

District Success Plan Summary

2017-2018

District 19

District Success Plan

Team Composition

Name the members of the district's core team.

District Director Jeanne Heil
 Program Quality Director Brenda Peshak
 Club Growth Director Theresa Mickelson
 Finance Manager Sherry Sullivan
 Administration Manager Michael Anderson
 Public Relations Manager Annette Jordan
 Immediate Past District Director Keith Nielsen

Name the members of the district's extended team.

Division W Director Roger Hoepfer
 Area 21 Director Laura Crofutt
 Area 22 Director Gretta Bauman
 Area 23 Director Joe Schulz
 Area 24 Director Vicki Feldman
 Division X Director Jennifer Snook
 Area 41 Director Ben Lueken
 Asst Area 41 Director Atul Sharma
 Area 42 Director Missy Boardrow
 Asst Area 42 Director Michele Ortega
 Area 43 Director Rebecca Wheeler
 Asst Area 43 Director Monique Kuhns
 Asst Area 43 Director Steve Maakestad
 Division Y Director Leah Cox
 Area 61 Director Robert Burd
 Area 62 Director Tonja Kunzler
 Area 63 Director Chris Morse
 Area 64 Director Bob Anderson
 Area 65 Director Amanda Martin
 Area 66 Director Mike Nicewarner
 Division Z Director Betty Long
 Area 81 Director David Lopez
 Area 82 Director Paul Wood
 Area 83 Director Jim Schneider
 Area 84 Director Lisa Persels
 Chief Judge Ken Boardrow
 Demo Mting Chair Mary Schulte
 Extension Lead Chair Jerry Spoden
 Club Coach Chair Marilyn McConkey
 Sponsor/Mentor Chair Regis Zweigart

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?

In addition to Integrity, Service, Respect and Excellence, the district leaders vow to communicate, lead and act with Honesty, Inclusion and Forthright Communication.

Team Operating Principles

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

The district leadership team believes that there is great value in fostering open communication between leaders and with our members, while maintaining positivity and offering the benefit of the doubt when conflict arises.

Potential Obstacles

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

The biggest challenge of the trio will be the geographical distance/location. While 2 trio members live and work very close together, one trio member lives over 2 hours away. We plan to overcome this challenge with monthly face to face meetings and weekly calls.

We also expect to have differences of opinion throughout the year. These can stem from our different experiences and personal situations. There may be times when one or all of us lean toward pessimism vs. optimism. We may also find that due to our strong personalities, we may have competing priorities.

Each of these obstacles can and will be overcome by returning to our core values and operating principals.

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 team will accomplish many of our tasks individually or with our respective teams that we lead. We will report back with progress and updates on the weekly Trio Plus calls. The trio has also committed to making monthly Face-to-Face meetings a priority, as there is great value in breaking bread and making personal connections while doing the great work for our members.

All meetings and conference calls will have an agenda distributed ahead of the meeting. There will be Monthly one-on-one conference calls between the Division Directors and "Plus" members, hosted by the District Director.

All area and division councils are encouraged to have meetings at least quarterly.

Calendar meeting requests have been sent out for all conference calls, and cancelled meetings due to holidays will be mapped out ahead of time.

Team Interactions and Behavioral Norms

How will decisions be made?

Decisions among the Trio Plus will always start with the gathering of information and requesting input from the stakeholders and team. When needed, Governing Documents and Procedures will be referenced. Decisions will be based on collaboration whenever possible. A vote may be called if there is a decision that is not unanimous. The District Director will serve as the tie-breaker when the team cannot come to a consensus on their own.

Once a consensus is reached or a decision is made, the team commits to publicly support that decision fully. If there are differences of opinions about the final decision, those will only be discussed in private, among the leadership team.

As decisions are made that impact the team or the members, the leadership team promises to communicate early and often with the impacted parties, relying on our core values and operating principles.

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

The primary methods of communication will be phone calls, emails, text messages, and face-to-face meetings. Complex or emotional matters will be discussed face-to-face or on the phone. Items that are not urgent will be communicated via email.

Conference calls may be helpful. If the matter is urgent or conflictive, this may be a good starting point with the Trio. Urgent or simple matters will be communicated via text.

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.

