

District Success Plan

Team Composition

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

District Director - Jane Taff

Program Quality Director - Wes Johnson

Club Growth Director - Kristi Beres

Public Relations Manager - Nancy Potts

Administrative Manager - Marty Taub

Finance Manager - Renee Fink

Logistics Manager - Bob Blymyer

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

Division Teams:

- Division Directors

- Asst. Div. Dir., Program Quality

- Asst. Div. Dir., Club Growth

- Asst. Div. Manager, Public Relations

- Area Directors

Various Committees managed by District Director, Program Quality Director and Club Growth Director.

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?*

Motto: Thriving Together

TM: Integrity, Respect, Service and Excellence

D39: Through inspiration and collaboration, we will lay a solid foundation for our District Members by focusing on "back to basics" Toastmaster program activities -- Club Growth, Member Retention and Events which support Club Success.

Team Operating Principles

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

Trust is a must. Open discussion and communication, collaboration, operate from enjoyment, success mindset, professional attitude, willingness to listen and learn from others.

Potential Obstacles

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

District 39's geography is vast with a few major metro areas. The district also has strong personalities and many activities that may not serve the District Mission, "We build new clubs and support all clubs in achieving excellence." The District Trio members have full-time jobs or businesses, family and other commitments. The Pathways Program has not been readily adopted by our long term members nor has technology been fully utilized as a communication tool. COTs/TLIs have not been implemented to the TI training standard and members are not inclined to attend 4-hr. trainings.

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 Executive Committee Meetings: In-Person (July, January, April, June) ; Virtual (August, September, October, November, February, March, May)

Conference: April

Division Director conference calls: Monthly

Trio Conference Calls: Every Monday as schedules permit

Trio carpools: As time allows

Team Interactions and Behavioral Norms

How will decisions be made?*

Core members and extended team members will meet in person, conference call or email to discuss decisions needed to benefit the members.

Core members will meet regularly to discuss and determine any decisions of courses of action needed to ensure the success of the district.

Teams will work to build a consensus and provide proposals. If a decision has to be made, the TRIO will review and make the decision based on the district mission.

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

Primary: Email

Secondary: Conference Calls, Zoom, Google Hangouts, In-person

Quick Answers Needed: Text Messages; Direct calls

Other: Collaboration Software (Slack, Google Drive, etc.)

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.

Core and extended team members will use the following options:

1. All team members will use the District Team Drive through Google Drives
2. Email for correspondence and information; text messages for quick responses (used sparingly)
3. Conference calls or in person meetings as scheduled
4. 24 hour turn around on email responses (when appropriate)

How will the team resolve differences of opinion?

All core and extended team members will be encouraged to openly and honestly listen to and discuss all opinions. If a decision cannot be made due to differences of opinions, experienced Toastmasters such as Past District Governors/Directors, Past International Directors and Past or Present Regional Advisers will be asked for guidance. Final decisions will be made by District Director.

How will the team support one another?

All team members will be encouraged to publicly and privately treat each other with respect, patience and kindness. All team members, regardless of title, will be treated as equals.

How will the team ensure equitable participation when completing activities?

Core and extended team members will be encouraged to work toward a common agreement on which duties will be completed by each team member. Level of experience, time availability and personal and professional obligations should be taken into account when team members commit to activities or tasks.

How will team members be held accountable for their responsibilities?

Core team members will be encouraged to submit monthly written and verbal reports to advise the team of both successful accomplishments and possible challenges to meeting area, division and district goals.

How will the core team and extended teams be recognized for their efforts?
Team members may be recognized by one or more of the following:

- 1) Verbal, public recognition
- 2) Recognition via social media, website, district newsletter
- 3) Trophies, ribbons, gift certificates

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 lost 232 members about 3.81% of members last year. Dual membership payments dropped with International dues increase and Pathways rollout.

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.)*

Create Meetup group to bring Toastmasters to prospective members who are looking for professional development. Provide baseline membership numbers to Division Directors. Find coaches to help struggling clubs. Plan a Club Coaching Webinar to assist Club Coaches. Promote WHQ Membership Building contests and District PAL, Open House 2 for 2, and Shooting Star 10 for 10 clubs on the District Website and social media

Action 1

Create District wide meetup group

Action 2

Provide baseline and monthly membership numbers to Division Directors

Action 3

Find coaches for struggling clubs

Action 4

Incentives: P1, P2, Yahoo! 9,7,8 Your club is great. 10 &10 incentives to promote membership growth and quality

Action 5

Promote WHQ membership building incentives via social media and on the District website

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.) *

Amrik Chima is working on Meetup Group.

Assignments

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

Amrik is developing MeetUp Group

Webmasters and George will add incentives to website

PRM will share information on social media

Action 1*

Amrik Chima and Nancy Potts are will develop and promote MeetUp Group.

Action 2*

Kristi is working on baseline numbers

Action 3

Bill Inman and Division Directors are finding club coaches for struggling clubs

Action 4

Publicizing incentives at TLI and District Council meetings, and monthly new member increases on social media

Action 5

Celebrate division with highest percentage of new members abd

Timetable

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

Amrik and Nancy is working on MeetUp group in July and August.

Action 1*

Amrik and Nancy are working on MeetUp group in July and August

Action 2*

Baseline numbers will be calculated by August

Action 3

Ongoing: finding coaches. Club Coach Webinar scheduled for 8/29/18

Action 4

P1, P2, 7,8,9; 10&10 incentives; and Open House incentives promote at all DECMs and on website and social media

Action 5

Celebrate divisions with highest percentage of new members and highest retention rate.

