

District Success Plan

Team Composition

Name the members of the district's core team.*

- District Director - Bala Sreedharan
- Program Quality Director - Maryann Reichelt
- Club Growth Director- Daniel Kyburz
- Public Relations Manager - Aelita Archbold
- Finance Manager -Rabah Seffal
- Administration Manager - Andrea Gluck
- Logistics Manager - Bradley Stewart
- Immediate Past District Director - Chris Boyk
- Division A Director -Joyce Schumpert
- Area 10 Director - Jeffrey Metters
- Area 11 Director - Jeffrey Stine
- Area 12 Director - William Smola
- Division B Director - Michael Bradford
- Area 20 Director - Kari Susairaj
- Area 21 Director - Adama Mosesti
- Area 22 Director - Laura Hansen
- Division C Director - Gregory LeRoy
- Area 30 Director- Adam Bockler
- Area 31 Director- Milind Soman
- Area 32 Director - Jodi Melton
- Division D Director - Julia Issa-Ghantous
- Area 40 Director - Constance Lusietto
- Area 41 Director - Dominic Tippabattuni
- Area 42 Director - Debra K. Toohill
- Area 43 Director - Jennifer Ho
- Division E Director - Craig Karvala
- Area 50 Director - Martha Sojka
- Area 51 Director - Jeff Kubillus
- Area 52 Director - Darrel Felty

Name the members of the district's extended team.*

- Dick Poirier – Pathways Support Coordinator
- Bonnie Tippey – Club Quality and Growth coordinator
- Tom Willison – Strategic advisory committee chair
- Tony Koury – Alignment Committee Chair, Prison Club Audit chair
- Jon Greiner – Prison Club Manager
- Valerie Horton – Club Retention Chair
- Angie Mullin – Leadership Development Chair

- Chris Boyk – District Leadership Committee chair, Credential chair
- Kelly Nielsen – Club Extension chair, Talent Development coordinator
- Jim Dickson – Parliamentarian
- Jeni Pruss – Prison club Liaison
- Abraham Gunaseelan – Audit committee chair
- Senthil Sundaramoorthy – Analytics Chair

Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the district's core values?*

In addition to strictly adhering to the core values of Toastmasters International, Integrity, Respect, Service, and Excellence, district 54's core values will include:

- Commitment to help all members and club/district officers to meet their communication and leadership goals and
- Positivity to remain optimistic in these challenging times

Team Operating Principles

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

- To have confidence and trust in the knowledge, ability, and integrity of others.
- To provide a safe place for learning and personal growth.
- To treat each member of the team with dignity and respect.
- To honor our commitments to each other and to all members.
- To have fun while doing what we do.

Potential Obstacles

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

- Time commitments of club officers, members, and district officers are limited with several demands placed on everyone which may get in the way of accomplishing desired objectives.
- COVID-19 situation, impact to economy and life of people, inability to meet in person.
- Some district officers may not have the full commitment and passion to devote the necessary energies to accomplish goals.
- Personality conflicts and differing opinions may lead to obstacles when planning and executing activities.

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 district will hold 5 online District Executive Committee meeting in the first 6 months, a virtual district council meeting in September 2020, 4 to 5 in-person district executive committee meetings in 2021 if situation

permits.

All Virtual meetings will be held using the Zoom enterprise account the district purchased for the year. The trio will meet at least monthly to discuss strategy and tactics required to achieve the goals of the district. Monthly teleconference calls will be held with the division directors and the trio members. The trio will hold as needed meetings with the Immediate Past District Director, Finance Manager, Public Relations Manager, and Administration Manager. Area/Division Director training sessions will be held in most months after the DEC meeting. The different committees will hold their own meetings as needed.

Team Interactions and Behavioral Norms

How will decisions be made?*

An appropriate District office (i.e District Director, Program Quality Director, Club Growth Director, Division Director, etc...) will make unilateral decision when allowed to after consultation is sought by appropriate district officers and council if necessary. Decisions that require a vote will be enacted by the District Executive Committee or the District Council (whichever is most applicable) after a motion has been introduced and discussed.

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

1. Video or Audio conference until situation is back to normal and preference will then switch to in-person meetings
2. Email from GoDaddy website hosting platform
3. Mass Text message
4. District Social Media (Facebook) group page
5. District Website
6. District Newsletter
7. Mail

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.

The communication preference will be determined by the type, importance, and urgency of the communication. Geographical consideration, number of individuals involved, and severity will be taken into account. Status reports will be created and presented monthly while all other communications will be made as needed.