Trio communications and district matters that need to be shared with our members will be communicated to our Division Directors, who will communicate the information to our Area Directors, who will communicate with club officers. If there is a breakdown in the communication system, the trio will collaborate on a coaching and mentoring strategy to help our leaders improve their communication skills.

In some instances the Trio will communicate directly with the members. This could be direct communication through the administration manager, or communications pushed out through our social media channels via the PRM team. The District Director will oversee the functions of the AM and PRM. The PQD and CGD will each manage their extended teams.

The District Director will mentor the Division Directors and offer coaching when necessary. The Division Directors will mentor the Area Directors and offer coaching with the assistance of the District Director when necessary.

How will the team resolve differences of opinion?

Differences of opinion are going to happen. The district leadership team will resolve these using our core values and operating principals - while focusing on communication, collaboration and consensus. We will focus on positive discussions, leaving all questions on the table. The leadership team will disagree in private, and when a decision is made by the team, the team commits to supporting the consensus of the team by showing a united front. In other words, once a decision is reached we are all

in full support of the decision.
District Director will be the tiebreaker or final decision maker, when needed.

How will the team support one another?

There is much to accomplish this year, and the leadership team will support one another while focusing on an environment of teamwork, collaboration, support, and unity. Occasionally, we will "Hug it out". :)

As a team, we promise to respect and work to understand each other's perspectives. We will acknowledge the difference in our personalities and communication style, and work to communicate within our team in ways that maximizes our productivity and minimizes the opportunity for confusion/conflict.
Disagree in private, united front publicly (support the consensus of the team publicly)

How will the team ensure equitable participation when completing activities?

The district leadership team will be a united front. We will utilize our conference calls as an anchor for monitoring the activities and workloads of our team members. We will rely on our team members to help spread the work load when necessary. We will engage the assistance of our extended teams and delegate tasks as appropriate. We will work to divide the duties amongst our team. We will encourage full participation of many toastmasters, to lighten the load among many.

How will team members be held accountable for their responsibilities?

This is a sensitive component of the plan considering we are all in voluntary positions. Given that fact, we will focus on our core values and operating principles, promising to have open communication. Therefore, if our deadlines or responsibilities are not being held true to, having had an agreement to have honest communication we need to be willing to have good/true conversation about were we may be struggling, needing help for someone to come alongside and maybe where they need coaching or perhaps there is another personal situation that should be talked through.

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

The core team and extended teams will all be provided with district name badges. DEC members will be provided with ribbons at conferences, identifying them as district leader. The trio will work to spend time one-on-one with our leaders and extended teams, by phone or face-to-face over lunch/coffee. We will recognize and announce their leadership contributions in a group(i.e.- training/contests). The district team will also praise our team members publicly, but also offer personal acknowledgement and recognition via notecards, small TM gifts, etc.

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.)

Currently we have 86 clubs with 3,082 members paid. Last year we were pretty consistent with current membership. The district is trying to focus on really getting and keeping members involved this year. We need to make sure we are educating and targeting the right people at the right time.

Our goal is to have increased the number of our active members by 10% to at least 1,676 by 6/30/2017.

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.)

Our Vision of the District is for all clubs to challenge themselves to be Distinguished. We want to connect and meet the needs of our members; to stop the revolving door of membership loss. In the past, the member incentives have worked to encourage member participation. Letting clubs fend for themselves has not worked. Our Program Quality Director has created a terrific ART program - Achieve, Reach, Teach. In addition to that we are in the process of implementing a quarterly Membership 101 for beginning members to have a place to ask questions, learn about mapping out their CC/CL journey, tips on Triple Crown, letters to your boss, becoming a Club Coach/Sponsor/Mentor, etc., getting a mentor as a member, acronyms, and so forth. We want our newly implemented Retention Chair to focus on getting our meetings Back to Basics with Club Quality / DCP and to be mindful that we are all part of one thing Toastmasters International with a local representation.

Action 1

Have \$100 drawings for clubs that earn the 5 member TI award. Clubs wanting to increase their membership will be given a Membership Building Kit, 2 New Membership Pins to begin promoting Inductions and once they have increased their membership to 5 New Members they can earn \$50 Bookstore Bucks for their Club! Get your Club DUES submitted by March 15, 2018 to Toastmasters International to have your club placed into a drawing for a Lasagna Dinner.

