

**TOASTMASTERS**  
INTERNATIONAL®

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**Bala Sreedharan, DTM**

District Director  
Toastmasters District 54  
2020-2021



# December DEC Meeting Disstrict Director Report - Main Talking Points

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- First Half Accomplishments and Struggles
- Second Half Goals and Priorities
- Toastmasters International Updates and Due Dates

# First-Half Key Accomplishments

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- Successful Transition to Virtual: Monthly DEC meetings, Summer TLIs, Hall of Fame Awards Ceremony, DTM Awards Ceremony, Monthly Area/Division Directors Training, Monthly Webinars, Committee Meetings, Club Meetings
- 21 of 21 (**100%**) Area/Division Directors Trained, 65 of 67 (**97%**) Club Visit Reports Submitted, 16 of 21 (**76%**) Area/Division Success Plans Completed
- 20+ Club Success Plans have been completed and submitted to the district
- Several Committees Formed and Staffed, Job Descriptions Document Finalized and Published. See <https://d54tm.com/district-team>
- Pathways Adoption: All Members: 84% (2<sup>nd</sup> of 10 clubs in Region 5). Officers: 94% (tied for 1<sup>st</sup> with another district in R5)
- Website Improvements Take a Look! **d54tm.com**
- Facebook group **District 54 Toastmasters Group** – 131 members – please join and participate
- District Budget and District Success Plan were Submitted On Time to TI

# First-Half Challenges and Struggles

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- COVID-19, Work From Home, Virtual Vs. In-Person Experience
- Paid Clubs: 56 of 67 clubs in base, **-16.4%** growth. 69 (1.03 \* Club Base) is needed to become distinguished
  - Last year same time: 70 of 76 clubs were paid (**-7.9%** growth)
- Member Payments/Retention: 814 (726 renewals + 88 new). 2,265 payments needed (1,451 more) to become distinguished through October and April renewals + new members.
  - Last year same time: 1,142 Payments (943 renewals + 199 new members)
- Moments of Truth: Only 1 club has completed? Google Form for handout / survey? Incentive deadline extended to January 31
- Pathways Adoption: New Members: 52.5% (below the region 5 average of 54.4%)

# Second-Half Goals and Priorities

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- Make sure all clubs continue to meet (virtual, in-person, or hybrid) and have quality meetings
- Focus on membership retention and growth to increase number of Paid Clubs
- Encourage clubs to participate in district incentives (see [d54tm.com/incentives](https://d54tm.com/incentives))
- Support Pathways adoption and level completions; make sure all members who renewed membership in October or later choose a free path by December 31
- Successful and well attended Second round of officers training – **Leadership: Thrive in Change**
- Well run and well attended speech contests and annual conference
- Effective marketing/advertising campaigns

# District 54 Performance and Current State

## District 54 Performance

-16.42% Growth



### Paid Clubs

Base	To Date
<b>67</b>	<b>56</b>

### Goals

Distinguished	<b>69</b>
Select Distinguished	<b>70</b>
President's Distinguished	<b>71</b>
Smedley Distinguished	<b>73</b>

-63.51% Growth



### Payments

Base	To Date
<b>2,231</b>	<b>814</b>

### Goals

Distinguished	<b>2,265</b>
Select Distinguished	<b>2,298</b>
President's Distinguished	<b>2,343</b>
Smedley Distinguished	<b>2,410</b>

0% of Clubs



### Distinguished Clubs

Base	To Date
<b>67</b>	<b>0</b>

### Goals

Distinguished	<b>27</b>
Select Distinguished	<b>31</b>
President's Distinguished	<b>34</b>
Smedley Distinguished	<b>37</b>

### Membership Payments

Late	Oct	Apr	Total	New	Charter	Total	Active Clubs
27	696	3	726	88	0	814	73

# District 54 Current State - 7 Clubs with < 8 members

**Can we get all these to 8 or more?**

Div.	Area	Club Name	Mem. Base	Active Members
B	20	Hilltop Toaster Club	9	7
B	20	Deere 13th Communicators	12	7
B	21	Prairieland Toastmasters Club	10	7
D	43	College of Business Club	16	7
E	51	Morris Area Toastmasters Club	9	7
E	52	Lincoln Trails Club	5	5
E	52	GSI Toastmasters	8	6

# District 54 Current State - 10 Clubs with 0 members

**How many of these clubs can be revived before July 2021?**

Div	Area	Club Name	Mem. Base	Active Members
A	10	Rockford Club	8	0
A	11	AGWN Voices Toastmasters	16	0
B	20	Yash Toastmasters Club	1	0
B	21	Lincoln-Douglas	0	0
B	22	Quad Cities Nuclear Power Speakers	22	0
C	30	Riverfront Club	7	0
C	32	Pekin Insurance Toastmasters	4	0
D	42	State Farm Summit Talks Club	8	0
E	51	Bolingbrook Area Chamber of Commerce Toastmasters	0	0
E	52	Illini Toastmasters	15	0



# Toastmasters International Updates and Due Dates

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- **Free Pathways path:** all members **renewing** membership before December 31, 2020, can choose a free path.
- **New clubs:** for any club chartering in November, December, or January, the charter fee (\$125.00) and new member fee (\$20.00 per member) will be waived. This can save \$525.00
- **Speakathons:** as per the email sent by TI on August 25 to all club presidents and VPEs, clubs can hold Speakathons where members come together and solely focus on giving speeches to progress on their path
- **Online Speech Contest Guidelines:** All contests must be held online. The contests may also be pre-recorded with all contestants and contest officials in physically distant locations and the recording to be shared at a later time with the audience.

# Toastmasters International Updates

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- **Temporary exceptions to District Finance protocol:** can budget expenses to exceed current year revenue
- **District Administrative Bylaws and Protocol 9.0:** changes related to district leaders election requirements
- **Online Clubs Alignment Process:** any new online club organized in the 2020-2021 program year may be aligned to a District of the club's choice with the district council approval. Clubs organized prior to July 1, 2020 (typically clubs in District U, Division O) can do the same.
- **Club suspension and reimbursement**
  - Clubs that have not yet met the April 2020 renewal requirement will have an additional six (6) months to return to good standing before being suspended.
  - The reinstatement fee has been reduced to \$100 USD (usually as high as \$720 USD for clubs that reinstated after two periods of inactivity).
  - Clubs are considered paid and in good standing when 8 payments are made – 3 don't have to be renewing