

District Success Plan

Team Composition

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

Mark Latta, District Director
Theresa Mickelson, Program Quality Director
Jennifer Snook, Club Growth Director
Sherry Sullivan, Finance Manager
Isis Harris, Administration Manager
Saeko VonBehren, Public Relations Manager
Jeanne Heil, Immediate Past District Director

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

Stacie Anderson, Division W director
Sonia Wilson, Area 21 Director
Leah Cox, Area 22 Director
Kristine Nemec, Area 23 Director
Cheng Nie, Area 24 Director
Missy Boardrow, Division X Director
Becca Lea, Area 41 Director
Norma Jean Havlik-Smith, Area 42 Director
Becky Wheeler, Area 43 Director
Amanda Martin, Division Y Director
Deb Nabity, Area 61 Director
Dave Spencer, Area 62 Director
Gerry Holloway, Area 63 Director
Kris Sheehan, Area 64 Director
Annette Jordan, Area 65 Director
Rachel Christensen, Area 66 Director
Lisa Persels, Division Z Director
Mary Schulte, Area 82 Director
Michael Cummings, Area 83 Director
Wendy Lee, Area 84 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?*

We have three key ideals:

1. One team, one dream
2. Being "planful" in our actions
3. Building a leadership pipeline.

Team Operating Principles

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

We are committed to growth for each member in the district as well as cohesion and timeliness.

We commit to supporting one another in our roles and not hesitating to offer help when another team member needs it.

We are committed to open and frequent communication and joint decision making where practical

Potential Obstacles

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

- Club growth
- Membership retention
- Conflicting time commitments
- Distance (travel to and from District events)

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.)*

Trio+ calls weekly

Face-to-face trio meetings at monthly

District Directors join Trio+ calls monthly

Team Interactions and Behavioral Norms

How will decisions be made?*

Seek first to understand and then be understood. We will be non-reactionary during our discussions, we will be positive, respectful, and when making decisions (challenges & opportunities) strive for consensus. If the situations of non-consensus - the District Director will be the executive decision maker for all matters related to the District.

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

The primary communication channel within the Trio is e-mail, followed by group text, and then phone. Day-to-day communication with Division Directors is via Facebook chat, with e-mail being used for more substantial or lengthy discussion.

Communication with Chairs and their associated committees is via conference call and the virtual meeting (join.me) application.

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. As a Trio, we are all open to a variety of communicating methods, we may reach out to clubs individual as per business purposes deem necessary, and overall utilize all methods available to communicate effectively and efficiently.

Communication is ongoing with different methods being used for different situations. Immediate communication is generally by text. Longer or more involved messages will use e-mail. Communication which requires an ongoing discussion will be by Facebook chat or will be held face to face.

How will the team resolve differences of opinion?

*See section above on "how decisions will be made." Differences in opinion will be resolved in a timely manner.

How will the team support one another?

Settle any differences between ourselves and with respect and by focusing on the good of the district 19 as the utmost importance. Additionally, the team is working with the Immediate Past District Director through the Patrick Lencioni "Five Disfunctions of a Team" to identify potential conflict, smooth communications, build trust, and strengthen the teamwork across the Trio.

How will the team ensure equitable participation when completing activities?

Follow our team's vision, by building on what we have already established. Read area visit reports to identify and address member/club needs (which are the heart of TM).

In addition, we have regular check-ins to see where team members might be struggling and finding ways to offer coaching, support, or willing hands to help. We encourage open communication so if there is a situation where someone feels that the work is not being equitably distributed, we can address that and figure out as a team how to rectify the perceived imbalance.

How will team members be held accountable for their responsibilities?

As elected we are committed to fulfilling the role as per guidance from TI. Keep track with weekly Trio meetings. We will work to strengthen the Trio meeting by regular reviews of the District metrics

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

The core team will be recognized verbally in meetings and social media.

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.)*

Our Membership Bass is 2,753 and we are currently at 155 membership payments and we are in the midst of collecting for the October 1, 2018 membership payments. The district added 513 new member payments last year for a total of 2,277 membership payments last year. Yes, communication seems to be an ongoing component of our dues coming in on time. Although, now that Pathways has rolled out, most members are beginning to step forward. We may still see a wave of members deciding to drop their renewal fees. We have been doing a great job from a Leadership standpoint in guiding our members in a forward direction and helping them to onboard Pathways with Cheat Sheets and FAQ docs which will build on the membership experience. By mid-September, our clubs have very few renewed. Communicating through this is vital to 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 creating a contest promoting early submission of dues.)*

We can send email reminders. Remind our District Officers to communicate a reminder through visits, email, phone conversations. We can communicate with the Division Directors on FB messenger. Continual communication on many levels is helpful. To do nothing or to wait and see may be inhibitive to success in this arena. The District can promote the Distinguished by December (5/10 Goals) and the club earns \$100 of Bookstore Bucks. We promote on the website, via MailChimp, in person, by offering incentives, and by programming. Other districts have been successful by beginning early, some begin in June to promote. To stretch this goal, we need to communicate it early. The September DEC we will be sharing about incentive programs. Perhaps this next May/June we could get the incentives package out early. Strengthen the core of the existing clubs through increased membership incentives. Club coach incentives are in place to appeal to lower membership clubs. Develop an individual member's incentive to award sponsorships to clubs.

