



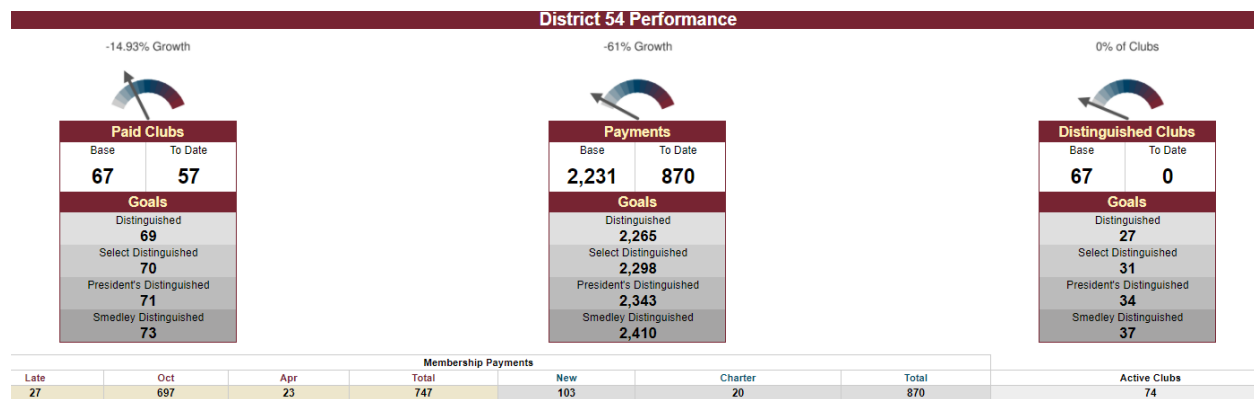
District Director Report

Bala Sreedharan, District Director
January 16, 2021- District Executive Committee Meeting

Main Talking Points

- District Performance Summary and Current State
- District 54 Updates and Reminders
- Midyear District Leader Training Takeaways

District 54 Performance Summary and Current State (15 January 2021)



The 17 Unpaid (<8 paid members) Clubs are below. We need to try to get as many of these clubs as possible to finish the year (June 2021) with 8 or more members.

Div	Area	Club Name	Club Status	Mem Base	Active Members
A	10	Rockford Club	Active	8	0
A	11	AGWN Voices Toastmasters	Active	16	0
B	20	Hilltop Toaster Club	Active	9	7
B	20	Yash Toastmasters Club	Ineligible	1	0
B	20	Deere 13th Communicators	Active	12	7
B	21	Lincoln-Douglas Club	Ineligible	0	0
B	21	Prairieland Toastmasters Club	Active	10	7
B	22	Quad Cities Nuclear Power Speakers	Active	22	0
C	30	Riverfront Club	Ineligible	7	0

C	32	Pekin Insurance Toastmasters	Ineligible	4	0
D	42	State Farm Summit Talks Club	Active	8	0
D	43	College of Business Club	Active	16	7
E	51	Morris Area Toastmasters Club	Active	9	7
E	51	Bolingbrook Area Chamber of Commerce	Ineligible	0	0
E	52	Lincoln Trails Club	Low	5	5
E	52	GSI Toastmasters	Active	8	6
E	52	Illini Toastmasters	Active	15	0

District 54 Updates and Reminders

Area Director Club Visits

- Round 2: January – April, Reports due by May 31.
- Minimum 4 visits recommended by Toastmasters International. Only two reports are needed.

Additional Reports on Distinguished Performance Dashboard

- Access <https://reports2.toastmasters.org/> and choose District 54.
- District, Division, Area performance summary reports
- Clubs that need coaches
- Top 10 Clubs

Speech Contests (International Speech and Evaluation)

- Only clubs in good standing (8 or more paid members) can participate.
- See <http://dashboards.toastmasters.org/Division.aspx?id=54> for Paid Clubs.
- If an area has 4 or fewer paid clubs, all clubs in the area can send two contestants to each contest (2 for International Speech and 2 for Evaluation) so potentially there can be 8 contestants for area level contests for each contest.
- All areas except 41 and 50 are in this category.
- Please encourage maximum participation. Not all clubs participate usually

Officers Training (Leadership – Thriving in Change)

- 3 events are planned for maximum participation.
- Please encourage ALL officers of clubs in your areas to attend the required sessions.

Club Meetings and Membership

- Making sure the clubs continue to meet is a top priority for the district. Please provide the necessary support to the clubs to meet online.

- Membership growth and retention remains a big challenge in our district and most other districts. We need to make every effort to encourage and support membership growth and retention. The April renewals will be critical for the district to end the year with 60+ clubs
- Do whatever you can to help the clubs that are one or two members shy of 8 members to become clubs in good standing.

Marketing / Social Media Advertising

- The district will soon start advertising campaigns in Facebook and LinkedIn. The Ads will be targeted initially to audience in three locations, Peoria, Bloomington/Normal, Aurora/North Aurora. The link in the Ad will take the user to <https://d54tm.com/d54-clubs> where they can look for clubs in their area, access the Find a Club website, and contact the club.
- Please make the clubs in your areas, especially Peoria (Division C), Bloomington/Normal (Division D), and Aurora/North Aurora (Division A) aware of this and respond to people who contact them quickly

Midyear District Leader Training Takeaways

The trio attended the first day (3 sessions) of midyear training on Saturday, January 9. The sessions I attended, and their objectives were:

Session	Objectives
Strengthening Team Communication	<ul style="list-style-type: none"> • Assess how different communication styles affect team dynamics. • Identify strategies that improve communication and relationships
Leading Through Turbulent Times	<ul style="list-style-type: none"> • Demonstrate an understanding of VUCA ((Volatility, Uncertainty, Complexity, and Ambiguity) environment. • Develop strategies to thrive and lead in a VUCA environment
Strategic Leadership	<ul style="list-style-type: none"> • Analyze current tasks and challenges using a strategic leadership lens. • Identify how to increase long term impact to the District Mission using a strategic leadership approach.

The key takeaways for me were from the second session. To do well and thrive in a VUCA environment, a leader must:

- Stay Agile
- Support Your Team
- Provide Clarity
- Reinforce the Organization’s Purpose
- Focus on Priorities
- Culture: “We are in this together”