How will the team resolve differences of opinion?

- Ask how the decision will support the district mission.
- Ask how the decision will benefit the member.
- Acknowledgement of the difference of opinion.
- Understand where each side comes from by clarifying their position and discussing the difference.
- If needed identify an unbiased observer to help with determination of an agreement.
- Reach an agreement.

How will the team support one another?

- The team will acknowledge successes and celebrate them.
- Encourage teamwork between members by rewarding that behavior.
- Be available to help each other.
- Do no blame one another for lack of success or failures.

- Be supportive and encourage each other.
- Be willing to share knowledge and not hold it.

How will the team ensure equitable participation when completing activities?

Empowerment, delegation, ensuring appropriate authority is given to each role, and encourage everyone to step up. Delegate the outcome and results rather than tasks.

How will team members be held accountable for their responsibilities?

- Positive reinforcement of core values.
- Acknowledge people have other priorities and commitments.
- Offer assistance as needed.
- Follow up on key dates and milestones.
- Ensure that each member feels wanted and validated for their efforts.
- Solve conflict in private.

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

Public acknowledgement of successes will be made at Toastmasters Leadership Institutes, Annual Conference, Monthly District Executive Committee (DEC) meetings, Twice a year District Council (DC) meetings, Speech Contests, email, text messages, club meetings, newsletters, social media (district's Facebook page) and other media.

Membership Payments Growth

Situation Analysis

What is the current situation in the district? How many members did the district add last year? Does the district have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)*

The District has been losing member payments since 2016. We have lost 840, about 26% of member payments in the past 4 years.

Membership Payment Base at the start of last 4 years and current year are as follows

July 2016: 3,280

July 2017: 3,228

July 2018: 2,916

July 2019: 2,763

July 2020: 2,440

Geographically District 54 is predominantly small towns and agriculture communities. Many areas in Illinois are not growing because of layoffs and/or companies have moved their plants and/or operations out of state because of Illinois economic crisis.

Covid-19 hit the district hard. Some of our clubs stopped meeting altogether. Some suspended meetings for several weeks, before starting to meet virtually. Some members are declining to renew sighting the Pathways program as the reason. I doubt that is a valid reason, but if you don't plan to renew, any excuse will do. To counter that we have appointed a Pathways Support Team that will be proactive reaching out to clubs to offers

support.

Because of the decline in membership, experienced Toastmasters continue to keep the District going. There are few new leaders in the pipeline willing to take leadership roles. Many of the newer members don't think they have the time to devote to District leadership. This seems to stifle enthusiasm and interest.

We will offer multiple incentives to help build membership and retain members. We also have a Club Retention Chair working with clubs with 12 or less members, and a Club Quality and Membership Chair working with clubs that have 13-20 members.

The goal is to have a minimum of 2,409 member payments by the end of the year.

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.)*

Encourage clubs to host events to help grow membership.

Districts encourage net membership growth using focused club events, such as Open Houses, Lunch & Learns (corporate clubs), and Speechcraft.

Action 1

Educate and train club officers on Open Houses and Speechcraft.

Action 2

Coordinate timing of Open Houses within an Area or Division, to coincide with the Smedley, Talk of Toastmasters, and Beat the Clock campaigns for maximum impact.

Action 3

Potential incentives for: Top performers in membership drives, recruitment incentives, club Open Houses and other events.

Action 4

Work with the Area Directors and clubs with 13-20 members, to ensure they have the resources necessary to grow to charter strength.

Action 5

Work with the Area Directors, and clubs with 0-12 members, to ensure they have the resources necessary to grow to charter strength.

Resources

What people, equipment, meeting places, and money does the district 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 area and division governors and gift certificates to the Toastmasters store.) *

The Club Growth Director (CGD) will work with his marketing team, the District Trio and the DEC, Division and Area Directors, to assure the necessary human and financial resources are available.

