

District Success Plan

Team Composition

Name the members of the district's core team.

"District 57 Trio"
 Randie Ellington, DTM, District Director
 Dilek Alkaya, DTM, Program Quality Director
 Karen Moirao, ACS/ALS, Club Growth Director

Name the members of the district's extended team.

Deneille Weise-Smith - Finance
 Beth Lacerna - Administration
 Kevin Markl - Public Relations
 Ron Catorie - Logistics
 Past District Governors and Directors
 Division Directors (9)
 Area Directors (34)

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?

Core values are the fundamental beliefs of an organization
 Equality - All members are valued and have a valid viewpoint
 Mentorship - As leaders we find and develop new leaders
 Personal Growth - All members are expected to grow as a result of being a part of District leadership
 Having Fun - If we are not having fun we are doing it wrong.
 Altruism - (or selflessness) is the principle or practice of concern for the welfare of others.

Team Operating Principles

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

We will be open and honest with one another as much as possible.
 We will always treat each other with dignity and respect.
 We will challenge each other to be the best we can be.
 We will listen to and respect each other's ideas and opinions.
 We will honor our commitments and manage our respective roles.
 We will keep disagreements within our team.
 We will find and mentor our replacements.
 We will review our processes.
 We will have fun.
 BOTTOMLINE: We Develop The Next Leaders (Our biggest success is when we mentor others)

Potential Obstacles

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

All three members of the District trio work full time or more and are located more than 20 miles apart. Meeting district deadlines, coordinating messages and meeting in person is a challenge. As well as having defined roles and responsibilities. Work, vacations and previous commitments can also impede momentum. Currently the Trio tries to meet weekly via phone and monthly at DECM. We are also challenged for a meeting facility that could facilitate team strategy and budget sessions.

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.)

We (Trio) are meeting weekly via telecom. We will meet with the extended team at DECM. we the Trio, have a open channel via Google Hangouts, for quick short updates. Our Business meetings will be held at the Fall and Spring conference.

Team Interactions and Behavioral Norms

How will decisions be made?

All leadership decisions will be made guided by Toastmasters values, and policies. The District trio will collaborate on casual leadership decisions, however the District Director reserves the right of final decision on Trio decisions. As much as possible the Trio and/or District Executive Committees will

collaborate on most broader decisions. Districtwide decisions will be made by general session vote. Budget will be approved at the Fall District meeting.

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

Text will be used for quick comments and updates,
Emails will be used for more detail or explicit information as well as documentation.
Phone calls will be used for long discussions or multiple response conversations. During the day a call will be preceded by text to set up the call.
Conference and video calls will be used for three or more participants

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.

Most of us are extremely busy during the day, primarily working. Therefore during the work day. A text should be used to set up a call. After hours (5 or 6) we can call direct. Emails can be used at anytime. Response could be up to two days.

How will the team resolve differences of opinion?

Whenever possible we will use conflict resolution techniques including:
Active Listening and transparency.
Mirroring
Focusing on the issue not the personalities

If on rare occasion, we are not able to come to a team consensus, we will seek the help and guidance of the Regional Advisor.

How will the team support one another?

We each have a well defined role in the district's leadership. We will strive to focus on our respective responsibilities. "Play our own positions" When needed as the Trio or Extended District leadership team we will provide insight, help or support, but only if help is requested.

How will the team ensure equitable participation when completing activities?

All leadership team members are expected to pull their own weight, in completing their activities. If a district leader is found to not be doing their part, they will be counseled by the District Director or Regional Advisor. If there is little or no improvement after counseling, the subject district leader will have the option to resign. In all cases, the skill set is kept in mind, in line with the district's desire to help all members grow.

How will team members be held accountable for their responsibilities?

Team members will be made of specific tasks and requirements with associated deadlines. Progress toward completion will be monitored in real time. In a volunteer organization, the emphasis for motivation will have to focus on individual's goals or needs.

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

Periodic acknowledgement during the year is important. At the end of the year the district will have a final thank you, during the installation of the next term of leaders.