Action 1

Send out an email and FB messenger reminder to DD to pass along.

Action 2

Add the Distinguished by December to marketing material and the Education Programming.

Action 3

Handout the incentives at the DEC in September.

Action 4

Place the incentives onto the website and send electronic copies to the DC.

Action 5

Look at possibly rolling out next year's incentives in June. Communicate with other districts that have done this.

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.) *

The CGD has a team of 6 Chairs and a Membership 101 leader to begin to implement membership strengthening.

- Analytics Chair assessing our needs and trends in the District.
- Club Coach Chair training our coaches, Have our Club Coach select coaches for all of our needed clubs, train them and offer a monthly conference call.
- Mentor Chair to instill what a successful mentor is and why having one is beneficial.
- Demo chair to leverage resources and execute a demo meeting quickly across the district. 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.
- Lead Chair connecting with the community.

We also have resources allocated for marketing.

Assignments

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

This year We will implement mentoring up where last year's chairs will mentor this year's chair so that we can keep the momentum going.

We will want leads for certain chairs (i.e. demo chair) to have team leads in key areas around the district who will be the most familiar with their location

Action 1*

Resource the chair positions.

Action 2*

Set up monthly calls for appropriate chairs

Action 3

Keep on the lookout for demo meetings

Action 4

The September 26-28, 2018 SHRM (Society for Human Resource Management) Conference will be an opportunity to connect.

Action 5

The IWLC Conference to spread brand awareness in the community.

Timetable

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

Claude will e providing the analytics so that we can maintain insight on Club Membership Growth. See actions below for more details on timeline.

Action 1*

Through weekly touchbases. CGD guidelines written by July and set up monthly calls for chairs

Action 2*

Resources filled by then for all chairs and their assistants by June's DEC Meeting

Action 3

The September 26-28, 2018 SHRM (Society for Human Resource Management) Conference will be an opportunity to connect.

Action 4

Follow-up with lead by the end of September.

Action 5

Follow-up with lead by the end of December.

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.)*

The district has the opportunity to build on quality club member experience, while leveraging the strong leaders we do have in the district to mentor and emphasize this is where leaders are made.

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.)*

Strategy: Strengthen the core of the existing clubs through increased membership. Visit and appeal to lower membership clubs to receive a club coach. Hold video contest to attract new members on club websites- will also encourage members to ensure websites are up to date. Develop individual member's incentive to award sponsorships to clubs.

Action 1

Create incentives to support three pillars: all aspects of club growth, club building and member- and club retention efforts within the district.

Action 2

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.

Action 3

Club Success plan earns clubs a club marketing kit to build representation within the district.

Action 4

Grow your club incentives around adding new members with the Smedley, Talk up toast, and beat the clock international campaigns.

Action 5

Incentives have been created around Club officer lists in on time.

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.)*

The CGD has a team of 6 Chairs that will be meeting virtually on a monthly basis via join.me application as part of the Club Growth Council to begin to implement membership strengthening. The District has about 40% of the District's budget to support this initiative.

Assignments

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

Analytics Chair assessing our needs (Claude)

Club Coach Chair training our coaches (Ike Rayford with past chair and advisor Marilyn McConkey Boyles. Mentor Chair to instill what a good mentor is and why having one is beneficial (Gerry H.Regis)

Demo chair Gerry Holloway with Regis Zweigart as past chair and advisor.

Lead Chair, Marilyn McConkey Boyles connecting with the community.

Action 1*

Resource the chair positions.

Action 2*

Set up monthly calls for appropriate chairs

Action 3

Hold at least 4 demo meetings.

Action 4

The September 26-28, 2018 SHRM (Society for Human Resource Management) Conference will be an opportunity to connect.

Action 5

Contact 8 potential clubs

Timetable

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

See below.

Action 1*

Resource chairs by September.

Action 2*

Set up monthly calls by end of September.

Action 3

Hold 2 demo meetings by mid-year and 2 more by year-end.

Action 4

By end of September follow-up with leads.

Action 5

Contact 4 by mid-year and 4 more by the end of the Toastmaster's year.

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.)*

We currently have 81 clubs as our base. We added one additional club last year. We have challenges in the district. Many of our members are taxed with other obligations or they are long term members that have been tapped out.

