

DSP Draft

2023-2024

Team Composition

DD - Viki Leuba
PQD – Kathy Hansen
CGD – Al Donnelly
PRM – Debra Kroon
FM - Stephanie Hardin
AM – Debbie Ford

Extended Team

PDD – Karen Mobley
Div A - Vicki Chadderton
Div B – Jacob Liston
Div C – Tony Cannon
Div D – Brenda Pangborn
A1 – Vacant
A2 – Louise Achey
A3 – Vacant
B1 – Sean Eiholzer
B2 – Vacant
B3 – Vacant
C1 – Chuck Richardson
C2 – Nancy Shatto
C3 – Dick Jensen
C4 – Jeremy Duncan
D1 – Open
D2 – Open
D3 – Closed clubs
D4 – Open

Core Values

The Toastmasters Core Values guide us in our interactions within the team and with our members.

Team Operating Principles

Our operations as a team must take place within a safe space in which all team members can frankly and honestly discuss concerns.

We strive for frequent communication and positive working relationships. We meet formally as a Trio every other week via Zoom and check in with each other as needed.

In the spirit of Ralph Smedley, who believed people learn best in moments of enjoyment – and modeled by our retreat early in the year – we will seek out opportunities to let loose and have fun!

Potential Obstacles

Obstacles include geographic distance, time constraints, and family and health priorities that may impede our work as a team.

Meeting Protocol

The Trio meets every other week via Zoom, with ad hoc meetings as needed.

The DEC meets monthly via Zoom.

Meeting reminders will be sent 1 week in advance with Zoom links included.

To facilitate the preparation of all participants before they attend meetings, an agenda will be provided for all Trio and DEC meetings, ideally 1 week, and no fewer than 3 days before the meeting. Participants will be asked for input on agenda items to be included.

An agenda or at least the topic of the meeting will be provided in the event of an emergency or unscheduled meeting.

Team Interactions and Behavioral Norms

HOW WILL DECISIONS BE MADE?

The welfare of the most important individuals in the district – its members – will inform and guide decision-making. Before making any decision, we will ask: Does this decision benefit the members of District 9?

We will work collaboratively as a team, bringing in the full leadership team as needed and appropriate.

Consensus is the ideal. A democratic vote will be used if necessary or required by policy/procedure.

We will be transparent in our decision-making.

COMMUNICATION METHOD

We will primarily use face-to-face communication, texting, and emailing. Phone will be employed for urgent communication.

COMMUNICATION PARAMETERS

Trio meets every other week; DEC meets monthly.

ELT meets with DEC and as needed.

DD prefers (in order) text, email, phone, Zoom, in person, (prefers to receive a text letting her know that an email needs her attention). If phone calls are needed, text to arrange calls.

PQD prefers (in order) email, text, Zoom, in person, phone. If phone calls are needed, text to arrange calls.

CGD prefers (in order) email, text, phone, Zoom, in person.

HOW TEAM WILL RESOLVE DIFFERENCES

Team will employ regular, respectful communication, active listening, and open discussions. Team members will not hesitate to bring up issues and will not let them fester.

HOW TEAM WILL SUPPORT ONE ANOTHER

Team members will both ask for and offer help as needed.

Team members will keep their commitments and respond promptly to communications from each other.

Team members will be sensitive to each other's needs.

HOW THE TEAM WILL ENSURE EQUITABLE PARTICIPATION WHEN COMPLETING ACTIVITIES

The business of any district is inherently unbalanced and skewed toward the Club Growth Director because half of the District mission is to "build new clubs," and two-thirds of the Distinguished District Program comprises new-club and membership-growth goals. Similarly, two-thirds of the goals in this District Success Plan are oriented toward the CGD's areas of responsibility. Therefore, it is incumbent upon the DD and PQD to assist the CGD as needed and for the CGD to ask for help as needed. All Trio members will remain aware of their responsibilities and execute them to the best of their ability, recognizing that various circumstances and times of the year will increase the burden on individual members of the team. The full team will pull together toward the end of the year to ensure the district performs as well as it can in the Distinguished District program and for the benefit of all District members.

HOW CORE TEAM AND EXTENDED TEAMS WILL BE RECOGNIZED FOR THEIR EFFORTS

While favoring recognition of members and without giving undue importance to themselves as District leaders, the core and extended team will give pats on the back verbally, in writing in such venues as (but not limited to):

- Powerhouse Newsletter
- Live and virtual events
- Social media
- Emails

Recognition will include the use of education-award designations of team members on all written documents.

