



District 39, West Division Update

Felicia Borges (she/her), 2023-24 Division Director, West Division

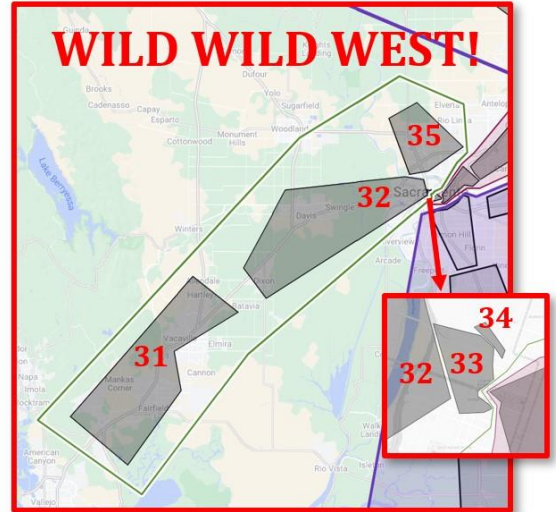
West Division Team for 2023-24

Congratulations and THANK YOU to the following Toastmasters who have volunteered to be an Area Director (AD) in the West Division this year:

- Area 35 (Natomas) – MJ Kelly
- Area 34 (Downtown Sacramento-East side) – Dolores Gilbert
- Area 33 (Downtown Sacramento-West side) – Jihane Agdal
- Area 32 (West Sacramento, Davis, Dixon) – Rose Cooke
- Area 31 (Vacaville, Fairfield) – Denise Flatt

Accomplishments since last report (7/8/23 DECM meeting)

- Identified all ADs for West Division
- Held first Division council meeting with ADs
- Gathered feedback from ADs on draft West Division Success Plan
- Finalized West Division Success plan, uploaded to TI website and shared with district leadership
- Submitted high level PR budget for West Division to district leadership (has been approved)
- Shared drafted West Division PR plan for 2023-24 program year with ADs and district leadership (includes researching options for free and low-cost tabling opportunities throughout the division)
- Shared information with ADs and club leaders (reinforcing TI and district level messaging)
- ADs have started reaching out to clubs to offer support and set up visits and are now completing and submitting reports
- Continue to connect with ADs 1:1 to answer questions and support their efforts as they offer technical assistance to clubs, etc. (e.g., encourage clubs to submit officer list, attend training*)
- Tentatively scheduled West Division Contest date, began pre-planning with Central Division to join efforts/cohost both contests (e.g., finalizing location, logistics, etc.). More details to come
- Presentation to Natomas Chamber of Commerce members as part of their 'Lunch&Learn' series



Coming up in the Wild Wild West...

- ADs to continue reaching out to clubs, encouraging officers to attend training and club success plans, schedule first club visits, and complete their reports (1st visit reports due 11/30/23)*
- ADs and clubs to contribute to West Division PR plan and finalize with ADs, including
 - Inventory of clubs and communities they serve (e.g., media, local leaders, community events)
 - Ensuring clubs are ready (e.g., update "Find A Club," website, and social media as well as monitoring engagement, guest packets, process for greeting and following up with guests, etc.)
 - Clubs work together to participate in PR activities within their community (e.g., social media promotions, community calendars, participate in free or low-cost tabling events, etc.)
- Begin acquiring PR related items for upcoming information tabling events throughout the West Division
- Schedule future Division Council meetings
- ADs complete Area Success Plans and schedule Area Council meetings

***Resources**

District 39 – Events (more training dates available)

<https://www.district39.org/events/>

District 39 – New Alignment Map

[D39-Realign20230406b DC - Google My Maps](#)

District 39 – Dashboard (now shows new alignment)

[District Performance \(toastmasters.org\)](#)

TI – Club Leadership Handbook

<https://toastmasterscdn.azureedge.net/medias/files/department-documents/club-documents/1310-club-leadership-handbook.pdf>

TI – Service Clubs Through Visits: A Guide for Area Directors

<https://toastmasterscdn.azureedge.net/medias/files/department-documents/club-documents/219-serving-clubs-through-visits-a-guide-for-area-directors.pdf>

TI – Club Visit Report

<https://toastmasterscdn.azureedge.net/medias/files/department-documents/district-documents/1471-area-directors-club-visit-report.pdf>