Goal 1: 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.)

We have been losing paid members over the past year. Our club base is 157, with 154 paid clubs. Our dues payments as of June 30, 2017 were 6,662 compared to the base of 7,053, a loss of 391 paid members. 47 clubs were late in submitting dues payments.

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 put incentives in place to encourage club members to submit dues early. Area directors will work with the club officers in their areas to encourage early dues submission and talk up incentives. We will also use email blasts to publicize incentives and create a desire among clubs to get dues submitted early - WIFM - club reward and recognition.

Action 1 Division councils established and incentives for early dues payment communicated

- Action 2 Incentive #1: clubs with 75% dues submitted by 9/20 - club receives TI gift certificate for \$25
- Action 3 Incentive #2: clubs with all club officers' dues paid by 9/15 receive TI gift certificate \$25
- Action 4 Publicize early dues submission incentives via targeted email blasts to club officers
- Action 5 Publicize winning clubs on social media along with pix of prizes being awarded

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 directors and gift certificates to the Toastmasters store.)

Area Directors will promote incentives during club visits and area council meetings. PR team will craft targeted email blasts and flyer and publish incentives on D57 website. Area directors will present gift certificates and MOT packets to clubs that meet goals and pix of winning clubs posted on the D57 FB page.

Assignments

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

Division Directors will lead their teams of area directors; PRM will lead PR team; CGD will obtain incentive prizes and provide talking points for their ADs to use to get clubs excited and engaged.

- Action 1 Division Directors establish councils and hold 1st meeting
- Action 2 PR Team write and send email blasts and flyers to publicize incentives
- Action 3 CGD will provide hard copies of flyers of incentives to division directors
- Action 4 Area Directors get photos of presentation of rewards to their clubs and post on D57 FB
- Action 5 CGD will order rewards and provide to division directors for distribution

Timetable

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

Division councils established and first meeting held by 9/1/17; PR campaign to publicize incentives begins 9/1/17; incentive flyer provided by 9/1/17; results of incentives tabulated by CGD and prizes ordered by 10/10/17; prizes awarded by division/area directors during club visits prior to 10/30/17; results of incentives - clubs that earned rewards - published by 10/30/17

- Action 1 All division directors hold first area council meeting by 9/1/17
- Action 2 PR incentives campaign begins 9/1/17 with email blast, flyer, posting on D57 website
- Action 3 Winners announced and rewards presented by area/division directors by 10/30/17
- Action 4 Rewards ordered by CGD by 9/30/17
- Action 5 Clubs that earn rewards recognized on D57 FB and possibly article in D57 newsletter by 10/30/17

Goal 2: Club Growth

Situation 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 we added 5 new clubs and lost 5 clubs. The goal was 2 new clubs per division for a total of 18. There seemed to be a lack of interest from division and area directors in finding leads. There were no committees established to generate and pursue leads. A number of existing clubs were failing and some were rescued by concerted effort on the part of some club members. There were still many clubs with low membership, some of which were aided by 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.)

Recruit and train new club sponsors and mentors and kick-off teams in each division. Appoint a seasoned leader to oversee and support these teams. Provide a script to be used for cold calling to help division and area directors and club members feel more comfortable reaching out. Utilize the Demo Team Club to train kick-off team members and invite groups/individuals interested in starting a new club to attend Demo Team Club meetings. Appoint a club extension chair and utilize Insightly to pursue leads, distributing them to the Division Directors in the divisions where the lead is based. Recruit and train club coaches to help challenged clubs and assign a seasoned leader to oversee and support them. Incentivize clubs to conduct membership building events and activities early in the year. Utilize the "watchlist" to identify clubs at risk and assign club coaches to those that want them.

Action 1 identify and recruit new club sponsors, mentors and club coaches and kick-off teams

Action 2 identify clubs at risk and offer to provide club coaches

Action 3 provide membership building incentives for open house events held early in the year

Action 4 appoint club extension chair to pursue and funnel leads to DDs and organize kick-off mtgs

Action 5 appoint chairs to train and oversee new club sponsors, mentors and club coaches

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.)