Starting Number

1,274	Membership payments base
46	Club base
10	# Div/Area Directors

Qualifying Requirements

Submission of District Success Plan by September 30

Submission of Division and Area Directors Training Report for 85% of Division and Area Directors by September 30

Number of Division and Area Directors x 0.85	8.5
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Submission of Marketing Plan

Submission of Communication Plan

Goal 1: Membership Payments Growth

Distinguished	1,287	Membership payments base x 1.015
S Distinguished	1,313	Membership payments base x 1.03
P Distinguished	1,338	Membership payments base x 1.05
Sm Distinguished	1,376	Membership payments base x 1.08

Situation Analysis

Membership payments in the previous year exceeded Smedley Distinguished growth.

Self-pay has been adopted by many clubs and will continue to improve timely payment of members' dues.

The district continues to seek club coaches to help clubs with fewer than 8 members.

During the summer of 2022, district leadership under the guidance of Mary Morrison undertook development of District Growth Plan, the first one of its kind. District 9 continues to use the Growth Plan to improve district function and focus district efforts.

Strategy

Develop robust program for recruiting, training and supervising club-building team members. Recognize the need to expand the number of club coaches to assist in retaining and building membership. Encourage use of Speechcraft to grow clubs.

Tactic 1	Recruit a club coach chair and start to build a robust club coach program.
Tactic 2	Initiate a Speechcraft campaign aimed at membership building.
Tactic 3	Establish Member Outreach team that will work with clubs on membership retention.
Tactic 4	Establish Club Extension Committee to qualify, manage and track leads.
Tactic 5	Establish marketing team to work with PRM in promoting membership through social media and other means of reaching members and new prospects.

Resources

The district leadership team is committed to the success of District 9 and its individual members. The team includes past district directors and TRIO members who have the experience and understanding to accomplish the district's mission of building new clubs and supporting all clubs in achieving excellence. The district is planning a recognition event this fall to honor clubs and members for their achievements and an in-person district conference next spring. The events symbolize the district's renewed confidence and determination to rebuild membership and clubs.

Assignments

Current district leaders are working on these goals.

Tactic 1	CGD will establish a Club Coach Committee that will assist in rebuilding club membership and restoring club quality.
Tactic 2	PQD will partner with CGD in developing Speechcraft campaign aimed at membership building.
Tactic 3	CGD will name Member Retention Chair who will help educate club officers on the importance of their roles and how it directly affects retention of existing and non-renewing members.
Tactic 4	A Club Extension Committee will be organized by the CGD. The committee will be responsible for qualifying, managing and tracking leads. The chair will have access to Toastmasters Lead Management (TLM) system.
Tactic 5	A marketing plan will be developed that will help guide clubs on "Best Practices" for reaching new and existing members. The PRM will provide guidance and leadership to the committee, including an outreach program to assist clubs on the use of various media.

Timetable

Current leaders are working on these goals.

Tactic 1	Recruitment for club coach prospects will begin immediately.
Tactic 2	Speechcraft campaign aimed at membership building will be initiated by early fall, kicked off by a Speechcraft trainer at Oct. 21 recognition event.
Tactic 3	A Membership Retention Chair will be named by the CGD prior to the next dues deadline. The chair's focus will be on member retention.
Tactic 4	The Club Extension Committee will provide clubs with information on how to generate leads for new clubs and the process that follows.
Tactic 5	The Marketing Team will begin immediately to develop proposals on how clubs can use social media effectively in building and retaining membership.

Goal 2: Club Growth

Distinguished	46	Membership payments base x 1.015
S Distinguished	47	Membership payments base x 1.03
P Distinguished	48	Membership payments base x 1.05
Sm Distinguished	49	Membership payments base x 1.08

Situation Analysis

District membership grew in 2022-2023 to 1,267 membership payments even though the number of clubs stayed the same at 46.

At the start of the new year, 2023-2024, the district is faced with the challenge of several clubs falling below the minimum requirement of eight members. The district has struggled to find area directors. The same for club coaches, which are critically needed to help turn things around. On the plus side, the district is excited about the return to in-person speech contests and the in-person district conference in the spring. Both these developments are expected to lead to enhanced enthusiasm among members. Considerable population growth in several key areas in the district could lead to establishing new clubs. Another factor, which should not be underestimated, is experienced district leadership that is committed to building new clubs and membership.

Strategy

Identify key growth areas that could support new clubs. Strengthen existing clubs that are struggling to find new members. Revisit communities where clubs have failed but have the potential to support a new club (Sandpoint, ID, is a perfect example that turned failure into success). Identify the potential for corporate clubs, particularly in high-growth areas. Explore the possibility of specialty clubs, such as a hospitality/tourism club or Spanish-speaking club.