- Action 2
CGD will lead a team for the Membership 101. We will set dates/location/time to host this pilot program with a Toastmaster wanting HPL credit. Members will earn a small promo kit and a membership certificate for having attended.
- Action 3
Achieve - Get at least one educational award for the year. Any educational award in either track or a DTM.
Reach - Build your membership get at least one new member to join your club
Teach - Provide a training to your club with a session from any of the following: Success/Communication, Success/Leadership, The Successful Club Series, or The Better Speaker Series

To earn this new award, have your VPE sign off, on the attached form, that you have done the Education Award and given a presentation
- Action 4
Clubs wanting to increase their membership will be given a Membership Building Kit, 2 New Membership Pins to begin Promoting Inductions and once they have increased their membership to 5 New Members they can earn \$50 Bookstore Bucks for their Club.
- Action 5
Offering an Open House with funds; the money can be used for advertising, refreshments, etc. In order to receive the reimbursement, the Open House must be advertised in advance. Please let your Area Director know if you are interested and would like to reserve funds for your club.

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.)

Leadership who is willing to help with planning and putting on membership event. Offering HPL to those members that will actively be pursuing HPL. The CGD has a team of 6 Chairs and a Membership 101 leader to begin to implement membership strengthening. It begins with the Analytics Chair assessing our needs, the Club Coach Chair training our coaches, the Retention Chair getting our club quality at the TI standard, our Membership 101 Leader to connect our new members to feeling inclusive, our Mentor Chair to instill what a good mentor is and why having one is beneficial and our Lead Chair connecting with the community. We have resources available such as bulletin boards, libraries, we have budgeted for marketing material (\$2,046). Limit 50 - \$700.

Assignments

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

See above. Specifically leading the ART program is Brenda the Membership 101 is Theresa. The CGD has numerous people on her team chairing and filling coaching or demo coordinator positions. Due to the Retention Chair just beginning, the Membership 101 leaders have yet to be put into place.

- Action 1
Select our Retention Chair for the Club Quality Meeting implementation and the hosting of our Membership 101 sessions. Chooses a Toastmaster to complete their HPL in connection with the 4 Membership 101 sessions.
- Action 2
Have our Club Coach select coaches for all of our needed clubs, train them and offer a monthly conference call. Have our Demo Chair select all of our Demo Coordinators in 9 cities throughout our District, Train and provide marketing materials and host conference calls periodically to connect. Be on the lookout for opportunities to host a local Demo meeting and advertise it to the public/company.
- Action 3
The October 12, 2017 SHRM (Society for Human Resource Management) Conference will be an opportunity to connect. We have paid the early bird registration of \$900 and we have gone through the past 2 years business cards. Our Lead Chair is preparing an email to go to these attendees that have attended before to have them stop by our both for a gift. We have seen that a few of them have attended before and there are quite a few from the same companies. We will connect with them for Demo meetings
- Action 4
The ART program will also have members bringing guests and inviting them to join to earn incentives from the District.
- Action 5
We are also in process of exploring shotgun marketing such as billboards, bus wraps, etc. Each DEC (District Executive Club) member has the opportunity to write an article for the District Newsletter, place an ad in an advertisement in your Division or Area, encourage an article to be written in your local newspaper, or any other type of Public Relations connection.local Area

Clubs contribute to the local Chamber of Commerce and the District will pay up to half of the membership until \$1K is gon

Timetable

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

All of these items are already being started. The actions will be complete when they run out of funding, the event/task is complete or the Toastmaster calendar year is finished - June 30. Progress will be tracked through contact with club members/officers, notification to CGD/PQD, the Distinguished Performance Reports and by word of mouth (advertising).

Action 1 ART is to be rolled out immediately and backdate to July 1, 2017.

Action 2 Select a Retention Chair by September DEC and Roll out our first Membership 101 in November.

Action 3 Have a Billboard/Bus Wrap plan in place by October 2017 to roll out in the first quarter 2018.

Action 4 Have all club coaches in place by November 2017.

Action 5 Have 2 leads with Demo Meetings set by 2017 calendar year end.

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.)

