



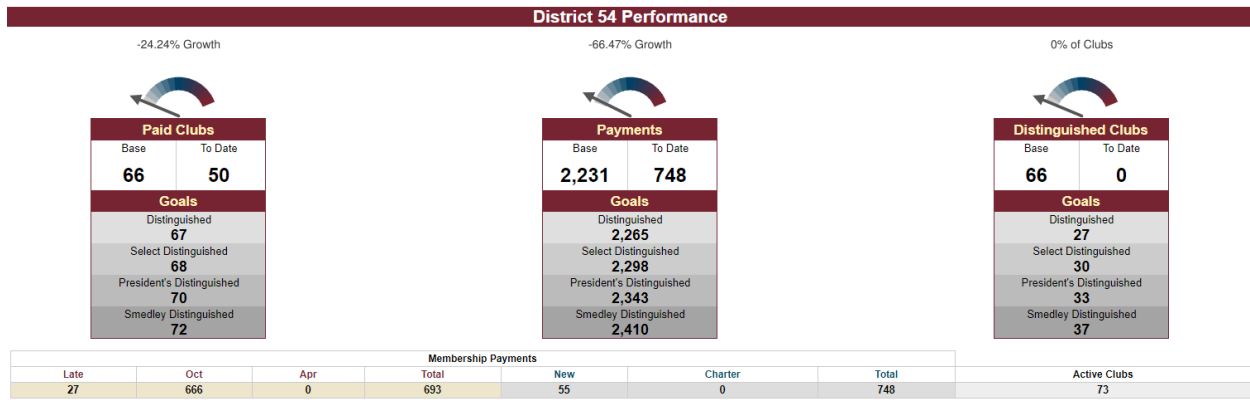
District Director Report

Bala Sreedharan, District Director
October 17, 2020- District Executive Committee Meeting

Main Talking Points

- District Performance Summary and Current State
- District 54 focus and priorities
- How do we compare with other districts in Region 5?
- Toastmasters International Updates
- District 54 Organization Chart and Open Positions

District 54 Performance Summary and Current State



The 16 Unpaid (<8 paid members) Clubs + 5 not in Base

Club Name	PAID	UNPAID	Grand Total
AGWN Voices Toastmasters	0	16	16
Caterpillar Employees Club	6	2	8
College of Business Club	6	11	17
De Kalb Area Toastmasters	7	1	8
Deere 13th Communicators	7	5	12
GSI Toastmasters	6	2	8
Hilltop Toaster Club	7	2	9
Illini Toastmasters	0	15	15
Lincoln Trails Club	5	1	6
Morris Area Toastmasters Club	7	3	10

Orpheum Orators Club	7	6	13
Pekin Insurance Toastmasters	0	4	4
Prairieland Toastmasters Club	6	4	10
Quad Cities Easy Speakers Toastmasters Club	6	6	12
Quad Cities Nuclear Power Speakers	0	22	22
Riverfront Club	0	7	7
Rockford Club	0	8	8
State Farm Summit Talks Club	0	8	8
State Farm Talkin' 24/7	6	6	12
Sunrise Speakers Club	7	5	12
Yash Toastmasters Club	0	1	1

District 54 Focus and Priorities

1. Clubs Continuing to Meet (online, in-person, hybrid) and Members Continue to Pursue their Goals
2. Membership Retention
3. No Club Loss
4. Pathways Adoption and Level Completions
5. Leadership Development
6. Membership Growth
7. New Clubs

How do we compare with other districts in Region 5?

