## District Mission and Purpose

The District mission is to build new clubs and support all clubs in achieving excellence.
The District purpose is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters education program by:

- Focusing on the critical success factors as specified by the District educational and membership goals.
- Ensuring that each club effectively fulfills its responsibilities to its individual members.
- Providing effective training and leadership-development opportunities for club officers and District leaders.


## Team Composition

Name the members of the District's core team.

District Director - Dan Kyburz<br>Program Quality Director - Gary Vaughn<br>Club Growth Director - Wendy Pesavento<br>Finance Manager - Jason Heissler<br>Public Relations Manager - Tashika Williams<br>Administration Manager - Cece Wroblewski<br>Logistics Manager - Maryann Reichelt<br>Immediate Past District Director - Bonnie Tippey<br>nivicinn $\Delta$ nirantnr - Fctalla Fnctor

Name the members of the District's extended team.

Alignment Committee Chair - Maryann Reichelt
Strategic Planning Advisory Chair - Jon Greiner
Parliamentarian - Jon Greiner
Audit Committee Chair - Open
District Leadership Committee Chair - Bonnie
Tippey
Credentials Chair - Chris Boyk
Leadership Development Chair - Strategic Planning
remmitton

## Core Values

Toastmasters International's core values are integrity, respect, service, and excellence. 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 envisioned future.

What are the District's core values?

In addition to Toastmasters International Core Values, District 54's Core Values include commitment, determination, enthusiasm, and passion.

## Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)
To treat each other with dignity, respect, and compassion. Have confidence in each others ability. To honor our commitments to each other and to all members. To provide a safe place for personal growth. To work hard and have fun while doing so.

## Potential Obstacles

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

Time commitment outside Toastmasters may hamper District efforts. Personality conflicts and differing opinions may lead to obstacles when planning and executing plans. Communications, or lack of, may hamper efforts. Distance some members have to travel to District events. Resistance to change may be a barrier to accomplishing our goals.

## 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 District will hold in person meetings and events when practical. The District will follow TI protocol, that may require hybrid, or virtual meetings. The DEC will meet monthly, except in September and April, when the District Council meets. The Trio will meet at least monthly to discuss events and tactics required to achieve the strategies of the District. Monthly Zoom meetings will be held with the Division Directors and the Trio. There will be Area and Director training after each DEC meeting. The Trio will work with the Strategic Advisory Committee. Monthlv meetinas will be held between the Trio, Reaion Advisor and International Director.

## Team Interactions and Behavioral Norms

How will decisions be made?
The appropriate District officer (District Director, Program Quality Director, Club Growth Director, or Division Director, etc.) will make unilateral decisions when allowed after consultation is sought by the appropriate District officers, and Council, if necessary. Decisions that require a vote will be enacted by the DEC or District Council, whichever is appropriate.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.
Zoom - Team meetings and sometimes one-on-one.
In Person at the DEC, District Council, or District events.
Phone call.
Email.
Text.
District Website
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.

The communication preference will be determined by the type, importance and urgency of the communication, geographical considerations, and number of people involved. Status reports will be provided monthly, while other communications will take place as needed.

Ask how the decision will support the District Mission. Ask how the decision will benefit the member. Acknowledge the difference of opinion. Talk it out. Understand the other person's point of view. If needed, identify an unbiased person to help resolve the issue. Reach a consensus.

## How will the team support one another?

The team will acknowledge successes and celebrate them. Encourage teamwork between members by rewarding that behavior. Be available to help each other. Be supportive, and encourage each other. Be willing to share knowledge, do not keep it to yourself. Do not place blame for any failures or lack of success.

How will the team ensure equitable participation when completing activities?
Empowerment, delegation, ensuring appropriate authority is given to each role. Encourage everyone to step up.

How will team members be held accountable for their responsibilities?
Make sure members understand the task and the timeline. Make sure members know they are appreciated. Praise in public. Resolve any conflicts in private.