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.)*

We have a baseline of 159 clubs. We lost five and gained two last year. There are four clubs with low membership numbers at July 1 that might survive and who have at least one advocate. Challenges the district has faced has included not making club building a priority. A reach goal would be to build 20 sustainable clubs (2 per division) not based on dual membership.

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.)*

Provide "How to Start a New Club Training" at Division Director-Area Director training.

Review and provide baseline club and membership numbers with Division Directors on a monthly basis. Add community

club demo meetings to District 39 Meetup group to build interest in new clubs.

Follow up on older leads from TLM to determine if there is still interest in those leads. Review Labor Market Information (LMI) in northern Nevada and California counties to locate potential employers as sponsors for new clubs. Share LMI with Division and Area Directors.

Create incentives (new banner, lectern and funds for for starting new clubs). Maybe a banner stand for clubs that charter by September 30?

Action 1

Review and provide baseline club membership numbers, during Area Director and Division Director training and also on a monthly basis

Action 2

Follow up all club leads with phone call and an email within a week to qualify all potential leads.

Action 3

Offer a banner, lectern for (and assist with food for charter party) for all new clubs, \$100 for pizza and cake for the first club \$30 for additional clubs

Action 4

Create LMI spreadsheet, to share with Division and Area Directors to target potential employers in the counties served by District 39

Action 5

Celebrate any new club with a press release, and announcement on the District website and on social media to continue the excitement of building clubns

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.)*

Club Growth Director will work with Division Directors on qualified leads and to figure out sponsors and mentors before and when club charters.

Public Relations Manager Nancy Potts and Paula Zednek will assist with writing press releases. Webmasters Amrik Chima, George Jarosik and Karen Cole Ainley will assist in announcing new clubs on the District website.

Assignments

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

Kristi Beres, Club Growth Director

Action 1*

Kristi Beres, Club Growth Director

Action 2*

Kristi Beres, Club Growth Director and Division Directors

Action 3

Kristi Beres, Club Growth Director will create, Public Relations Manager, Webmaster and Social Media Coordinator will publicize.

Action 4

Action 5

Timetable

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

Ongoing: Follow up on all new club leads. When qualified refer to Division Director for follow up.

Action 1*

Ongoing: provide new club incentives for Division Directors

Action 2*

August: When TI numbers are final provide a baseline number of clubs to Division Directors

Action 3

Ongoing: provide updates of new club leads to District Executive Committee

Action 4

Celebrate successes when new clubs charter with charter parties and new banners and lecterns

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.)*

Historically 70 clubs or 40% are usually distinguished or better.

On June 30th, 71 clubs or 42.51% were distinguished or better.

Over 64 clubs have less than 5 DCP points or 38%, 105 clubs over 62% are not charter strength

50 clubs or 32% need a club coach, 66 clubs or 42% need the club fitness program (introduced last year, focused on club quality & growth)

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.)*

Goal: 50% or 80 clubs will be Distinguished or better by June 30.

Part 1 - Summer/Fall - proactive success leadership

- Division / Area Training focused on Success (Division supporting Areas, Areas supporting Clubs) - complete Division Success Plan, Area Success Plan.

- Club Officer Training focused on Distinguished Club Program + Club Officer Training Breakouts+Club Success Plan + Pathways

- Division Councils, Review Dashboard with Area Directors, complete Club Visits

- Area Councils, Review dashboard with Club Leaders

- Fall Leadership Day (November)

Part 2 - Winter/Spring - evaluate, correct, grow, succession

- Division / Area Training focused

- Club Officer Training focused on Club Officer Training Breakouts+ Moment Of Truth+ Going Beyond your Club + Contests

- Div Councils, Review Dashboard with Area Directors, complete Club Visits

- Area Councils, Review dashboard with Club Leaders

Part 3

- June - Club Officer Training focused on Quality

Action 1*

Training all Div/Area Director on Div/Area Success & Club Quality/ Club Membership Growth

Action 2*

Training all Club Officers on DCP, Club Success Plan & Pathways

Action 3

Encourage Monthly Division/Area Councils focused on Education / Growth Goals

Action 4

Success Incentives (Div, Area, Club) Success Plans submitted

Action 5

Distinguished Incentive (P1, P2, 7, 8, 9) <= Encourages Pathways + Growth + Training

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).)*

Trainers practice standardized training using standardized materials with feedback from Quality Team to promote sustainable quality clubs.

Assignments

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

Training Manager - Tracy Fletcher-Bowman

Training Coordinator California - Deb Cullifer

Training Coordinator Nevada - Russ Steele

Events Manager - Joey Waldrop

Chief Pathways Ambassador - Tracy Fletcher-Bowman

Pathways Coordinator California - Daniel Cullifer

Pathways Coordinator Nevada - Angie Rodriguez

Action 1*

Division / Area Director Training - Training Team (Practiced Trainers)

Action 2*

District TLI / COT - (Practiced Trainers)

Action 3

Division Councils (Division Director & Area Directors) / Area Councils (Area Dir & Club Trios)

Action 4

Success Incentive(Div Directors, Area Directors, Club Officers)

Action 5

Distinguished Incentive (Club Officers + Club Members)

Timetable

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

Training will be tracked by Program Quality Team

Action 1*

Div / Area Dir Training - July 14th, 2018

Action 2*

District TLI / COT - July 21st, 2018

Action 3

Division Councils/ Area Councils - Quarterly (Jul-Sep, Oct-Dec, Jan-Mar, Apr-Jun)

Action 4

Success Incentive - Sept. 30, 2018 (Early plan for success)

Action 5

Distinguished Incentive - Mar 15, 2019 (on DCP Dashboard, 2 weeks after round 2 training)

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