We will need a club extension chair and new club sponsor, mentor and club coach chair as well as Toastmasters from each division to form the support teams to help grow new clubs and work with challenged clubs to help them rebuild. Need to develop a WIFM proposal to aid in recruiting people to fill and carry out these roles. Incentives for open house events and rewards for adding new members will require funding.

Assignments

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

CGD will delegate Division & Area Directors to work together to recruit members to fill positions. Estimate 8 Toastmasters in each division needed: 6 for new club growth and 2 for club coach positions. CGD will recruit club extension chair. Every division that is successful in growing by 2 clubs during the year will be recognized and rewarded. CGD will monitor progress on membership building and support kick-off meetings.

Action 1 Recruit club extension chair and new club sponsor, mentor and club coach chairs

Action 2 Provide leads from Insightly and other sources to division directors to work division team

Action 3 Develop incentives for membership building and new club growth

Action 4 Develop incentives for challenged clubs to support membership growth

Action 5 Develop celebration event for divisions that add new clubs

Timetable

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

CGD will track and report progress during trio calls and at DECM. Leads will be passed to division directors and managed by club extension chair. Incentives will be determined and published via district website, at DECM and via email to division and area directors. Sponsor, mentor and club coach chair will work with their teams via scheduled meetings to receive updates on progress and report results to CGD at the end of each month. We will use the Watchlist developed by Jim K and Teri M to help club coach chair and coaches.

Action 1 Club extension and new club sponsor, mentor and club coach chairs will be in place by 8/30/17

Action 2 Division new club sponsors, mentors, kick-off teams and club coaches will be in place by

9/30/17

Action 3 Leads will begin to be distributed by 9/1/17

Action 4 New club incentives will be published by 9/30/17

Action 5 Membership building incentives will be published by 9/1/17

Goal 3: 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.)

D57 DCP % over the past few years were 2016-2017 45.22%, 2015-2016 49.69%, 2014-2015 56.29%, 2013-2014 54.48%. Most of the clubs missed their Club officer training requirement and some clubs miss educational goals. Others are not be able to reach 20+ or 5+ member strengths to qualify for Distinguished club or better.

District 57 has already launched the Pathways Educational Program. A possible challenge is post Pathways program launch which will require the district to provide more informational and interactive training sessions to members. All new, and current members will need additional training on how to use Pathways Basecamp effectively.

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 directors on the Distinguished Club Program.)

Provide Club Officer and Directors trainings earlier in the Toastmasters year. Include Pathways program related achievements as part of District incentives and Outstanding Toastmaster Achievement awards. Creation of Outstanding Club recognition program to provide club incentives. Recognizing Early achievers, Triple Crown, OATM award winners at monthly DECM and other general meetings to encourage greater participation of members.

Action 1 Hold Club officer and Directors trainings (Jul 8 and Jan 13 TLIs). Trainings will be interactive and "hands on". Support Division Director's efforts to organize their club officer makeup trainings.

Action 2 Include Pathways achievements in district incentives and OATM awards early and widely publicize recognition programs, at all district division, and area events including makeup trainings, and monthly DECMs.

Action 3 Provide Pathways tips and educational/recognition programs via D57 Website, Newsletters or announcements at social media (Facebook, LinkedIn and newly to be created D57 Instagram) accounts. To promote greater awareness.

Action 4 Create Club recognition program similar to "OATM Individual" program to recognize achievements of all clubs large and small.

Action 5 Encourage all Area Directors to complete club visits by Sep 30th and Mar 30th (spring) based on the "Moments of Truth", documenting club status, identifying both best practices, and/or issues, DCP plans and progress. Potential district leaders should be also identified.

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 directors and the **Distinguished Club Program and Club Success Plan** (Item 1111).)

Current and past district officers, leaders and active club members

Created DCP Chairmanship to help track timely progress and answer any questions might come up with mixed program. Additionally, we continue to have District chair positions for OATM , TLI Dean, TLI Education , Train the Trainer, Speechcraft, YLP , Contest and Chief Judge and their associated sub committees.