How will the core team and extended teams be recognized for their efforts?
Public acknowledgment of successes will be made at Toastmaster Leadership Institute, annual conference, District Council meetings, monthly DEC meetings, speech contest, District Website, District Facebook Page, District Newsletter and any where appropriate.

## Starting Number

| 1557 | Membership payments base |
| :--- | :--- |
| 49 |  |
| 16 | Number of Division and Area Directors |

## Qualifying Requirements

Submission of District Success Plan by September 30

## Goal 1: Membership Payments Growth

| Distinguished | 1572 |
| :--- | :--- |
| Membership payments base $\times 1.015$ |  |
|  | 1603 |
| Membership payments base $\times 1.03$ |  |
|  | 1634 |
| Smedley Distinguished | Membership payments base $\times 1.05$ |
|  | 1681 |

## Situation Analysis

What is the current situation in the District? How many membership payments did the District have 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.)

D54 had 1556 payments in 2022-2023. D54 has experienced a decline in membership in recent years. Our district is predominately comprised of small midwestern towns and agricultural communities. Post covid work style changes have affected the number of workers onsite at corporate clubs. Issues with the state penal system have caused us to lose prison clubs. The largest challenge we face as a district in retaining members is

## Strategy

What strategies 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 tactics, such as creating a contest promoting early submission of membership-renewal dues.)

Increasing member payments will be addressed by focusing on creating an excellent member experience by increasing member engagement and improving club quality. Promoting Pathways and a renewed focus on recognition and awards for meeting educational goals.

Tactic $1 \quad$ Increase member engagement with speech contests, awards, and in person events.

Tactic 2
Ask new and existing members to complete a membership satisfaction survey.

Tactic 3
Provide incentives for meeting membership payment goals.
Reactivation of previous members by contacting them, newsletter, and open houses.
Tactic 4
Offer seminars to help members navigate self pay on the TI site.

## 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.)

All district officers will work to ensure necessary resources are available. Funds will be needed for awards for recognition and awards. Funds will be needed for membership payment incentives. Funds will be needed to host online meetings (Zoom).

## Assignments

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?
District recognition and awards are presented at our D54 annual awards ceremony following the October DEC meeting and accounted for in the district budget. Food for this event is included in the district budget.
Membership and club building contests will require awards that are in the budget. PRM will work with PQD and CGD to promote self payment and Pathways seminars.

| Tactic 1 | The District Team |
| :--- | :--- |
| Tactic 2 | CGD and Club Extension |
| Tactic 3 | Trio |
| Tactic 4 | PQD, PRM |
| Tactic 5 | CGD |
|  |  |

## Timetable

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?
Half of the TLIs are complete. District recognition will occur at the Oct DEC meeting.

Tactic 1 Will begin immediately and last all TI year.
Tactic 2 Will begin immediately and last all TI year.
Tactic 3 Will begin immediately and last all TI year.
Tactic 4 Will begin immediately and last all TI year.
Tactic 5 Will begin immediately and last all TI year.

## Goal 2: Club Growth

| Distinguished | 49 | Club base $\times 1.015$ |
| :--- | :--- | :--- |
| Select Distinguished | 50 |  |
| President's Distinguished | 51 | Club base $\times 1.05$ |
| Smedley Distinguished | 52 |  |

## 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 do not know how to generate interest in new clubs.)

D54 has been losing members over for the past 6 years. Large companies such as Caterpillar, Citadel, and Boeing have or are in the process of relocating out of Illinois for a variety of reasons. In addition, Illinois lost 105,000 residents last year to relocation. The district added zero clubs last year. The largest challenge we face as a district is member apathy. We have lost over half of our members since covid and as such we have a dwindling pool of members willing to take on District leadership roles, leaving many key District roles are unfilled. The District needs 60 clubs by June 30, 2024.

## Strategy

What strategies 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 tactics, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)

D54 plans to increase the number of community clubs by adding themed online clubs. District members will submit ideas and then vote for their favorite themes. Members who submit the winning ideas will receive a prize. The CGD and the Club Extension will work with the PRM to add members to the new clubs, charter the clubs, and grow the clubs. In addition, experienced corporate Di54 members will pursue club growth with large companies such as Caterpillar.