Tactic 1	Target large population areas that are “underserved” by Toastmasters.
Tactic 2	Provide support to clubs that are struggling to maintain membership.
Tactic 3	Identify potential for corporate or specialty clubs.
Tactic 4	Follow up on leads that could potentially result in the establishment of new clubs.
Tactic 5	Expand club-coach program to ensure support for clubs that need help in retaining members.

Resources

The district has promotional materials on hand that could serve to promote Toastmaster values and programs. The district has a limited budget but has funds available to meet special needs.

Assignments

The district leadership team has taken a collaborative approach in addressing goals and objectives.

Tactic 1	“Underserved” areas identified for potential club development. Involve area and division directors in evaluating potential for membership growth.
Tactic 2	Provide clubs with low membership the resources and training to rebuild.
Tactic 3	Work with division and area directors to identify potential corporate or speciality clubs.
Tactic 4	Respond immediately to club leads.
Tactic 5	Expand club coaching program that would meet current and future needs of district.

Timetable

Tactic 1	Leadership team identifies areas where potential exists for new clubs by Sept. 30.
Tactic 2	Assess clubs where membership growth is declining. Prioritize and determine plan of action.

Tactic 3	Work with area and division directors on identifying potential for corporate or specialty clubs by Oct. 30.
Tactic 4	The CGD is responsible for responding immediately to any club leads.
Tactic 5	Club coaches are essential for clubs experiencing declines in membership. Requests should be considered a top priority by the CGD.

Goal 3: Distinguished Clubs

Distinguished	19	Club base x 0.4
S Distinguished	21	Club base x 0.45
P Distinguished	23	Club base x 0.5
Sm Distinguished	26	Club base x 0.55

Situation Analysis

In the 2022-2023 program year, District 9 attained enough Distinguished clubs (20 clubs/40.82% of clubs) for Distinguished District status, though that status was not possible because of a shortfall in the New Clubs category.

From 2008 to 2020 the average percentage of Distinguished Clubs was 36.32%, which dropped to 8.62% in 2020-2021 and 6.82% for 2021-2022. Thus, 40.82% in 2022-2023 was a significant accomplishment, providing momentum we will strive to maintain. We see the clubs that were distinguished in 2022-2023 as prime targets for Distinguished this year.

Pathways adoption rate in D9 is at a little more than 77%, a bit lower than many of the other districts in Region 1.

Strategy

Emphasize club quality via well-trained officers, increased Pathways participation, including training on new Pathways LMS when it's introduced in 2024, recognition of accomplishments, and involving district leaders in strategic approach to attaining Distinguished or better status.

Tactic 1	Provide engaging, content-rich online training with sufficient timeslots for maximum participation with subsequent aggressive followup to ensure 50% of clubs train at least 4 officers in each round. Training to include instruction on new Pathways LMS. Training to continue to be virtual as it ensures better attendance.
Tactic 2	Implement District DCP Challenge: 5 or more DCP points by Jan 31; provide constant encouragement to potentially Distinguished clubs from January on. Pay particular attention to those clubs that were Distinguished in 2022-2023.
Tactic 3	Boost Pathways participation via Pathways accelerator, created by Region 9 ID Kimberly Dueck.
Tactic 4	Offer workshop/training for District leaders in 1st quarter of 2024 to assess DCP status and strategize how each club can get there.
Tactic 5	Provide copious recognition to members and clubs via: <ul style="list-style-type: none"> • Powerhouse Newsletter • Conference/live and virtual events • Social media • Personal outreach via postal-mail note, postcards

Resources

- Enthusiastic, engaging trainers.
- Rewards for DCP challenge, ideally to come from merchandise already on hand .
- Specialized trainer(s) for Pathways Accelerator.
- Possible moderate costs associated with in-person DCP and Pathways Accelerator workshops.
- Monetary resources at same levels as last year for prizes and/awards; also review inventory of “swag” on hand.

Assignments

Tactic 1	Training: PQD Kathy Hansen to oversee; trainers to be recruited.
Tactic 2	DCP Challenge: PQD Kathy Hansen to oversee and track.
Tactic 3	Pathways Accelerator: Debra Kroon to chair
Tactic 4	DCP Workshop: PQD Kathy Hansen to organize and oversee.
Tactic 5	Recognition: PQD Kathy Hansen to oversee; PRM Debra Kroon to assist with recognition publicity.

Timetable

Tactic 1	COT Round 1 complete; Round 2 planned for Nov/Jan/Feb with several time/day configurations to accommodate officers.
Tactic 2	Introduce in October; deadline to have 5 goals in Jan. 31
Tactic 3	Hold Pathways Accelerator Workshop in Spring 2024.
Tactic 4	DCP Workshop to be held in 1 st quarter of 2024.
Tactic 5	Recognition ongoing throughout the year.