process. Search for club coaches, new club sponsors and mentors is ongoing.

Action 1*

Publish incentive roll-out via all channels

Action 2*

Send club leads to Division and Area directors for initial contact and follow up

Action 3

CGD to actively contact members and publish ads requesting sponsors, mentors, coaches

Action 4

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.)*

Our district continues to achieve education awards. 2 clubs were added last year. Our District is less technologically sound, and members have been reluctant to embrace the online format.

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.)*

With the conclusion of the tradition Toastmaster Educational Program, members are now funneled into Pathways full time. We expect many more members to embrace Pathways, since they have completed their traditional program goals.

Action 1*

We will have District wide monthly Pathways onboarding webinars.

Action 2*

Encouraging our advanced clubs to help assist with District training.

Action 3

Second round of district and club officer training focus on specific issues that need to be addressed. Such as member retention and mentoring.

Action 4

Build strong relationships with Directors and club officers. Trio can attend more club meetings since the clubs are meeting virtually.

Action 5

Recognize members for their educational accomplishments through out the year.

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).)*

PQD, Trio, extended team and advanced clubs. Provide clubs with resources to attract and maintain members. Budget incentives for quarterly challenges, the challenges will focus on key components of the DCP.

Assignments

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

These actions will be executed by the full team under the direction of the Program Quality Director.

Action 1*

Update District Calendar early in the year as to when training and other events will be taking place so that members and Trio can plan to attend.

Action 2*

Design trainings to prepare all officers about Pathways and how to achieve DCP giving members the program they are paying for.

Action 3

Acknowledge clubs when they achieve success in the DCP through out the year.

Action 4

Provide training about mentor programs.

Action 5

Encourage all members to achieve DTM through awareness of the requirements.

Timetable

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

Actions will be focused on throughout the year. With strong emphasis during mid year training's.

Action 1*

Make sure district calendar is up to date.

Action 2*

Started training's in June to get off to a good start. Encourage that second round trainings happen early so that we can finish the year strong.

Action 3

Maintain ongoing communication with members to allow them to express their needs.

Action 4

Action 5

Additional Goals

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.)*

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.)**

Action 1*

Action 2*

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.)*

Assignments

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

Action 1*

Action 2*

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?*

Action 1*

Action 2*

Action 3

Action 4

Action 5

