

District Success Plan

Team

Composition

Name the members of the district's core team.

Keith Nielsen District Director
Jeanne Heil Program Quality Director
Brenda Peshak Club Growth Director
Yvette Clapp Public Relations Manager
Laurie Skattum Finance Manager
Becky Wheeler Administration Manager
Paul Wood Immediate Past District Director

Name the members of the district's extended team.

Division A director Hanson Cynthia
Area 11 Director Rayford Ike
Area 12 Director Bauman Gretta
Area 14 Director Hoeper Roger
Division B Director Mickelson Theresa
Area 32 Director Mrstik Cheryl
Area 33 Director Spoden Jerald
Area 34 Director Zweigart Regis
Area 36 Director Snook Jennifer
Division C Director Marske Sherrill
Area 51 Director Hartman Claude
Area 52 Director Scott Stacia
Area 53 Director Stockerbrand Tom
Area 55 Director Gilson Steve
Division D Director Bukkapatnam Mahanthi
Area 72 Director Overton Dixie
Area 73 Director Dixit Anshul
Area 74 Director Guzman J. Ezequiel
Area 75 Director Palmersheim Lisa
Division E Director Long Betty
Area 91 Director Fladseth Marion
Area 92 Director Stephens BJ
Area 94 Director Loose Tamara
District Mentor Chair Tinker Martha
Social Media Director Gordon Connie
District Prison Chair Wadleigh Donald
District Chief Judge Cox Lea
Anne Chapman Parliamentarian

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?

District 19's core values are Respect, Integrity, Service, and Excellence

Team

Operating

Principles

What principles does the team hold? (These principles might include trust, safe learning,

collaboration, etc.)

Trust and open collaboration with the leadership team. There is a need and a desire to be transparent to our leadership team and members.

Potential

Obstacles

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

One of the potential obstacles will be the dues increase and our loss of clubs in the last couple years. There is some underlying conflict throughout the district. Divisions A,C, and E have been on a decline for several years and we need to establish and drive high level leadership qualities in these divisions.

We have two extroverts and one introvert, and so how do we not run over the introvert when trying to make decisions? We need to make sure that everyone on the team feels valued and heard.

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 trio will meet weekly via the phone as well as monthly face to face meetings, generally before or after the DEC meetings or in a central location to all trio members.

Team

Interactions

and

Behavioral

Norms

How will decisions be made?

All decisions will be discussed openly. We will discuss and then come to a consensus on what is best for the district. All decisions will be tied to the mission of the district.

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

Our first preference in communication would be via phone due to the distance between trio members. We will work on face to face meetings to help build teamwork and cohesion. We will communicate a bit through email as it is needed to have some documentation on the conversations.

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.

Communication will be weekly for the conference calls and will also be followed up with emails. Most of the time the trio will speak via text or over the phone daily when possible.

How will the team resolve differences of opinion?

We will openly communicate and resolve conflict through communication. As long as we are open and honest while being respectful we can resolve any conflict. We will respect each other and all members in word and action.

How will the team support one another?

We will be honest in our communication with each other while being respectful of each other. However in front of the members and other leaders we will put on a united front.

How will the team ensure equitable participation when completing activities?

As a trio we will hold each other accountable for targets and due dates. We

will work together to make sure all events are covered by a trio plus member when possible.

How will team members be held accountable for their responsibilities?

As all positions report up through the District Director. A calendar has been communicated to the team for accountability purposes. Ultimately the responsibility lies with District Director and he will make sure all due dates are met.

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

All members will be recognized by the District Director during an awards ceremony in the fall following their year of service. Also members of the team will be awarded coins when they go above and beyond their scope of duties for the better of the district.

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.)

The district started the year with base membership payments of 3148 and ended the year with a total of 3176 membership payments. The District added 441 new Toastmasters, and had membership growth of 0.86% last year. There are several clubs that are in jeopardy of terminating or letting their charter die, and 37% of our clubs qualify for a club coach - with Division D being our strongest Division and Division A being our weakest division when looking at paid club and distinguished club statistics.

