

District 19 – District Success Plan

Team Composition

- Core team (top 7 plus Div Ds)
- ADs (could include Parliamentarian and other chairs, if in place)

So far we have 87.5% filled for the District Executive Committee roles (21/24) which has improved compared to 64% filled last year (16/25). This does not include chair positions. We have Trio Plus (Administration Manager, Finance Manager, and Public Relations Manager) members this year which will make it more efficient for the district to run. However we still need 3 more Area Directors.

| DEC 2024-2025 | First | Last | Credential |
|--------------------------|--------|---------------|---------------|
| District Director | Saeko | VonBehren | DTM |
| Program Quality Director | Tammy | Dunn Peterson | DTM |
| Club Growth Director | Ashley | Bonner | PI1 |
| Admin Manager | Rose | Kargbo | |
| Finance Manager | Lisa | Palmersheim | DL1, ACG, ALS |
| PR Manager | Doug | Goodwin | NA |
| Immediate Past DD | Mathew | Kanour | PI5 |
| Division W Director | Brian | Campbell | NA |
| Area 21 Director | Chance | Bernstrauch | IP2 |
| Area 22 Director | Vicki | Feldman | DL4 |
| Area 23 Director | Sharon | Little | PM5 |
| Division X Director | Joshua | Matthews | LD3 |
| Area 41 Director | Serena | Collins | IP3 |
| Area 42 Director | Frank | Sladek | CC |
| Area 43 Director | Vera | Willican | |
| Division Y Director | David | Boberg | PM5 |

Area 61 Director Colleen Lange IP3

Area 62 Director Alfred Edwards DTM

Area 63 Director Clubs in Area 63 have been moved to other Areas due to alignment needed for 2023-2024.

Area 64 Director Andrew Hauser DTM

Area 65 Director

Division Z Director Anne Sposato DTM

Area 81 Director

Area 82 Director David Stewart

Area 83 Director

Pathways Chair Nicole Howard IP2

Values

The District has adopted Toastmasters International's core values.

Operating Principles

We are committed to building new clubs and supporting all clubs in achieving excellence. To do so, we offer training for DEC, club officers and members. We delegate appropriately, assist one another as a team and ask for help when needed. We individually "stay in our lane" and trust, but verify, that tasks are being completed and objective are met.

Potential Obstacles

Lower number of clubs in the district and membership in those clubs is also low. Not only does that indicate that we need to gain more members and clubs, but it is harder to fill all Area Director and Committee member roles with a lower pool of members.

Meeting Protocol

Our normal Trio meeting is Sunday at 8:00 pm. Monthly, usually on the 1st week, we invite AM, FM, PRM, IPPD, DivDs, Region Advisor as well for a whole team meeting. Additional meetings are called as necessary, and committees are formed to handle business outside the weekly meetings.

Team Interactions and Behavioral Norms

Decisions:

Normally, decisions can be made by the team member responsible (i.e. training decisions by the PQD). When a decision has a broader impact, the Trio will discuss options and potentially solicit input from other executive committee members or club members, if appropriate. The District Director will actively listen to all points of view before expressing an opinion, and the best interests of the members should be the top consideration.

Communication methods:

We utilize email, text, and phone. We also have District emails for our leadership team, which is often appropriate for more detailed messages. Our weekly meetings are held virtually on Zoom, and if needed, we supplement those meetings with additional phone calls or meetings. We also have shared cell numbers, as sometimes a text message is needed for immediate response or when we are in another zoom meeting, for example.

Communication parameters:

We commit to responding to all emails (both from our team and from individual members) about acknowledgement of the emails within three business days. That response may need to be a recognition of the issue and that more research is needed. We do not typically expect an immediate response from our team, however, we are flexible and will use a text or other method if a quicker response is needed.

Resolving differences:

We listen to each other to understand the various positions. We can agree to disagree and get behind the decisions as a team.

Support one another:

We can use our unique skill sets (technical, organization, writing, creativity) to help in other areas, while respecting the leadership of the team member being supported.

Equitable participation:

Ensure each team member knows his or her role and responsibilities. We attempt to “stay in our own lane” while offering help where needed.

Accountability:

We end each weekly trio meeting by committing to the actions that need to be taken in the next week.

Recognition:

Primarily by personal and public praise. We started to do quarterly award recognitions in 2023-2024, where we share the name of the members who completed paths and also Triple Crown via email to the entire membership, and we plan to do so in 2024-2025. We also offer incentives and thank you gifts. It is important to recognize team members often and sincerely, and in a variety of ways as not everyone responds to the same recognition.

GOAL 1: MEMBERSHIP PAYMENT GROWTH

Situational Analysis

As of 6/30/24, we were very close to becoming a Distinguished District, falling short by only 23 payments (1367 vs. 1344). This is a significant improvement from the previous year, where we were short by 209 payments (1522 vs. 1313).

Based on the District Leader Training on August 12th and 13th, 2024, we conducted a district trend analysis. In order to reach Distinguished status on payments, we are aiming to grow renewals payments by 75. The goal represents a 6% increase from the 2023-2024 program year.

| Column1 | New Member | % increase NM | Charter Member | % increase CM | Renewals | % increase R | Compare with previous year | All Payments | % increase All P |
|-----------|------------|---------------|----------------|---------------|----------|--------------|----------------------------|--------------|------------------|
| 2019-2020 | 370 | | 103 | | 1915 | | | 2388 | |
| 2020-2021 | 199 | 0.0027 | 67 | -54% | 1562 | -23% | -353 | 1828 | 0.00042 |
| 2021-2022 | 225 | 0.0050 | 0 | | 1276 | -22% | -286 | 1501 | 0.00055 |
| 2022-2023 | 196 | 0.0044 | 21 | 100% | 1096 | -16% | -180 | 1313 | 0.00067 |
| 2023-2024 | 199 | 0.0051 | 20 | -5% | 1125 | 3% | 29 | 1344 | 0.02307 |
| 2024-2025 | 230 | 0.0050 | 30 | 33% | 1200 | 6% | 75 | 1460 | 0.07945 |

Distinguished 1358

Strategy

Reach out beyond the club to those who are not familiar with Toastmasters and show them a dynamic, energized, professional organization to join to meet their goals. For internal facing members, build a strong campaign to engage with D19 members the Why of their joining as well as welcome surveys and exit surveys to keep D19 fresh.