84 Clubs in the District. 2 Clubs(6200 Park Avenue/Wells Fargo & Game Changers) were added last year. Yes, we have lost 30 clubs since July 1, 2008. Our retention rate may be something to explore. Additionally, we have lost a net of 327 members since the year 2008.

Since 2008, we have had 5224 new members join.

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 appoint -ing a club extension chair to pursue leads and scheduling demonstration meetings.)

Our Club Growth Director Team has been discussing a Membership 101 Class that would be held quarterly. This would help new members to acclimate to Toastmasters and offer a 'safe' place to ask questions and address concerns. Communication and Incentives will be used to promote existing programs. Getting to word "out" is the best way to become more successful; as well as, meeting our DCP Goals. Also, reviewing the Toastmaster Promise Expectations, a Toastmaster's Personal Goals and how they fit into the DCP Goals and BASIC Meeting Standards. Not sure about what has worked/not worked in the past. It seems we should be focusing on Retention and connection more than growth so that we can be sure we are meeting the needs of our members and offering quality meetings throughout the district.

Our goal is to have 90 paid clubs as of June 30, 2018.

Action 1 Reach out to the 2007-2008 Director and the 2008-2009 Director to see how they grew the district at that time. Determine what their platform was and whether we can initiate any of those ideas now. To keep our members satisfied and to see our membership grow will be the way we can measure our success.

Action 2 Get a 2nd Face-to-Face Meeting with the Extension/Lead Chair; Demo Chair; Club Coach Chair; Retention Chair and the Club Mentor. Discuss our next steps and evaluate how things are going. Expand our list to include whether we are meeting the District Mission.

Action 3 Communicate the Incentives at all of the Division Contests, Conference, through member email. Have our Chairs communicate the incentives associated with their positions.

Action 4 Set up the "BASICS"/Meeting Standards with the help of possible town hall meetings or coffees throughout the state.

Action 5 Begin Membership 101 information gathering. Team will meet to organize the outline for carrying new program out. This would be good in person or as a conference call, etc.

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.)

Our Demo Team is being set as we speak. We are beginning to arrange for Demo Coordinators in all of our big cities throughout the District; so that, when we have a lead that continues to the point of a Demo Meeting we have local Toastmasters leading those. The DEMO Chair will provide agenda templates, a doc listing the roles and what they are, a tips page for ideas and helpful meeting ideas, a name plate template and training for all of the Coordinators to participate in. Our Club Coach Chair is beginning to get all of our struggling clubs a club coach. We will be training on things a Club Coach is and is not and holding monthly supportive conf. calls. Likewise, our Club Mentor/Sponsor Chair is preparing for the same. The Extension/Lead Chair is preparing an outreach email for Human Resource connections for our SHRM Conference and we are hoping to prep a postcard for marketing to HR Training Departments.

Assignments

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

Extension/Lead Chair-Jerry Spoden This committee is responsible for one of the most important aspects of your marketing strategy—generating, managing and tracking leads. Members of this team:
 Manage all credible new club leads within the boundaries of your district
 Generate new leads from the methods discussed later in this manual and from contacting and researching corporations, churches, organizations, etc.
 Contact, follow up with and track the status of all leads

Demo Chair-Mary Schulte & 9 Pairs Demo Coordinators
 Schedule and staff all demonstration meetings, recruit and train the team and collect the required chartering funds

Coach Chair-Marilyn McConkey Boyles
 This committee recruits and trains club coaches and consultants to help them develop action plans to aid their assigned clubs. Potential coaches and their locations may be identified from the district's roster of club members.

Sponsor/Mentor Chair-Regis Zweigart recruits, trains and tracks sponsors/mentors.

Action 1 Solidify 9 Pairs of Demo Coordinators. Next step is reaching out via phone to all those emailed.

Action 2 Get Jerry all the business cards to set up a spreadsheet for emailing and create an email to be approved to send.

Action 3 Meet again face-to-face with Marilyn. Get a list of all ALBs for possible Club Coaches. Put together a doc of things a CC is and is not. Get an assistant in place before we train Club Coaches.