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.)

The district did a good job of adding new members, despite the loss of clubs. Membership building incentives and the support of the district will be critical again this year, to continue this growth pace. Having a clear plan, valuable incentives and various communication and promotion methods of these incentives will help us and our clubs be successful in continued growth.

Action 1 Encourage clubs to get dues in early. Be one of the first 25 clubs to have 70% of your July 1st base membership renewals paid and received by World Headquarters BY September 15, 2016, and receive \$50 in Bookstore Bucks.

Action 2 Every month that your club gains new-to-Toastmasters member, the club president will receive a new member pin for the new member. For every month that your club members earn an educational award, the president will receive a ribbon and bookstore bucks to present to the member.

Action 3 Smedley, Talk Up Toastmasters, and Beat the Clock awards - those clubs that earn these awards will be in a drawing for \$100 in Bookstore Bucks. One drawing per award. $\$100 \times 3 = \300 .

Action 4 Open Houses to market the clubs - Each division has available a \$50 budget for an advertised open house for up to 4 clubs within the division. The money can be used for advertising, refreshments, etc.

In order to receive the reimbursement, the open house must be advertised in advance.

Club getting low on members? Have a lot of new members? A speechcraft is a great club building tool that can be used to educate community members on what Toastmasters is all about. Speechcraft is a great way to educate new members on all the parts of building a

Action 5 speech and holding a meeting.

Any club or member who desires to run a Speechcraft or Youth Leadership Program will be provided a free Speechcraft/Youth Leadership start-up kit.

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.)

PQD and CGD teams will collaborate to manage and track these incentives. We will create Bookstore Bucks, and order ribbons/new member pins. We will order SpeechCraft and Youth Leadership materials, as well.

Assignments

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

PQD and CGD teams will collaborate to track and manage these items.

Action 1 PQD will communicate via Div Directors to Area Directors to clubs about the incentive, and use TI reports to track the progress.

Action 2 PQD and team will manage entire process - New Member recognition letter to club president with new member pin, and educational award ribbon, and Bookstore Bucks for those earning educational award. Anticipate 500 new member pins for a total of \$3,250. Postage will be \$444.31, envelopes will be \$345 and ribbon awards will be \$286. Bokstore Bucks value estimated at \$3,575 for a total of \$7,891.31

Action 3 PQD and team will manage entire process, and will rely on reports from TI to track. PQD and team will communicate via Div Directors to Area Directors to clubs about the incentiv

Action 4 CGD will support struggling clubs to increase membership by assigning club coaches

Action 5 CGD will support club and membership growth by assigning mentors and sponsors and working to build new club

Timetable

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

These processes are happening all the time. It is a function of how our district is going to run.

Action 1 Communication will begin as soon as dues can be entered online.

Action 2 The first week of every month, reports from the prior month will be pulled and consolidated. By mid-month, letters will be merged and prepared for mailing. Mailing will be completed by end of the month.

Action 3 Communication about the incentive will begin 1 month before the incentive, to DivDirs and ADs to communicate with clubs. As soon as

TI reports are available, PQD will consolidate and manage the completion of the incentive process.

Action 4 CGD all the time communication about getting coaches at the ready to help clubs.

Action 5 CGD have a lead generation program to try and bring in a good set of leads to build new clubs, then get individual members set up to do the support roles, sponsor and mentor.

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.)

Currently there are 91 active clubs in District 19 with a base club number of 87. Division A has 11 clubs, Division B has 25 clubs, Division C has 20 clubs, Division D has 20 clubs, and Division E has 18 Clubs. There are 2,524 paid members.

The district is working on realigning clubs so that the members are better supported in each area and division. This means moving some clubs from B to A. It also means the district needs to work on energizing current members to either start new clubs or continue to support clubs. The district has a whole needs to continue to support clubs that are in existence and recognize that people get burned out if there are the same 8 or less people running the meeting each time.

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.)

