

# District Success Plan

## Team Composition

Name the members of the District's core team.\*

District Director Gary Vaughn  
Program Quality Director Wendy Pesavento  
Club Growth Director Estelle Foster  
Finance Manager Jason Heissler  
Public Relations Manager Prince Motiani  
Administration Manager Ching-Yan Su  
Logistics Manager Maryann Reichelt  
Immediate Past District Director Dan Kyburz  
Division A Director Troy LaPorte  
Area 10 Director Cece Wroblewski  
Area 11 Director Mimi Mieritz  
Area 12 Director Chris Kostelec  
Division B Director Venkat Chander  
Area 20 Director Dawn Weber  
Area 21 Director Julia Issa-Ghantous  
Area 22 Director Anne Warth  
Division C Director Rosemary Nash  
Area 30 Director Dionne Miller  
Area 31 Director Greg Adkisson  
Area 32 Director Sherri DeLeonardis  
Division D Director Ken Kocher  
Area 40 Director Katie Jandeska  
Area 41 Director Valerie Heckman  
Area 42 Director Kashaun Parker

Name the members of the District's extended team.\*

Alignment Committee Chair TBD  
Pathways Coordinator Maryann Reichelt  
Strategic Planning Advisory Chair Jon Greiner  
Parliamentarian Steven Vaccaro  
Audit Committee Chair TBD  
District Leadership Committee Chair Dan Kyburz  
Credentials Chair Bonnie Tippet  
Leadership Development Chair Strategic Planning Committee  
Talent Development Coordinator Lakshmi Gopalinathan  
District Training Coordinator TBD

**Need Help?**

Chat with Toasty

District Virtual Training Coordinator TBD  
2024 Summer TLI-South Dean Karen Walch  
2024 Summer TLI-North Dean Mark Avignone  
2024 Summer TLI-Virtual Dean Chris Kostelec  
2024 Winter TLI-South Dean Christina Evans  
2024 Winter TLI-North Dean TBD  
2024 Winter TLI-Virtual Dean TBD  
2024-2025 District Conference Co-Chair Gary Vaughn  
2024-2025 District Conference Co-Chair Karen Walch  
SpeechCraft & Youth Leadership Program Coordinator TBD  
Club Extension Chair TBD  
Club Retention Chair Tom Willison  
Corporate Relations Chair Jon Greiner  
Club Ambassador Coordinator TBD  
Prison Club Manager Jon Greiner  
Prison Club Liaison Jon Greiner  
Prison Club Fundraising Coordinator Julia Issa-Ghantous  
District Webmaster Dick Poirier  
Assistant District Webmaster Gary Vaughn  
Club Website Coordinator TBD  
Newsletter Editor Prince Motiani  
Social Media Coordinator Saradha Kannan  
Historian Catrina Eimer

## Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the District's core values?\*

In addition to the Toastmasters International's 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.)\*

Clear Communication, Trust, Respect, Accountability, Flexibility, and Appreciation

## Potential Obstacles

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

The trio team is geographically separated, meetings and communication will likely be in a virtual manner

## 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 be meeting biweekly - the first week of the month is a Trio only meeting, the 3rd week of the month includes the DEC meeting

## Team Interactions and Behavioral Norms

How will decisions be made?\*

Consensus will be used to discuss the options and work towards a solution that everyone can agree on, or at least live with.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on. First preference is meeting bi-weekly, then email communication, finally text and/or call

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. Texts, Emails, and Bi-weekly meetings (one a Trio only meeting, the other a DEC Meeting)

How will the team resolve differences of opinion?

we will encourage open dialogue, listen actively to one another, clarify the issue by asking questions, and if all else fails use a neutral mediator such as the strategic planning committee

How will the team support one another?

actively listening to one another, put value in others opinions, provide honest and trustworthy feedback, encourage and motivate one another

How will the team ensure equitable participation when completing activities?

by understanding and leveraging each individuals strengths, encouraging participation, setting clear expectations, and structuring the activities in a way that utilizes every team member

How will team members be held accountable for their responsibilities?

setting clear expectations with reasonable timelines while reporting progress through Trio meetings.

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

Through reporting at the monthly DEC meetings, TLI appreciation sessions, and district conference recognition ceremonies

## 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.)\*

District 54 has seen momentum in the recent years as efforts to revitalize interest in the members of our clubs. We are starting out with 1575, which is a small, but significant increase from last year. We continue to re-connect with our clubs and our members. Engagement, Recognition, and Appreciation were the main focuses to begin this year!

## 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.)\*

Grow the number of clubs through a variety of club types with an emphasis on corporate and the newly emerging interest in prison clubs. We will also be continuing the booming interest we have seen in Toastmasters clubs by promoting continued commitments to garner new members in the district

### Action 1

Continued growth of our social media presence. Facebook, X, Instagram, TikTok through marketing efforts and posts that club members can share

### Action 2

Promote the plus one program in coordination with the 100th Anniversary through promotion of Dr. Ralph Smedley's challenge to us.