Action 4 Meet with Jerry concerning new clubs and how to generate them. Go over the Sponsor duties and Mentor duties with Regis. Discuss with Regis about hosting mentor sessions with clubs across the district. Speak with each club about the importance of hosting an educational session on mentoring. Work with Jerry on leads and Regis in selecting Sponsors for a good match. Set up Demo Meetings with Mary. Have Mary chat with her team about hosting a Demo Meeting in the area to spark community interest

Action 5 Continue conversations with members to let them know how to communicate a possible leads and Demo Meetings, how to sign up for becoming a sponsor/mentor/coach and what they are. Delegate this to the Chairs to advertise throughout the district.

Timetable

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

These items have already begun and will be ongoing throughout the Toastmaster year. These action will continue to be completed and replaced/modified to continue to connect with our members on every level of the Club Growth Director Team. Progress will be tracked through the Distinguished Performance Report on Toastmasters International. Our Analytics Chair will at least monthly send us reports of our retention/new member growth.

Action 1 Our Demo Coordinators are nearly in place. Mary will continue to keep contact with them after completing a training with them. I will measure our Demo Coordinator success by each of the 9 areas hosting at least 1 demo meeting outside of the requested meeting they may receive from the CGD Lead Chair and Demo Chair.

- Action 2

Lead Team will continue to meet periodically. He is in the midst of training on Insightly to follow up on leads from TI and we have mapped out the template for the email to go to the SHRM contacts. That will be sent 2-3 weeks prior to the conference. He will be attending with me to connect with those that had many stop by the booth last year and we are wanting to get dates/people on the calendar for meetings to discuss the benefits of Toastmasters. Hopefully this will lead to the Demo mtg.
- Action 3

Club Coach team have met to set up coaches and training. Our first training is being implemented this week with ongoing training set as needed. We are dispersing the incentives and encouraging the coaches for the additional incentives. Most importantly we are teaching on what a club coach is and isn't. Our first conference call is set for this month and every month there after. We will measure our success by the DCP Goals that are met within the clubs being coached.
- Action 4

Mentor/Sponsor team have met and discussed mentorship and the importance at the club level. Each month he is going to give an educational speech on mentorship. In addition to organizing sponsors/mentors for new clubs. We believe this is a win-win. We will accept feedback and continue to set opportunities to speak at contests, trainings, clubs, etc. on the importance of mentoring.
- Action 5

Our members are our most important commodity. We want them to understand that they are part of a global team. We will be having all of our members sign banners for Toastmasters International District 19 and sharing with them all of the opportunities available to them. Beginning at the September Dec Training and then going out to the Division Directors and then returning to us at Conference to add names and continuing throughout the year. We can map progress by the 1,500 members names.

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.)

50% of less are distinguished based on last year. I think some members understand how to achieve success, some don't, and some don't care about achieving success. Need to make time for outreach and education so that members can understand also.

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.)

Going to focus on training officers and educating the members. Asking all AD's and Division Directors to focus on officer training. Planning a train the trainer so that the fall training session is more valuable to members.

Planning for success is crucial for every member, club, area and division. We will drive toward a greater member experience by focusing on the achievements of the clubs, the officers.

Going to focus on the ART program and getting people excited about getting their awards accomplished.

- Action 1

Started a Did you Know email with weekly information about Toastmasters at the club, area, division, and District level.
- Action 2

Will offer officer pins to all clubs who get all 7 officers trained. Officer training for second round offer the lectern for all clubs who get 7 officers trained.
- Action 3

Planning to start a Train the Trainer to increase the quality of training in the district. Will purchase train the trainer kits to support that.
- Action 4

Focus on Member Experience will be a priority. This will be accomplished by distributing a Membership Achievement Record to each member with a letter encouraging the member to create and track goals, and creating monthly/quarterly webinars for VPE's to discuss member experience and encourage idea sharing.

Action 5 ART program will be talked about regularly and encourage members to complete the goals. Regularly share where members are at with completely of their 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 directors and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

Local Libraries can host smaller trainings. Going to do an HPL and get others involved and help them also doing the HPL. Going to purchase train the trainer and have a program put on to improve the quality of trainings.

Assignments

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

Area and Division Directors will host other officer training options. Going to work on Train the Trainer so qualified trainers should be used for TLIs. Going to get this program in place for Nov so that training can take place in Dec-Feb. Going to establish a length requirement to make sure the TLIs are consistent across the district.