Will have several incentives to build clubs as seen below. Also working to do more community outreach. Trying to target different types of businesses in the past and work to make the district more successful. We typically charter 2 clubs every year, there was one year where 8 were chartered about 3 years ago. We need to work to get more leads in the pipe and gain the excitement of this organization.

SHRM

Action 1 Plan to attend the SHRM conference in September to get some leads on businesses. This should help to reach industries not otherwise considered. Will plan to have notepads, pens, and a prize giveaway. This should help gather the business cards. Then will reach out to see if there is an chance of demo meetings additional conversations.

Action 2 Become a Club Coach
Want to help grow existing clubs? Willing to help other members learn and grow new things? Consider becoming a Club Coach. Club Coaches help club to be their best selves. Work with struggling clubs to find the fun again, run an effective meeting, and market the club. You are there to help mentor, participate, and bring the fun back. Am I eligible to be a Club Coach? Are you a current member of the struggling club? No; great you can be a Club Coach!

Action 3 Become a Club Sponsor

Want to help form new clubs? Take a group of people and turn them into a toastmaster club. Help show a potential club how to charter, elect officers, and set them on the right path to being a successful club. Being a club sponsor counts towards an advanced silver award. Every new sponsor will receive training, a Toastmasters bag, Flash drive, membership building Kit, and Filtered Water Bottle from District 19. If you are interested in being a Club Sponsor.

Become a Club Mentor

Action 4 Want to help newly formed clubs? Help show a potential club how to function as a club, attend meetings for six to twelve months. Help the club officers and members understand Toastmasters education program and the Distinguished Club Program. Being a club mentor counts towards an advanced silver award. Every new sponsor will receive training, a Toastmasters bag, Flash drive, membership building Kit, and Filtered Water Bottle from District 19.

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.)

Created a Demonstration chair who has assembled a committee to put on demo meetings. Also has created a Club Coach Chair to coach clubs. Looking to also get one or two more people to be the sponsor and mentor chair. Want this team to be focused so CGD can look at big picture items.

Assignments

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

Mary Schulte is in charge of Demo Meeting Team and is responsible for getting participants in a demo meeting. Works to build a demo team at the ready.

Marilyn McConkney- Boyles is in charge of Club Coaching, Going to help identify what clubs are struggling and need a coach and who can be coaches, coordinate that process.

Still looking for the other two chairs.

Action 1 Mary Schulte is working on getting a team together for every demo meeting I set up.

Action 2 Marilyn McConkney-Boyles is evaluating clubs that are struggling and helping to assign and train club coaches.

Timetable

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

Action started as soon as the July 1st hit. Will be tracking club growth and retention closely this year. Working on getting lead generation pipe going, would love to leave 3 clubs in the pipe for the next CGD.

Action 1 Mary working to get demo teams in place and has 3 demo meetings in August to staff

Action 2 Marilyn working to create a spreadsheet of struggling clubs and will work to continue to track clubs all year.

Goal 3: Distinguished Clubs

Situation

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.)

Generally, we average 36% - 41% clubs being distinguished. We have a large number of clubs that qualify for a club coach, which can add to the challenges in clubs being distinguished.

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.)

Focusing on a path to success - and planning for success - could be a key component to helping our clubs reach Distinguished status.

Action 1 Promote Club Success Plan

Action 2 Promote Leadership Excellence Series

Action 3 Promote Successful Club Series

Action 4 Promote Better Speaker Series

Action 5 Incentives for five DCP goals by 12/31 and incentives for Distinguished Club status on 6/30.

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).)

PQD and team will manage the tracking of the incentives. Communication will flow from PQD to Division and Area Directors to keep the incentives and goals on the clubs' radar.

Assignments

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

PQD and team will manage the communication flow to Division and Area directors. PQD will rely on team to help track and deliver incentives.