## Tactic 1

Build district committees.
Tactic 2
Solicit member feedback for specialty club themes.
Tactic 3
Choose six themes and start online clubs.
Tactic 4
Use PR to market internally and externally through the D54 newsletter, social media, and website.
Tactic 5
1-800 number for the district for member assistance and communication with leads.

## 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 newclubs@toastmasters.org.)

The entire district team will work together to promote the formation of new clubs and meet the goal of 60 clubs. CGD and Club Extension will follow up on leads, Attend the demo meetings, lead the charter effort, and monitor the progress. Club retention will support with recruitment of club sponsors and mentors.

## Assignments

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?
PQD, CGD, PRM, Club extension Chair, and Club retention chair will lead. District officers will support.

Tactic 1 The District Team.
Tactic $2 \quad$ PQD and CGD
Tactic 3 The district team and the club members.

| Tactic 4 | PRM, CGD, and PQD |
| :--- | :--- |

Tactic 5 Trio

Timetable
When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

Tactic $1 \quad$ Will begin immediately and last all Tl year. Tracked on TI site.
Tactic $2 \quad$ Will begin immediately and last all TI year. Tracked on TI site.

| Tactic 3 | Will begin immediately and last all TI year. Tracked on TI site. |
| :--- | :--- |

Tactic 4 Will begin immediately and last all TI year. Tracked on TI site.
Tactic 5 Will begin immediately and last all TI year. Tracked on TI site.

## Goal 3: Distinguished Clubs

| Distinguished | 20 |
| :--- | :--- |
| Club base $\times 0.4$ |  |
| Select Distinguished | 23 |
| Club base $\times 0.45$ |  |
| President's Distinguished | 25 |
| Club base $\times 0.5$ |  |
| Smedley Distinguished | 27 |

## 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 do not know how to achieve success. Another situation might be that the District has identified four solid new club prospects.)

Last year we saw 16 clubs reach a status of Distinguished or better. We have not met the required minimum for several years, however this is over $2 x$ more Distinguished clubs than the year before. We had $24 \%$ of clubs reaching the goal of +3 members from July 1 base and $16 \%$ of clubs $20+$ members paid.

This year we will actively provide training to make sure members and officers alike know how to achieve Distincuish status

## Strategy

What strategies 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 tactics, such as training all Area and Division Directors on the Distinguished Club Program.)

We will be coordinating with the District PRM to provide on-line resources to promote education and training opportunities. Social Media like Facebook, Twitter, Instagram, and YouTube will be better utilized to engage members throughout the District.

Efforts to attract members to gain knowledge of Pathways through the assistance of a Pathways Support Coordinator and their team.

Tactic 1 Encourage Area Directors to complete club visits and provide helpful feedback to all clubs within the $\mathrm{r} \epsilon$ Provide training for Pathways through Webinars, TLI Electives and YouTube educational videos.

Help clubs work to have quality meetings to ensure member retention and Pathways participation.
Continue DCP promotion through encouraging Division and Area Directors more club engagement thre
Provide incentives to inspire clubs to have membership drives to attract new members and to achieve

## 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).)

```
District Core Team
Pathways Coordinator and Pathways support member(s)
Public Relations Team
Training Coordinator
```


## Assignments

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

| Program Quality Director | Club Growth Director |
| :--- | :--- |
| Pathways Coordinator | Finance Manager |
| Division Directors | Area Director |

Tactic 1 Pathways Coordinator will conduct support and training of Pathways through webinars, electives, and
Tactic 2 Coordination between the Program Quality Director, the Club Growth Director, and the Finance Manac
Tactic 3 Encourage Division and Area Directors to be more engaged with clubs not only for the purpose of Area

Tactic 4 Area Directors visiting each of their assigned clubs, completing (in detail) and submitting their Area Dir

Tactic 5 Encouraging participation through engaging TLI's provided by TLI Deans and raising awareness of trai

## Timetable

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?
There will be staggered times based on tactics and leader availability. All tactics will be ongoing throughout the year.