Action 1 PQD working on the district wide TLI in December-February timeframe so that we can get as many officers trained as possible. Also offering additional educational options for the members.

Action 2 Area and Division Directors will be planning and putting on officer trainings two times a year to make sure we are getting all officers trained.

Action 3 Train the trainer program will be put on in advance of these TLI's so that qualified trainers can be gained in the district.

Action 4 Membership building contests will be promoted with additional incentives.

Action 5 Membership building program for clubs that want to focus on membership growth will be promoted.

Timetable

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

Currently the Area and Division Directors are hosting officer trainings. TLI from the PQD has started planning the district wide TLI. Will have the Train the Trainer start in Nov in advance of the Dec training time.

Action 1 Scheduling officer trainings

Action 2 Working on building a team and plan for District Wide TLI

Action 3 Working to start a train the trainer program and have it completed prior to Dec so that training are done in time to allow people to get Distinguished by December.

Action 4 All district leaders will promote the membership building contests and incentives at events, and social media outlets will also be utilized.

Action 5 CGD will promote the incentives for membership building programs at events and via social media outlets.

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

Our goal is to have 90 paid clubs as of June 30, 2018.
Our goal is to have 40% of Areas achieve Distinguished Area recognition.
Our goal is to have 50% of our Divisions achieve Distinguished Division recognition.
Our focus will be on member excellence, club excellence, and program excellence.

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.)

By pooling our energies, we can improve our membership, our clubs, areas, divisions, and district. In fact, here is what I see us being able to accomplish this year. And, I say this year, because a goal without deadline is just an idea or wishful thinking.
 Our goal is to have 90 paid clubs as of June 30, 2018.
 Our goal is to have 40% of Areas achieve Distinguished Area recognition.
 Our goal is to have 50% of our Divisions achieve Distinguished Division recognition.

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.)

Going to work on membership 101, firing up the base about current educational awards and programs. We are going to inspire members to earn as many educational goals as we can prior to Pathways coming

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| Action 1 | Talk up pathways and push for current educational goals before it gets here, by completing their DTM under the current program or at least finishing all the current books in process. |
| Action 2 | Membership building and making sure we are focusing on building clubs. |
| Action 3 | Member excellence - inspiring a common message to be carried to call corners of the state, to all clubs. |
| Action 4 | Club, Area and Division Success Plans - because the best way to predict the future is to create it. |
| Action 5 | HPL Application Program for free HPL Materials |

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.)

Can use Libraries for free around the state for free. Will purchase the train the trainer and put on training for the trainers training in Nov in advance of the Dec time period.

Assignments

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

PDQ will oversee the training and will appoint a member to do the train the trainer sessions so that the message is consistent. Will make sure that the Area and Division Directors are prepared to use the proper trainers to do consistent and quality training.

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| Action 1 | Assign the Train the Trainer Leader to do the training and get that scheduled to train in Nov. |
| Action 2 | Make sure that the TLIs are available and scheduled out as soon as possible for Dec, Jan, and Feb so that clubs can get officers trained. |
| Action 3 | PQD will prepare and promote a consistent, quality training plan for all COT sessions district-wide. |
| Action 4 | CGD and PQD will promote quality club meetings through incentives and member achievement recognition. |
| Action 5 | Trio will improve the communication standards and expectations for consistent message delivery for all members. |

Timetable

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

Will actively look for a Train the Trainer leader. Working towards getting clubs trained so that they can focus on the rest of the DCP program at the club level. Will use the reports on TI to track this and see that they are completing the club goals.

- Action 1 Working on getting supplies for the train the trainer now.
- Action 2 Working with Area and Division Directors to get their plans for the year thought through so that by Dec we can start having training on the calendar.
- Action 3 PQD will prepare and promote a consistent quality COT training expectation, that will roll out before December, in time for the Division Directors and Winter TLI's.
- Action 4 CGD and PQD will begin immediately to focus on quality club meetings, starting with the Club Success Plan challenge that will be due in November.
- Action 5 Trio will begin working on a communication strategy immediately, to improve the communication flow and expectations from the district level to the members.

[PRINT](#)[SUBMIT PLAN](#)