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.)*

We are looking to grow our district by a growth of 4 clubs. In the past, following up on leads or raising awareness within our leadership/membership was very important and helpful. Beginning a club quickly

has led to low sustainability. The district has begun to remind our members of the importance of operating with the standard of club basics: agendas, banners, "manuals" and other basic structure to add value to the program they have. The district will be promoting existing programs by offering an educational session in November titled the District 19 Huddle to speak to corporate programs including HR review material. We are also encouraging members to strive for 3 educational awards and an 2 additional educational speeches from the Better Speaker Series, the Successful Club Speaker Series and/or the Leadership in Excellence Series. Due to our Club Visit Reports last year coming back time and again with almost all clubs giving zero educational speeches, we felt it would be good to have an emphasis on this this year to help add value. Also, our Club Growth Director has a Lead Chair on her team to focus on new club activity plus we are continuing to empower our Demo Chair and the Coordinators. The Lead Chair, CGD, DD and our R5A will be making visits in September, too. We will also promote club leads through our District leaders at the DEC. Other Districts have been proactive about seeking out new club opportunities.

Action 1*

A Lead Chair, Marilyn McConkey Boyles, will attend visits with our Region 5 Advisor and begin to reach out to potential contacts/leads.

Action 2*

Have a District 19 Huddle with a Club 101 educational session and remind members of the importance of basic structure. Also, hold another session for corporate programs to share the HR review document along with other educational certifications.

Action 3

Communicate the Education Incentive Program alongside the CGD incentives to encourage members engaging in Pathways, earning educational awards and giving educational speeches.

Action 4

Challenge our Demo Coordinators to hold a demo/kick-off meeting 2 times for the Toastmaster year.

Action 5

Involve our District leaders in club leads at the DEC.

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).)*

We have the PQD team to help and we are in the process of incorporating other PQD chairs (Pathways, Trainer, Incentives, HPL, TLI, etc.) or those looking to expand their leadership knowledge with an HPL opportunity. As far as equipment, we have some marketing material and the budget does allow for us to look at securing a location (college) for educational training. A District 19 Huddle committee could work toward the goal. In addition, we could have an Incentive Chair and a Pathways Chair. There are a few

members interested in heading projects toward leadership goals such as Wendy Lee and possibly some of our future leaders that are listed on our Area Club Visit Reports. We have budgeted \$1,000 for the Huddle for location. We have budgeted funds for the incentive program as well. We are wanting to share our Earn Your Letters for T.E.A.M. since our theme is ONE TEAM, ONE DREAM. The "T" is 3 educational awards. The "E" is 2 educational speeches in addition to any used to earn the "T". Then the "A" is about earning the "T" & "E" in a timely fashion by 12/31/2018 and 04/15/2018. Finally, the "M" is for More Leadership - Youth Leadership Program, Chairing a Membership 101 or Leadership 101, Hosting a Demo Meeting, Starting a Club, Speechcraft. Because T.E.A.M. stands for Together Everyone Achieves More.

Assignments

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

Members are directly in charge of each action. Some will require a chair others will be the member directly. The Huddle will be the DD, IPDD, PQD, CGD, the Plus and HPL Chair in addition to guidance committee and action committees. Our incentives chair would be the point person for overseeing the incentives, ordering and the distribution of items and briefing the PQD/CGD regularly (bi-weekly) on the status of the program. The Pathways Chair would be communicating with our members regularly on monthly conference calls (the first is scheduled for October 3rd), keeping up the FAQ, fielding other questions, hosting trainings (the Huddle will be the first for Members and Base Camp Managers). The HPL for the Huddle is going to be a project for overseeing the Registration, Marketing, Education, etc. Our next step would be to secure this member/leader. The PQD/CGD will need to work alongside the PRM to communicate the incentives and to get them up on the website. We will also need to be sure to have this roll out the minute it is approved by the DEC/DC in September - paper copies, a Google Form for tracking, and the digital copy sent out to our members.

Action 1*

Market the Incentives information to the DC/DEC and the members.

Action 2*

Assign an HPL chair to the District 19 Huddle, secure the location, agenda and market.

Action 3

Assign a Pathways Chair; host the monthly conference call; prepare the trainings for the huddle and beyond.

Action 4

In addition to our Trainer Chair, Betty Long. Host a Training "From Speaker to Trainer" Prep for the Huddle so we can get certified trainers in the district for TLIs and other advanced trainings.

Action 5

Assign an Incentives Chair to organize, run and brief the PQD/CGD on status of the program.