Tactic $1 \quad$ There will be staggered times based on tactics and leader availability. All tactics will be ongoing throug
Tactic $2 \quad$ There will be staggered times based on tactics and leader availability. All tactics will be ongoing throug
Tactic 3 There will be staggered times based on tactics and leader availability. All tactics will be ongoing throug

Tactic 4 There will be staggered times based on tactics and leader availability. All tactics will be ongoing througl
Tactic 5 There will be staggered times based on tactics and leader availability. All tactics will be ongoing througl

## 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.)
$\square$

## 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.)

## Strategy

What strategies 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 tactics, such as assigning a District alignment committee to determine best options for realignment and collaborating with the District Leadership Committee to identify leadership opportunities.)

Tactic 1 $\square$
Tactic 2 $\square$
Tactic 3

Tactic 4

Tactic 5 $\square$

## 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 Directors, the District website, and the District Leadership Committee.)

## Assignments

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?
$\square$

Tactic 1 $\square$
Tactic 2
Tactic 3 $\square$
Tactic 4 $\square$
Tactic 5 $\square$

Timetable
When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?
$\square$
Tactic 1 $\square$
Tactic 2 $\square$
Tactic 3 $\square$
Tactic 4 $\square$
Tactic 5 $\square$

Signatures

| District Director | Date |
| :---: | :---: |
| Program Quality Director (1) | Date |
| Program Quality Director (2) | Date |
| Club Growth Director (1) | Date |
| Club Growth Director (2) | Date |
| Team member and role | Date |
| Team member and role | Date |
| Team member and role | Date |
| Team member and role | Date |

For your District to qualify for the Distinguished District Program, this entire plan must be submitted online through District Central by September 30.

## Plan at a Glance

Use this page to keep the basics of your District Success Plan all in one place.

## Starting Numbers

$\square$
$\square$
$\square$

$\square$ | Club base |
| :--- |
| Number of Division and Area Directors |

## Qualifying Requirements

Submission of District Success Plan by September 30

## Submission of Division and Area Directors

Training Report for 85\% of Division and Area Directors by September 30


## Goals

|  | Membership <br> Payments Growth | Club Growth | Distinguished Clubs |
| :--- | :--- | :--- | :--- |
| Distinguished | Membership <br> payments base $\times 1.015$ | Club base $\times 1.015$ | Club base $\times 0.4$ |
| Select Distinguished | Membership <br> payments base $\times 1.03$ | Club base $\times 1.03$ | Club base $\times 0.45$ |
| President's Distinguished | Membership <br> payments base $\times 1.05$ | Club base $\times 1.05$ | Club base $\times 0.5$ |
| Smedley Distinguished | Membership <br> payments base $\times 1.08$ | Club base $\times 1.08$ | Club base $\times 0.55$ |

## Tracking

Use online reports, available at www.toastmasters.org/DistinguishedPerformanceReports, to keep track of the District's progress toward its goals. Create milestones throughout the year to measure your progress.

| Goal | Quarter 1 |  |  | Quarter 2 |  |  | Quarter 3 |  |  | Quarter 4 |  |  |
| ---: | ---: | ---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June |
| Membership <br> Payments Growth |  |  |  |  |  |  |  |  |  |  |  |  |
| Club Growth |  |  |  |  |  |  |  |  |  |  |  |  |
| Distinguished Clubs |  |  |  |  |  |  |  |  |  |  |  |  |
| Additional Goal 1 |  |  |  |  |  |  |  |  |  |  |  |  |
| Additional Goal 2 |  |  |  |  |  |  |  |  |  |  |  |  |
| Additional Goal 3 |  |  |  |  |  |  |  |  |  |  |  |  |
| Additional Goal 4 |  |  |  |  |  |  |  |  |  |  |  |  |
| Additional Goal 5 |  |  |  |  |  |  |  |  |  |  |  |  |

