



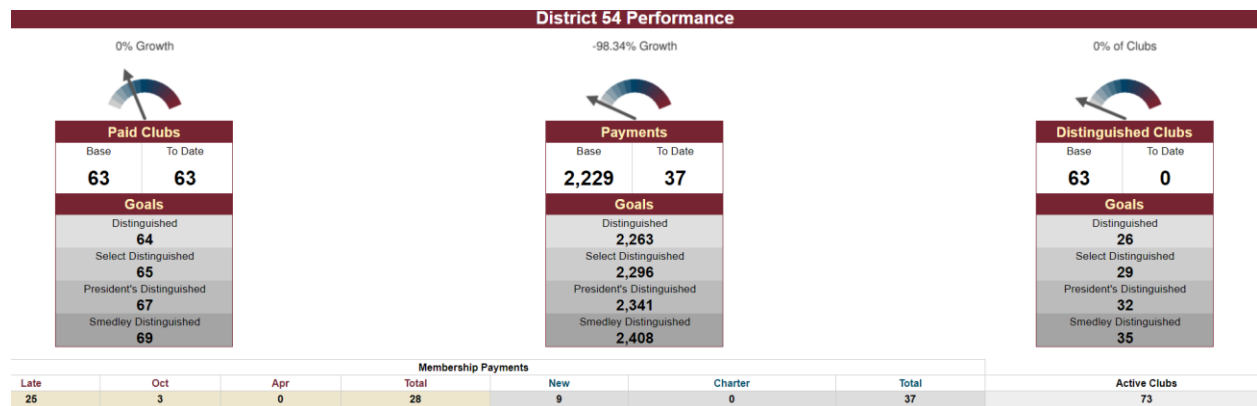
District Director Report

Bala Sreedharan, District Director
August 15, 2020- District Executive Committee Meeting

Main Talking Points

- District Performance Summary and Current State
- District Leader Training Takeaways
- Toastmasters International 2020 Virtual Convention August 24 - 29
- 2020-2021 Strategy and Action Plans
- 2020-2021 District 54 Organization Chart

District 54 Performance Summary and Current State



Paid (Active) Clubs (63)

- ▶ Charter Strength (20 or more members) Clubs: **15 (24%)**
- ▶ Clubs with 13 – 19 members: **21 (33%)**
- ▶ Club with 8 – 12 members: **27 (43%)**

Ineligible Clubs (5)

Division	Area	Club Number	Club Name	Active Members
B	20	4349525	Yash Toastmasters Club	1
B	21	1196	Lincoln-Douglas Club	0
E	51	5251725	Bolingbrook Area Chamber of Commerce Toastmasters	0

Low membership clubs (7)

Division	Area	Club Number	Club Name	Active Members
A	12	3190	De Kalb Area Toastmasters	5
B	21	2068	Pimiteoui Club	7
C	30	79	Caterpillar Employees Club	6
C	30	612882	Riverfront Club	7
C	31	2134378	Tech It Easy	7
C	32	3145183	Pekin Insurance Toastmasters	4
D	40	1354	Lincoln Trails Club	5

District Leader Training Takeaways

- Total 9 sessions were held over the first two weekends in August. The sessions and key takeaways for me were as below
- **Session 1: Introduction**
 - **Deepak Menon: AAA Mantra**
 - Accountability: to those who elected us, for upholding core values, meeting district mission
 - Adaptability: unexpected and expected changes, find creative ways to motivate and inspire members
 - Acceptance: diversity and inclusion
 - **Richard Peck: Building Strong and Healthy Relationships**
 - Trust: reliance on the ability, strength, integrity, and truth of someone
 - Communication: active listening is important, better feedback
 - Problem Solving: rig or small, opportunities to look at things in a new way
 - Collaboration: all contribute their thoughts and expertise. Ability to get along well with others
- **Session 2: Team Foundations**

By recognizing similarities and differences in communication styles and identifying behaviors that affect team dynamics and performance, you lay the foundation for a successful, efficient, and agreeable team.
- **Session 3: Planning for District Success**

By Recognizing the impact of global events on members and clubs, Assessing the status of the District, and Developing strategies and tactics to achieve District goals, you lay the foundation for a successful, efficient, and productive term

Situation Analysis: Club Membership Strength and Distinguished Club Program Goals by clubs in the district. Reasons for the current situation. Why some clubs are better than others?