Assignments

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

Program Quality Director will form a team which consists of District chair roles for DCP , OATM , HPL, TLI Dean, TLI Education , Train the Trainer, Speechcraft, YLP , Contest and Chief Judge; Fall and Spring Conference chairs and their associated sub committees. Support will be provided by District Director and Club Growth Director.

Action 1 PQD develop incentives to motivate/promote clubs successes

Action 2 The District trio will monitor DCP progress via various performance monitoring tools

Action 3 PQD will communicate all HPL, and other leadership opportunities. PQD will support creation of Pathways informational sessions to help more Toastmasters to successfully migrate to the program.

Action 4 Program Quality Director provides talking points/informational tips to the Public Relations Manager and his team for distribution to district membership via email/Facebook and other social media

Action 5 PQD will support to have skill set and value added breakout sessions at District conferences

Timetable

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

Summer TLI and Director Training July 8 2017, Jan 13 2018
Division Club officer make up trainings to be completed by divisions by Aug 30th 2017 and Feb 28th 2018
Fall Conference Nov 4 2017
Spring Conference May 5 2018
Monthly DECM meetings reports

Action 1 Summer TLI on July 8 2017 . D57 calendar is updated to include Winter TLI on Jan 13 2018

Action 2 Division Directors in collaboration with their Area Directors will hold Club officer make up trainings Aug-Sept 2017 and Jan-Feb 2018

Action 3 Area Directors will track and note club DCP progress, their club visits and report status to District leadership

Action 4 PQD will continue to use various Club progress monitoring tools available. PQD will report progress at her PQD report at monthly DECM sessions

Action 5 PQD will continue to gather information on members Toastmasters goal achievement needs. Created Volunteer Coordination Chair to align members goals and district needs

Additional Goals

Answer the same types of questions to reach each additional district goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the district?

Goal

What specific, measureable, attainable, and relevant additional goal can the district meet? (An example of a goal is to add one new division and three new areas.

At least 70% of existing base clubs that are in good standing, will achieve at least one DCP goal in Pathways by April 15 2018.

Situation 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.)

District 57 launched Pathways in February 2017. We have had great initial response. Going into our second year, we are looking to leverage the early launch and the enthusiasm to fully embrace the new Education system. Special focus should be made toward the current and long term members.

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.)

We will have several approaches to encouraging our members to set and achieve in goals Pathways. We will provide the support or infrastructure. We will create incentives to promote interest in Pathways. And we will recognize accomplishments publicly. We will also include Pathways in our Training and Conference events. A special effort for encouraging long term members to transition to Pathways. They can be critical to Pathways acceptance

- Action 1 Recruit some Pathway Guides from the initial pilot rollout to provide ongoing training and divisional support.
- Action 2 Set in place and advertise Incentives for completion of level 1 and Level 2 Pathways.
- Action 3 Provide recognition of Members and Clubs who have accomplished District and DCP Pathway goals
- Action 4 Develop a plan or incentive specific to existing members to transition to Pathways.
- Action 5 Train Area and Division Directors on Pathways.

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 governors, area and division directors, the district website and the district nominating committee.)

The acceptance and growth of Pathways remains the responsibility of the Program Quality Director, who will develop and implement programs. We are fortunate to have a great Chief Pathway Guide and guides. We are basically a technological astute district and can utilize teleconferencing and video conferencing. We have a website for sharing webinars and storing files for viewing.

Assignments

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

Program Quality Director - Pathways Education, Training and Support
Public Relations Manager - Pathways Communications
Chief Pathways Guide - Pathway Guide Management and Club training

- Action 1 Program Quality Director develop incentives for Pathways goals
- Action 2 Program Quality Director recruit Pathway guides
- Action 3 Program Quality Director manage Conference and TLI Pathways programs

Timetable

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

TEST

- Action 1 9/1/17
- Action 2 10/1/17
- Action 3 Ongoing

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SUBMIT PLAN