

### 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 and district officers.

### Area Director Role

As area director, you serve as the direct liaison between the district and clubs. You identify opportunities for clubs in your area to improve and provide support from the district, helping clubs retain and build membership through positive member experiences. To do this, you perform club visits, maintain regular contact with club presidents and help your area and the clubs in it earn Distinguished recognition. To accomplish all this, area directors build teams, which often include area council members, among others.

### Team Composition

Name the members of the area's core team.  
(These include the area director, area council members and others.)

Jennifer Ho,  
Jason Heisler, VPE, Sunrise Speakers  
Erin DeKnecht, President, TNT  
Shawn Long, VPE, TNT  
Peter Smudlt, College of Business  
Henry Hasse, VPE, College of Business

Name the members of the area's extended team.  
(These may include such people as the assistant area director and club-building committee members.)

Bonnie Tippey, QC Coordinator, Pres - DG  
Sherri DeLeonardis, Ed Coor, VPE - 4S  
Donna Gerig, Ed Coor o VPe -DG

### Values

Toastmasters International's 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' values provide a means of guiding and evaluating the organization's operations, planning and envisioned future.

What are the area's core values?

**RISE + Members First**

We derive value from serving our members with Respect, Integrity, Service and Excellence.

### Team Operating Principles

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

Ensure an open environment where collaboration and trust, experience and talents are maximized for the greater benefit of all.

### Potential Obstacles

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

Availability of time, due to work, schooling and personal commitments; potential turf between clubs within the same company.

### 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.)

Monthly emails from Area Director with District Updates; Club Officers follow through. Anticipated to have 3 meetings via Zoom through the remaining portions of the program year.

The Area Council has not met yet, but the Area Director has been in touch with Club Officers in all 5 clubs.

### Team Interactions and Behavioral Norms

How will decisions be made?

The Council will operate with an openness to share and collaborate on joint activities, such as Speech contest, and social/volunteer activities.

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

Emails for routine or informational communications; calling and texting as needed for emergent communications. In-person if possible.

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.

Will consider limitations on time or days when communications and availability is an issue.

How will the team resolve differences of opinion?

Round-table discussion, with respect to other's viewpoints. Compromise as necessary if a majority vote doesn't resolve.

How will the team support one another?

Listen to challenges, share success and look for ways to collaborate. plan for an educational session that benefits everyone; line up available resources. Encourage volunteers at club meetings.

How will the team ensure equitable participation when completing activities?

Team will use the experience of veteran members to train new members in roles such as managing a speech contest, or undertaking leadership positions outside of the club level.

How will team members be held accountable for their responsibilities?

Continual progress reports, with more frequent meetings as events get closer. Review objectives.

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

Recognition through available Social Media channels, such as on D54 and Division D facebook pages, LinkedIn or if possible on Corporate channels.

Starting Number

5 Club base

Qualifying Requirements

No net club loss

Submission of the Area Director’s Club Visit Report for 75 percent of its club base for first-round visits by November 30 and for 75 percent of its club base for second-round visits by May 31

4 Club base x 0.75

Goal: Distinguished Clubs and Club Growth

Distinguished	2	Club base x 0.5
Select Distinguished	1	Club base x 0.5 + 1 Distinguished club
President’s Distinguished	2	Club base x 0.5 + 1 Distinguished club + 1 club

### Situation Analysis

What is the current situation in the area? What percent of area clubs are typically Distinguished? Do members understand how to achieve success? Does the area have special challenges? (One situation might be that members in the area don't know how to achieve success. Another situation might be that the district has identified three solid new club prospects.)

All 5 clubs have veteran members who form a cohesive leadership group. All 5 clubs are rebuilding due to corporate restructuring and competing demands on availability. 2 clubs were President's Select Distinguished in 2019-2020 - Delightful Greeters and College of Business. Pandemic restrictions on in-person meetings and recruitment are challenges. College of Business has graduating seniors, which will deplete its membership further. All clubs are actively recruiting, with some measure of success as in acquiring new members and attracting guests.

### Strategy

What actions will the area take? What has worked in the past? What has not? What new programs or incentives could the area implement? How will the area promote existing programs? How have other areas been successful? What could the area do to stretch this goal? (The strategy might include actions, such as promoting the Distinguished Club Program during club visits, contacting club growth directors for club leads and scheduling demonstration meetings.)

1. Re-imagine and market the virtual meeting space as opportunity to develop communications skills in a virtual environment.
2. Promote D54 incentives for completing Club Success Plan, Moments of Truth; and Pathways Adoption
3. Generate interest in Pathways with an in-depth training on Pathways.

Action 1 Adopted by Area Directors and Club Officers , using Facebook and corporate channels

Action 2 4 clubs have completed Club Success Plans; with one club forthcoming;

Action 3 Upcoming training session by Area Education Resources

Action 4

Action 5

### Resources

What people, equipment, meeting places and money does the area 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 club presidents and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

Zoom as virtual platform  
D54 incentives and resources on D54 website  
Utilize D54 "specialists" for club growth, quality club development.  
Facebook  
LinkedIn  
MeetUp

## Assignments

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

Area Director; Club Officers.

Action 1

Action 2

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?

Began June 1, 2021. Continue through June 30, 2021 and beyond. Frequent meetings and communications with club officers, with follow up.

Action 1

Action 2

Action 3

Action 4

Action 5

## Additional Goals

Answer the same types of questions to reach each additional area goal. Additional goals might have to do with new leadership opportunities or better service to members. Where else is there room for improvement in the area?

### Goal

What specific, measureable, attainable and relevant additional goal can the area meet?

Retain club members by continuing to ensure that their educational, communication and leadership skills are met.  
Ensure members are taking advantage of Pathways, by having an in-depth analysis of different paths in Pathways

### Situation Analysis

What is the current situation in the area? Do members understand how to achieve success? Does the area have special challenges?

Club officers prioritize achievements as a way to promote and highlight their members. Pandemic is impacting the ability to host in-person activities such as meetings and recruitment and places of mass gathering. Major employers are right-sizing, with work restructuring that forces employees to spend more time on new job responsibilities.

### Strategy

What actions will the area take? What has worked in the past? What has not? What new programs or incentives could the area implement? How will the area promote existing programs? How have other areas been successful? What could the area do to stretch this goal?

Clubs are marketing virtual meetings as a way to develop skills for a virtual work environment. Marketing channels include corporate channels, community pages on social media.

Action 1

Action 2

Action 3

Action 4

Action 5

### Resources

What people, equipment, meeting places and money does the area 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?

Facebook  
LinkedIn  
Corporate Employee Channel  
Meet Up

### Assignments

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

Area Director and Club Officers

Action 1	
Action 2	
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?

Has begun. Through the end of the program year June 30, 2021. Progress will be tracked by # of guests who became members.
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Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

### Signatures

**Jennifer Ho**

Area director

**10/15/2020**

Date

Team member and role

Date

Team member and role

Date

Team member and role

Date

Team member and role

Date

Team member and role

Date

Team member and role

Date