Timetable

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

Action 1 will begin this weekend at the September DEC meeting. Action 2 has been ongoing since July. The PQD is in the process of securing the location, the IPDD is creating the Hall of Fame list and has ordered materials, an HPL candidate is being located and vetted, and the agenda has been mostly set. Action 3 has also begun. Questions have been posed to our Pathways Guides. We have determined who would like to continue to lead and our conference call has been set for October 3rd. In addition, a Pathways FAQ and Cheat sheet have been sent out to all of our members. Action 4 is in action with Betty hosting a certification training at the end of September to a small group of leaders so that she can receive feedback for the certification training at the Huddle which will be led by 2 leaders helping to run the prep on the 29th of September. We are on the search for an Incentives Chair. We will need to locate that leader.

Action 1*

Market the Incentives begin this weekend and throughout the year. Progress will be tracked via Google Form.

Action 2*

Locate an HPL candidate by this weekend for the District Huddle on November 10th; hold a conference call with the TRIO PLUS and the HPL candidate to delegate specific components. Secure the location by the week's end - September 15th.

Action 3

Assign the Pathways Chair by September 15th. Discuss the Huddle and the Conference Call. Begin the agenda for the call.

Action 4

Communicate with Betty for an agenda for the "From Speaker to Trainer" Huddle Prep with the understanding that it will mimic the Huddle Agenda. Layout the dates for future certification opportunities. Assign

Action 5

Seek an Incentives Chair to track the Google Form by month's end (September). Have the I.C. order, track, brief the PQD/CGD every 2 weeks, and prep the items for delivery. Encourage them to have a team, too.

Additional Goals

The District will strive to build a pipeline of leadership. A key part of this is preparing new leaders for future leadership roles, helping them create and maintain plans, and building a team where people feel valued and see the value of taking on leadership.

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.)*

The District has struggled to identify and recruit new leaders, particularly in Areas that have a large geographical footprint or are largely rural. The quality of training has not been consistent and leadership can sometimes seem more of a chore than a development opportunity. Toastmasters is generally seen as a "speaking group" and not a leadership development organization.

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.*)*

The District will improve the quality of its leadership through standard practices, setting and maintaining clear expectations, and encouraging and appointing people to take on smaller leadership roles in preparation for more time and leadership intensive roles such as Area Director.

Action 1*

The District Director will regularly tie the themes of "one team, one dream," "planfulness," and creating a pipeline of leaders through regular communications to the District and District leadership.

Action 2*

The Program Quality Director will create a plan for the entire year's DEC meeting based on the TI materials to facilitate high-quality leadership training.

Action 3

The Trio will work to create incentives for Club, Area, and Division Success Plans to ensure effective and planned leadership at all levels.

Action 4

The District Director will interview appointed positions to set clear expectations to which all leaders will be held. Area and Assistant Area Directors will be helped, coached, and encouraged for all of these expectations. In the case where Area or Assistant Area Directors cannot or will not meet standards, they will be removed and replaced.

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.)*

The Trio+ is the primary driver of this leadership excellence. The Immediate Past District Director will be consulted to ensure that the District does not wildly veer off the leadership excellence expectations set

the previous year, and the Trio will be engaged in the planning and execution to create continuity of purpose and vision for subsequent years. The District will create incentives for successful planning as demonstrated by Club, Area, and Division Success Plans. The District will use TI materials at TLIs and set clear expectations for what constitutes quality training for club officers for both the summer and winter TLIs.

Assignments

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

The District Director is responsible for District appointments. He will work with the Trio, Division Directors, and Area Directors to identify potential leaders. The District Director is ultimately responsible for Success Plans, with the Division Directors being responsible for Area Success Plans and Area Directors responsible for following up with Clubs regarding their Success Plans. The Club Growth Director will monitor Club Success Plan progress and manage incentives related to CSPs. The Program Quality Director is responsible for setting and managing expectations around TLIs.

Action 1*

The District Director will conduct a recruiting session for potential Assistant ADs and Area Directors to recruit leadership. This will share the vision of teamwork, planfulness, and building a pipeline of leadership. This session will be recorded. (Due May)

Action 2*

The Club Growth Director will create incentives around the Club Success Plan and monitor progress.

Action 3

The Program Quality Director will create an expectations document for the Division and Area Directors regarding the expectations for a District-sponsored TLI, share with the Division Directors, and monitor progress.

Action 4

Action 5

Timetable

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

Many of these actions have already occurred as part of our planning for the 2018 - 2019 year. The vision, strategies, and actions have been communicated to the Division and Area Directors and to the District through the District communications (e.g., newsletter, website, FB page, DEC)

Action 1*

The District Director conducted recruiting sessions in concert with the Division Directors to put appropriate people in leadership positions.

Action 2*

The Club Growth Director has developed incentives around CSP. As a Trio, we have developed and continue to monitor progress on DivSPs, Area SPs, and CSPs.

Action 3

The Program Quality Director developed a comprehensive DEC schedule with training and leadership topics laid out for the whole year.

Action 4

The Program Quality Director developed an expectations document for TLIs and shared this with all DivDs and ADs. She continues to monitor that these expectations are being met.

Action 5