Action 1 Communication in August and ongoing - PQD via Division Directors and Area Directors
Tracking and follow-up - PQD and team

Action 2 Communication in August and ongoing - PQD via Division Directors and Area Directors
Tracking and follow-up - PQD and team

Action 3 Communication in August and ongoing - PQD via Division Directors and Area Directors
Tracking and follow-up - PQD and team

Analysis

- Action 4 Communication in August and ongoing - PQD via Division Directors and Area Directors
Tracking and follow-up - PQD and team
- Action 5 Communication in August and ongoing - PQD via Division Directors and Area Directors
Tracking and follow-up - PQD and team

Timetable

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

PQD and team will manage the communication flow to Division and Area directors. PQD will rely on team to help track and deliver incentives.

- Action 1 Communication - PQD via Division Directors and Area Directors
Tracking and follow-up - PQD and team
- Action 2 Communication - PQD via Division Directors and Area Directors
Tracking and follow-up - PQD and team
- Action 3 Communication - PQD via Division Directors and Area Directors
Tracking and follow-up - PQD and team
- Action 4 Communication - PQD via Division Directors and Area Directors
Tracking and follow-up - PQD and team
- Action 5 Communication - PQD via Division Directors and Area Directors
Tracking and follow-up - PQD and team

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.

Area Directors - Plan for Success

Area Directors - Complete your Area Success Plan (located in your DLH) and submit it to Jeanne Heil by September 30th to be entered into a drawing for a Hardcover Notebook and Gavel Paperweight. Up to one incentive will be awarded per Division.

Division Directors - Complete your Division Success Plan (located in your DLH) and submit it to Jeanne Heil by September 30th to be entered into a drawing for a Calculator Padfolio. Up to one incentive will be awarded per Division.

Area Director Reports in on Time First round and second round incentives for getting club visits in ontime.

Club officer lists in on time - incentive and prizes for getting club officer list in on time.

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.)

In the past, the District has not had a strong, collaborative focus on club, area or division success plans. The intent is to make this an event for Area and Division Directors, to help them think about success and how to plan for

it.

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.)

There will be assistance at the DEC to help write the Success Plans, and communication about the incentives for submitting their success plan.

Action 1 Area Directors - Complete your Area Success Plan (located in your DLH) and submit it to Jeanne Heil by September 30th to be entered into a drawing for a Hardcover Notebook and Gavel Paperweight. Up to one incentive will be awarded per Division.

Did your area earn Distinguished Area status by June 30th? Earn a Junior Portfolio!

Action 2 Did your area earn Select Distinguished Area status by June 30th? Earn a Quill Pen!

Did your area earn President's Distinguished Area status by June 30th? Earn a Calculator Padfolio!

Action 3 Division Directors - Complete your Division Success Plan (located in your DLH) and submit it to Jeanne Heil by September 30th to be entered into a drawing for a Calculator Padfolio. Up to one incentive will be awarded per Division.

Did your Division earn Distinguished division status by June 30th? Earn a Junior Portfolio!

Action 4 Did your Division earn Select Distinguished division status by June 30th? Earn a Quill Pen!

Did your Division earn President's Distinguished division status by June 30th? Earn a Calculator Padfolio!

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.)

We will talk about this at the DEC meetings, and trio will be available to answer questions about writing the Success Plan. Will also talk to people individually to make sure they understand their roles and ask them what help they need to accomplish this.

Assignments

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

PQD will communicate the plan and track the incentives. Trio will be available and a resource for writing the plans. Division Directors will be an additional resource for Area Directors. Incentives from the CGD will be tracked and awarded as appropriated.

Action 1 PQD with trio support, Division directors will also assist Area Directors

Action 2 PQD with trio support, Division directors will also assist Area Directors

Action 3 PQD with trio support

Action 4 PQD with trio support

Action 5 CDG with trio and marketing team support

Timetable

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

Communication will be in August and ongoing

Action 1 August and September, tracked by PQD and team

Action 2 August and September, tracked by PQD and team

Action 3 June, tracked by PQD and team

Action 4 June, tracked by PQD and team

Action 5 CGD has tracking all year round for various incentives.