Goals: SMART goals based on the situation analysis

Strategy: How the goals will be achieved – the approach

Tactics: Group of actions you will take to carry out the strategy

- **Session 4: Role breakout, Conducting Virtual District Council Meeting**

How to conduct an effective virtual district council meeting – sample agenda and script

- **Session 5: Committees for Your Role**

- Committees must support achieving district mission and goals. Define committee purpose and explain how the committee supports district mission
- Appoint committee chairs who are self-driven, work well with people, willing to learn and grow

- **Session 6: District Finance**

- Budget should support district’s goals and strategies
- Policies and protocols and best practices
- Budget Expense Categories – Previous and Current

Previous Budget Expense Categories	Current Budget Expense Categories
<ul style="list-style-type: none"> ▶ Marketing ▶ Communication and public relations ▶ Education and training ▶ TLI ▶ Speech contest ▶ Administration ▶ Travel ▶ Conference ▶ District store ▶ Fundraising ▶ Other 	<ul style="list-style-type: none"> ▶ Marketing outside of Toastmasters ▶ Club growth ▶ Public relations ▶ Education and training ▶ Speech contests ▶ Administration ▶ Recognition ▶ Food and meals ▶ Travel ▶ Lodging ▶ Conference ▶ District Store ▶ Fundraising

- Expense Priorities
 1. Education and training
 2. Marketing outside Toastmasters
 3. Club growth and club retention
 4. Membership growth and membership retention
 5. District communications and public relations

- **Session 7: Delegating for Impact**
 - Delegation can lead to better results
 - Effective delegation: delegate results/outcome, not tasks
 - Five levels of delegation. The first two are Low Growth and the last three are High Growth
 - Tell What and How
 - Tell and Encourage What's Next
 - Recommend and Agree Together
 - Do and Report Back
 - Own and Update
- **Session 8: District-wide Club Quality**
 - Defining and Analyzing Club Quality
 - Action plans for area and division directors to ensure club quality
 - Membership Lifecycle segments: 1) Awareness, Recruit, Onboard 2) Educate, Participate, Recognize and Appreciate, Create Brand Ambassadors, Retain, Increase Value to Member 3) Reactivate, Re-Engage, Non-Renewing/Inactive
- **Session 9: Conclusion**

Training recap, Key insights and takeaways, Annual business meeting voting

Toastmasters International 2020 Virtual Convention

- First ever virtual convention, free for all, register today!
- Time in the agenda is GMT. We are 5 hours behind!
- Monday: Available on demand Town Hall and Education Sessions
- Monday 1 – 2 pm: Opening Ceremonies and Keynote Presentation
- Tuesday 3:30 – 4:30 am: Board of Directors Briefing
- Tuesday 10 – 11 am: Toastmasters 360, Moderated panel discussion on TI Leadership Opportunities
- Tuesday and Wednesday: Speech Contest Semifinal Rounds 1 – 4
- Thursday: Speaker Showcase, Golden Gavel award, Hall of Fame
- Friday 7 – 11 am: Annual Business Meeting
 - Electronic Voting Training - Sunday August 23 - 25 (optional) 3 live training sessions
 - Voting open for 24 hours
- Saturday 9 – 11:30 am: World Champion of Public Speaking
- Saturday 1 – 2:15 pm: Annual Business meeting results and President's Inauguration
- Saturday: Region Gatherings (see Region's Facebook page)

2020-2021 Strategy and Action Plan

- ▶ Provide high quality, effective, training to club officers and district leaders
- ▶ Focus on Club/Area/Division Success Plans, Distinguished Club/Area/Division programs, Moments of Truth
- ▶ Offer monthly, or more frequent, training sessions and webinars on relevant topics
- ▶ Involve advisory committee and DEC and use SWOT analysis and prioritized focus areas when developing district success plan
- ▶ 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)

2020-2021 District 54 Organization Chart

