

### 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.)

See attached

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

see attached

### 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?

integrity, respect, service and excellence

### Team Operating Principles

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

teamwork, diversity, inclusion, collaboration, success, trust, honesty.

### Potential Obstacles

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

COVID era is posing great obstacles such as collaboration, interaction, and fun. Zoom and other virtual tools will be paramount in the success of the area and district. Family and Friend commitments pose a challenge as well.

### 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 area meets via zoom once or twice a month. We are there to support each other. We use one another for ideas and encouragement during this time.

### Team Interactions and Behavioral Norms

How will decisions be made?

This is a democracy with final decision being made by the area director unless the district gets involved including the Division director.

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

Zoom and Email

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.

Email is the primary form of communications. I plan to visit the clubs 2-4 times throughout the year with 2 visits being my official visits.

How will the team resolve differences of opinion?

Respectfully, everyone has their opinions, but someone has to make a decision that is at the best interest of the area, division, and district. Talking things out in a clear manner may help resolve the differences vs being aggressive with the opinions.

How will the team support one another?

Providing guidance and ideas to continue encouraging one another to be successful in their positions.

How will the team ensure equitable participation when completing activities?

Hold one another accountable and encourage participation.

How will team members be held accountable for their responsibilities?

Continue to follow up and make sure that if they are not doing their part others know and if they are doing their part they are recognized for doing so.

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

Acknowledgement of ones successes and faults. TM is about feedback and growth and it takes both to be successful

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	3	Club base x 0.5 + 1 Distinguished club
President’s Distinguished	4	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.)

The current situation is the fact COVID has taken a huge hit in membership vs this time last year. Timely Talkers and Fox Valley were both PD last year, Fox River and TotT fell short of the PD due to membership, 2 memberships short. AGWN is disbanding this year due to COVID. They may come back in the future. All clubs have district leadership and seasoned members that understand what it takes to be successful. COVID will be the biggest hurdle as membership will be tough to achieve without meeting in person. We are looking to start a club in Aurora.

### 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.)

As mentioned above COVIDs impact on membership will pose the largest challenge to the area. Getting the word out there about TM is the best way and the fact they can join from the seat of their own home. I plan to promote all clubs in my area as well as start a club in Aurora.

Action 1	Promote clubs - build membership
Action 2	encourage participation
Action 3	motivate
Action 4	build club in Aurora
Action 5	provide guidance

### 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).)

The fact clubs are not meeting in person meeting places are not a question right now. The expenses would be for virtual meeting tools such as Zoom. The extended committee would be helpful in all projects. Joyce has been supportive in looking to start a club. Wendy Pasavento is willing to be a sponsor provided we can get a club started.

## Assignments

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

Everyone is in charge of each action. I know this sounds vague, but during this time everyone needs to pitch in as we are all new to this situation. The members of the team is the club EC, Area leaders, Division Leader, and District team

Action 1	Promote membership
Action 2	encourage new members to get involved
Action 3	provide affective feedback for everyone
Action 4	establish TM as a great tool for success, personally and professionally
Action 5	Build new clubs

## Timetable

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

All begins July 1st, start of TM year and go on throughout the year.

Action 1	Club visits
Action 2	Club success plans
Action 3	Area success plans
Action 4	DEC meeting attendance
Action 5	Club building

## 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, measurable, attainable and relevant additional goal can the area meet?

Start a new club is my biggest goal. Not only is it needed as I will lose AGWN, but it is also needed for my DTM. Most of all I want to start a club in Aurora that will be different from other clubs. Make people interested in attending.

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Action 1

Action 2

Action 3

Action 4

Action 5

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Action 2	
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Action 5	

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Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

### Signatures

**Jeffrey Stine**

Area director

**10/4/2020**

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