- Generous Incentives to encourage renewals
- PRM position has been filled for 2024-2025 which will help us communicate with our members in a consistent manner.
- Weekly newsletter and archived newsletter for easy access on our district website
- Pathways Chair conducts Pathways refresher / education to help our members reach their educational goals which will help the members to renew
- Continue to recruit Club Coaches
- Area Director ABCD analysis

Resources:

See the District 19 annual budget for amounts expected to be spent for club growth incentives and advertising costs.

- Communication and promotion of incentives on D19 website, newsletter, and at events
- Paid advertising campaigns will be carried out with input from CGD and PRM teams
- Targeted communication plan around dues renewals, with separate reach out to corporate clubs

Timetable:

- 1) 30 days:
 - a) Use weekly newsletter, DEC and DC meetings to create member awareness of the payment status and goals to generate interest
 - b) Member renewal communication will start 8/1/24 and 2/1/25 (2 months before the membership renewal)
- 2) 60 days:
 - a) Use networking events in October 2024 to increase engagement of our members, reinforce the DEC goals
- 3) 90 days:
 - a) Use 2nd Club Officer Training and reinforce the incentives awareness and overall DEC goals

Assignments:

Incentives - CGD

Host networking events - Trio

Club Officer Training - PQD

GOAL 2: CLUB GROWTH**Situational Analysis**

We added 1 new club last year and 2 clubs got reinstated. We have 2 potential clubs that are in a queue to be chartered. There are 2 Areas that do not meet a minimum number of 3 clubs as they have only 2. Once the 2 potential clubs are chartered, those can be assigned to the Area that is needing.

Strategy

Establish 5 new clubs, including one each in Division W and X. Work to build not only corporate clubs, but also community to service our rural areas.

- Establish CGD team & hold regular meetings
- Meet w/ prospective clubs
- Club sponsor and mentors
- Pursue new club leads in a timely manner

Resources:

See the District 19 annual budget for amounts expected to be spent for incentives.

Assignments:

Extension Chair - Probe New Club leads often as once a month

New Club Chair - Develop "cold call" method for finding new clubs

Club Demo Chair - Prepare for new club meetings to help establish quality meetings

- Extension Chair to research and develop our leads
- New Club Chair to research communities and develop bases outside of TM
- Club Demo Chair to prepare for demo meetings with quality clubs

Timetable:

Action items begin with review of club leads, often as once a week. Progress is tracked via Leadership Central.

- Communicate with club leads or corporate/community contacts
- Develop strategic timeline
- Begin Club building

GOAL 3: DISTINGUISHED CLUBS**Situational Analysis**

Last Toastmasters year 2023-2024, we had total 8 distinguished clubs (1 President Distinguished, 2 Select Distinguished, 5 Distinguished). Previous year 2022-2023, we had total 6 distinguished clubs (1 President Distinguished, 2 Select Distinguished, 3 Distinguished). The quarterly education achievement recognition we started last year might have contributed to encouraging members to complete their paths.

Our first goal of membership growth will support this challenge along with our member incentive program help clubs to grow and encourage members to complete their education goals helping the club achieve the DCP.

Strategy

Since we have the Pathways chair in 2024-2025, the individual will spearhead the promotion of Pathways to our members.

A points-based incentive program that allows members to earn promotional items for completing levels in the education program. Ongoing training and discussion with Area and Division Directors to ensure the boots on the ground are equipped to help clubs. Establish CGD team & hold regular meetings

- Area & division director education / regular updates
- Club officer education
- Incentives
- Frequent pathways training

Resources:

See the District 19 annual budget for amounts expected to be spent for incentives.

Assignments:

The Program Quality Director will lead the charge to get clubs active in the DCP with the help from the CGD, District Director, Area and Division Directors

- Introduce member incentive program and promote throughout the year
- Offer Pathways support sessions throughout the year
- Regular meetings and trainings with the Area and Division Directors

Timetable:

Actions begin on July 1 and will run throughout the Toastmasters year. They will be tracked through data provided by Toastmasters International and reported on an ongoing basis during Trio and DEC meetings. Adjustments will be made to strategy as needed.

- Announce member incentives by 8/30/24
- Provide Pathways training and support - ongoing with the first on 9/30/24
- Officer training held across a total of 10 sessions, five in each round

Additional Goals:

Based on our District's first-ever strategic planning session we had in May 2024, we have identified a few initiatives to increase engagement of our members.

- 1) Based on a member survey we conducted, many members seemed to have expressed a preference for in-person opportunities. One of the initiatives we have is to hold networking events at 4 locations. This is not by divisions so it allows members to potentially meet other members outside of their division.
- 2) We plan to introduce podcasts. The episodes might include some general knowledge sharing about Toastmasters, and District 19 specific history. CGD is leading this effort.

Other goals considered:

Assist clubs in transitioning to hybrid or back to in-person
Leadership pipeline