### Action 3

Seek and train members to work with prison clubs

### Action 4

Grow and build high quality clubs that result in member satisfaction and increased member retention by asking clubs to perform membership and new member surveys to gauge how better we can attract potential new members

### Action 5

Draw awareness to dues renewal by incentivizing clubs to encourage members to renew early.

## 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.) \*

Core and Extended Teams, district accounts (social media), IVCC, and district budget that includes moneys for marketing

## Assignments

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

District Trio, Public Relations Manager, Social Media Coordinator, Division & Area Directors, Prison Club Chair, and Club Extension Chair

Action 1\*

CGD and Club Extension Chair

Action 2\*

PRM and Social Media Coordinator

Action 3

CGD and Club Extension Chair

Action 4

PQD

Action 5

Prison Club Chair

## Timetable

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

Will begin immediately and last the entire TI year

Action 1\*

Will begin immediately and last the entire TI year

Action 2\*

Will begin immediately and last the entire TI year

Action 3

Will begin immediately and last the entire TI year

Action 4

Will begin immediately and last the entire TI year

Action 5

Will begin immediately and last the entire TI year

## 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.)\*

District 54 has been unable to create a new club in several years. However, there are significant leads and focus on the club growth area this year that includes the use multiple approaches to add community, corporate, and prison clubs

## 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.)\*

Use multiple approaches to add community, corporate, and prison clubs. Several committees like the prison club committee and the club extension committee are focused on working with organizations that can get us direct influence on these areas.

### Action 1

Pursue all existing club leads in the TLM - with a focus to revitalize those leads that may have gone cold, but could be brought back with the interest of attending in person meetings.

### Action 2

Form a committee to cold call corporations, and focusing on a list of companies per county within our areas and divisions.

### Action 3

Add new prison clubs in coordination with organizations that have shown interest in investing in prisons within District 54.

### Action 4

Require Div D's and AD's to prospect for leads and to add one new club per division this year

### Action 5

Pursue religious and other not for profit organizations to form clubs

## 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](mailto:infokits@toastmasters.org).)\*

District has a core team of officers who will work together to form committees to grow new clubs

## Assignments

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

District Trio, Division & Area Directors, Prison Club Chair, and Club Extension Chair

### Action 1\*

CGD

### Action 2\*

CGD

### Action 3

Prison Club Chair

Action 4

PQD

Action 5

Club Extension

## Timetable

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

Will begin immediately and last the entire TI year

Action 1\*

Will begin immediately and last the entire TI year

Action 2\*

Will begin immediately and last the entire TI year

Action 3

Will begin immediately and last the entire TI year

Action 4

Will begin immediately and last the entire TI year

Action 5

Will begin immediately and last the entire TI 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.)\*

District 54 has seen an increase interest and knowledge of the DCP program, with 38% of clubs within District 54 obtaining at least Distinguished or better in the 23-24 Toastmaster year. This year we feel we can increase the number of Distinguished clubs significantly from 2022-2023 to 2023-2024

### 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.)\*

Continued education of the DCP and why it matters. Recognition programs to celebrate clubs at District events like TLI's. Also, a continued communication effort from the district to encourage and support those clubs throughout the year to obtain a distinguished status.

Action 1\*

Improved communication at all levels and increased awareness of all DCP goals and to send encouragement to achieve their DCP goals

#### Action 2\*

75% of club officers trained resulting in more knowledge within the clubs of the DCP program.

#### Action 3

85% of Div' D's and AD's trained to help assist with club encouragement and recognition or club achieving DCP goals.

#### Action 4

Improve pathways utilization at the club level to meet DCP educational goals

#### Action 5

Tactics to promote clubs to add new members to meet DCP membership goals with both the membership requirements and membership goals in mind.

## 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).)\*

District team working together to increase focus on achieving DCP goals at all levels of the District

## Assignments

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

District Trio, Public Relations Manager, Social Media Coordinator, Division & Area Directors, TLI Deans, and education committees

#### Action 1\*

District Trio

#### Action 2\*

PQD

#### Action 3

PQD

#### Action 4

PQD and Pathways coordinator

#### Action 5

District Trio

## Timetable

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

Will begin immediately and last the entire TI year

Action 1\*

Will begin immediately and last the entire TI year

Action 2\*

Will begin immediately and last the entire TI year

Action 3

Will begin immediately and last the entire TI year

Action 4

Will begin immediately and last the entire TI year

Action 5

Will begin immediately and last the entire TI year

## Additional Goals

No additional goals are planned.

## 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.)\*

No additional goals are planned.

## 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.*)\*

No additional goals are planned.

Action 1\*

No additional goals are planned.

Action 2\*

No additional goals are planned.

Action 3

Action 4

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.)\*

No additional goals are planned.

## Assignments

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

No additional goals are planned.

Action 1\*

No additional goals are planned.

Action 2\*

No additional goals are planned.

Action 3

Action 4

Action 5

## Timetable

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

No additional goals are planned.

Action 1\*

No additional goals are planned.

Action 2\*

No additional goals are planned.

Action 3

Action 4

Action 5