Assignments

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

Club Growth Director – Dan Kyburz, DTM

Club Extension Chair – Kelly Nielsen, DTM, PRA

Club Quality and Membership Coordinator – Bonnie Tippey, DTM, PDG

Club Retention Chair – Valerie Horton, DTM, PDD

Corporate Relations Chair – Open

Prison Club Manager – Jon Greiner, DTM, PIP

District Director – Bala Sreedharan, DTM

Program Quality Director – Maryann Reichelt, DTM

Public Relations Manager – Aelita Archbold, LD5, EH4

Virtual Training Coordinator – Ron Korte, DTM

Division A Director – Joyce Schumpert, ACB, ALB

Division B Director – Michael A. Bradford,

Division C Director – Gregory LeRoy,

Division D Director – Julia Issa-Ghantous,

Division E Director – Craig Karvala, DTM

Area 10 Director - Jeffrey Metters, LD5

Area 11 Director - Jeffrey Stine, IP4

Area 12 Director - William Smola, VC2

Area 20 Director - Kari Susairaj, EC3

Area 21 Director - Adama Mosesti, CC, CL

Area 22 Director - Laura Hansen, LD2

Area 30 Director - Adam Bockler, LD3

Area 31 Director - Milind Soman, DL1

Area 32 Director - Jodi Melton, VC1

Area 40 Director - Constance Lusietto, CC

Area 41 Director - Dominic Tippabattuni, EC2

Area 42 Director - Debra K. Toohill, DTM

Area 43 Director - Jennifer Ho, DL1

Area 50 Director - Martha Sojka, IP3

Area 51 Director - Jeff Kubillus, EC2

Area 52 Director - Darrel Felty, DTM, PDG

Action 1*

The CGD will work with the Marketing Team to educate the clubs about the benefits of holding an open house, or sponsoring a Speechcraft.

Action 2*

The CGD will work with the Marketing Team to educate the clubs about the benefits of holding club events to coincide with the Smedley, Talk up Toastmasters or Beat the Clock.

Action 3

The CGD will work with the Marketing Team to create incentives to build membership and retain members.

Action 4

The CGD will work with the Marketing Team, and specifically the Club Quality and Membership Coordinator to ensure the clubs with 13-20 members have the necessary resources to grow to charter strength.

Action 5

The CGD will work with the Marketing Team, and specifically the Club Retention Chair to ensure the clubs with 0-12 members have the necessary resources to grow to charter strength.

Timetable

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

The timetable will vary by specific tactic and action items

Action 1*

CGD, DEC and Marketing Team will work throughout the year to ensure all clubs have the opportunity to host club events.

Action 2*

CGD, DEC and Marketing Team will work throughout the year to ensure clubs are aware of the benefits of scheduling club events to coincide with Smedley, Talk up Toastmasters and Beat the Clock.

Action 3

CGD, DEC and Marketing Team will work throughout the year to ensure Clubs are aware of the various incentives available to help them grow their membership.

Action 4

The Club Quality and Membership Coordinator will work throughout the year to ensure clubs with 13-20 members have the necessary resources to grow to charter strength.

Action 5

The Club Retention Chair will work throughout the year to ensure clubs with 0-7 members have the necessary resources to grow to charter strength.

Club Growth

Situational Analysis

What is the current situation in the district? How many clubs did the district add last year? Does the district have special challenges? (One situation might be that members in the district don't know how to generate interest in new clubs.)*

The district has been losing clubs since 2016. We have lost 22 clubs, about 26% of clubs in the last 5 years. The Club Base at the start of the last 5 years were as follows

July 2016: 85

July 2017: 82

July 2018: 76

July 2019: 76

July 2020: 65

Geographically District 54 is predominantly small towns and agriculture communities. Many areas in Illinois are not growing because of layoffs and/or companies have moved their plants and/or operations out of state because of Illinois economic crisis.

Historically the district has not received a significant number of leads from Toastmasters International. The district has not been able to generate a significant number of clubs leads, partially due to turn over in the CGD position mid-year. Partially due to ineffective marketing team support and lack of training for Area and Division Directors.

Covid-19 hit the district hard. Some of our clubs stopped meeting altogether. Some suspended meetings for several weeks, before starting to meet virtually. It appears this will have a big impact at least through the end of the year, and possibly beyond. We may lose another ten clubs before the year ends.

We currently have about 20 leads, dating back to June 2019. There are no current notes to indicate the status of the leads. We will need to reach out to these leads to verify their status. We have downloaded several hundred prospects from Reference USA, a business database available at many public libraries.

We have two prospective clubs that were ready to charter, before the Covid-19 lockdown. We will need to reach out to the prospects to determine their current level of interest. We are currently working a lead with Panduit and expects to have a demo meeting in a few weeks.

Elgin IL Pros Club - Elgin
Joliet IL Pros Club – Crest Hill

The goal is to have two new clubs per division, or 10 new clubs by the end of the year June 30, 2021.

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)*

The Club Growth Director (CGD) will work with the Club Extension Chair, Prison Club Manager, and Division Directors to start new clubs. While initial contact will come into the CGD, the CGD trains, mentors, and supports Club Extension Chair, Prison Club Manager and Division Directors in starting new clubs in the Divisions.