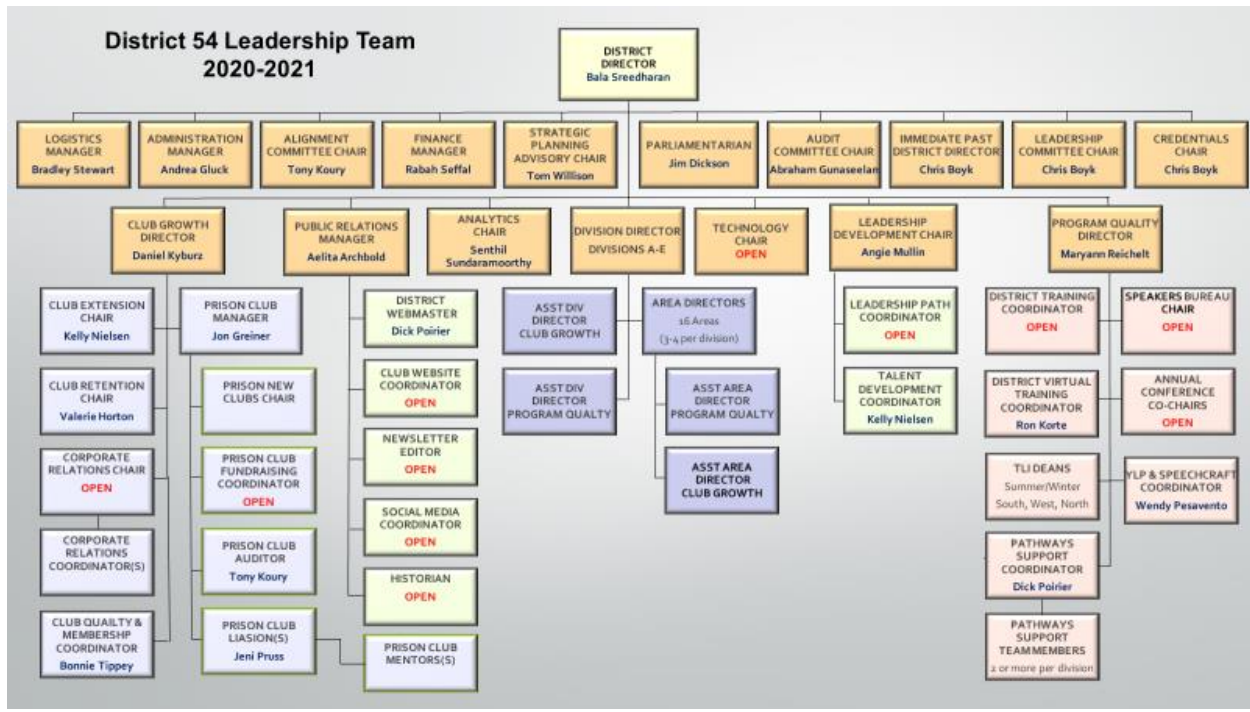
Pathways Adoption

REGION	DISTRICT	Adoption Rates		
		Members	New Members	Officers
5	8	76.87%	48.74%	91.04%
5	19	77.48%	35.94%	87.89%
5	30	78.15%	49.00%	89.58%
5	35	80.95%	65.65%	91.00%
5	43	72.31%	43.36%	89.80%
5	50	76.69%	52.02%	90.96%
5	54	77.48%	46.67%	91.14%
5	56	76.05%	50.42%	89.13%
5	68	67.18%	46.02%	91.67%
5	103	65.87%	44.64%	81.02%
Region 5 Overall		75.27%	48.98%	89.31%

Distinguished Performance

DISTRICT	Total YTD Payments	Payment Base	% Payment Growth	Paid Club Base	Paid Clubs	% Club Growth	Active Clubs
8	1332	3643	-63%	97	85	-12%	105
19	835	2403	-65%	70	61	-13%	82
30	1729	5132	-66%	120	101	-16%	129
35	1328	3759	-65%	112	84	-25%	116
43	1376	3712	-63%	100	80	-20%	107
50	2618	7850	-67%	187	159	-15%	205
54	748	2231	-66%	66	50	-24%	73
56	3091	8283	-63%	189	142	-25%	203
68	610	2368	-74%	62	40	-35%	72
103	1385	4062	-66%	107	84	-22%	115

2020-2021 District 54 Organization Chart



Key open positions – please help us fill these roles

- TLI Winters Deans – need two more – HPL project
- Annual Conference Co-chairs

- Corporate Relations Chair
- Corporate Relations Coordinators
- Newsletter Editor
- Social Media Coordinator
- Technology Chair
- Leadership Path Coordinator
- District Training Coordinator

Please visit <https://d54tm.com/district-team> for organization chart and job descriptions for all elected and appointed positions in the district

Toastmasters International Updates (The Leader Letter - October)

- Digital Guest Packet: The “[Why Toastmasters?](#)” webpage is a great link to include in your email to guests after they visit your club
- Open House Power Point Update: [Find Your Voice](#)
- 2020 Virtual Convention: [Replay for Free](#)
 - Education Sessions
 - World Champion of Public Speaking
 - Business Related Events

Digital Guest Packet – Why Toastmasters

TOASTMASTERS
INTERNATIONAL

Why Toastmasters?
Learn more about our organization and how we can help you grow!

- What is Toastmasters?
- What's in it for me?
- What can I expect in a meeting?
- What does the club experience offer?
- What are members saying?
- How do I learn and grow?
- How can I start learning now?
- I'm ready to join. What now?

District 54 2020-2021 Strategy and Action Plans

- ▶ Provide high quality, effective, training to club officers and district leaders
- ▶ Encourage every club to develop Club Success Plan, Conduct Moments of Truth session, and participate in the Distinguished Club Program
- ▶ Encourage all area directors to create area success plans and visit 100% of the clubs a minimum of 4 times and submit club visit reports twice
- ▶ Offer monthly, or more frequent, training sessions and webinars on relevant topics
- ▶ Form committees and empower them to work on executing district strategies and fulfilling district mission
- ▶ Provide more leadership opportunities for future District leaders (Leadership Development Committee will work on this)
- ▶ Build a strong pool of qualified club coaches and mentors
- ▶ Set high expectations and accountability for club officers and area directors
- ▶ Explore new club opportunities in underserved urban areas such as Aurora and Rockford
- ▶ Make effective use of technology and media for communication and collaboration
- ▶ Recognize clubs and members often. Use District website, Social media, district newsletter, e-mails, phone calls, award letters and ribbons, TLIs, Hall of Fame, Annual Conference
- ▶ Utilize marketing budget more effectively to achieve higher levels of club and member growth and retention, advertise on LinkedIn
- ▶ Follow up on new club leads and prospective member inquires in a timely manner
- ▶ Design more effective district incentives (Program quality and Club growth) to drive desired behaviors and results above what is expected
- ▶ Encourage clubs to build relationship with the Rotary clubs in their areas
- ▶ Strengthen struggling clubs (ones below charter strength) through targeted support based on club needs
- ▶ Build strong relationships with ALL clubs, assess their needs and proactively provide resources
- ▶ Perform ABCD Club Analysis (A=Always Presidents Distinguished, B=Distinguished or Select Distinguished, C=Distinguished or not, D=Never Distinguished)