Action 1

CGD leads to develop and train New Clubs Committee/Team; can involve every District leader, including a marketing expert to develop a new-club marketing plan and marketing campaigns. Use media. Involve club sponsors and mentors

Action 2

CGD provides budget and incentives to create new sustainable clubs and to identify club sponsors and mentors.

Action 3

CGD leads team to provide extensive training and guidance to cover all stages of club formation.

Action 4

Divisions complete a “mapping” exercise to identify places where new clubs could be launched.

Action 5

CGD communicates with Division teams to get updates and maintain information within the Toastmasters Lead Management System.

Resources

What people, equipment, meeting places, and money does the district 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 a club extension committee, a demonstration team, and infokits@toastmasters.org.)*

The Club Growth Director will work with his marketing team, the District Trio and the DEC, Division and Area Directors, to assure the necessary resources are available.

Assignments

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

Club Growth Director – Dan Kyburz, DTM

Club Extension Chair – Kelly Nielsen, DTM, PRA

Club Quality and Membership Coordinator – Bonnie Tippey, DTM, PDG

Club Retention Chair – Valerie Horton, DTM, PDD

Corporate Relations Chair – Open

Prison Club Manager – Jon Greiner, DTM, PIP

District Director – Bala Sreedharan, DTM

Program Quality Director – Maryann Reichelt, DTM

Public Relations Manager – Aelita Archbold, LD5, EH4

Virtual Training Coordinator – Ron Korte, DTM

Division A Director – Joyce Schumpert, ACB, ALB

Division B Director – Michael A. Bradford,

Division C Director – Gregory LeRoy,

Division D Director – Julia Issa-Ghantous,

Division E Director – Craig Karvala, DTM

Area 10 Director - Jeffrey Metters, LD5

Area 11 Director - Jeffrey Stine, IP4

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Area 20 Director - Kari Susairaj, EC3

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Area 22 Director - Laura Hansen, LD2

Area 30 Director - Adam Bockler, LD3

Area 31 Director - Milind Soman, DL1

Area 32 Director - Jodi Melton, VC1

Area 40 Director - Constance Lusietto, CC

Area 41 Director - Dominic Tippabattuni, EC2

Area 42 Director - Debra K. Toohill, DTM

Area 43 Director - Jennifer Ho, DL1

Area 50 Director - Martha Sojka, IP3

Area 51 Director - Jeff Kubillus, EC2

Area 52 Director - Darrel Felty, DTM, PDG

Action 1*

The CGD will work with the Marketing Team to develop the Marketing Plan for the District.

Action 2*

CGD provides budget and incentives to create new sustainable clubs and to identify club sponsors and mentors.

Action 3

CGD will work with the Marketing Team to provide training to the Division and Area Directors on all aspects of prospecting for club; cold calling; initial meeting; demo meeting; and charter process.

Action 4

CGD will work with the Marketing Team, Division and Area Directors, to complete a “mapping” exercise to identify places where new clubs could be launched.

Action 5

CGD will work with the Club Extension Chair and the Corporate Relations Chair to get updates from the Division Directors on the status of club building within their Divisions, maintain information within the Toastmasters Lead Management System and offer resources.

Timetable

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

The timetable will vary by specific tactics and action items

Action 1*

CGD, DEC and Marketing Team will review the Marketing Plan and offer suggestions. Plan to be finalized by September 19, 2020 DEC meeting.

Action 2*

CGD, DEC and Marketing Team will review the incentives and offer suggestions. Plan to be finalized by September 19, 2020 DEC meeting

Action 3

This is an ongoing process which includes monthly webinars and Area/Director training after the DEC meeting.

Action 4

This is an ongoing process; the Division and Area Directors will provide areas of need within their Area.

Action 5

The CGD, Club Extension Chair and Corporate Relations Chair will work with the Division and Area Directors to maintain an open communication throughout the club building process and offer resources where needed.

Distinguished Clubs

Situation Analysis

What is the current situation in the district? What percent of district clubs are typically Distinguished? Do members understand how to achieve success? Does the district have special challenges? (One situation might be that members in the district don't know how to achieve success.)*

The district did not achieve the required minimum 40% "Distinguished Clubs" in the past several years. At the end of 2019-2020, 31 were needed but only 17 clubs achieved Distinguished status or above. There is no indication that club officers and members do not understand what is needed to be distinguished but it seems to be just a matter of not putting in the required time and effort to meet the goals. 35 clubs did not achieve distinguished status in spite of meeting 5 or more DCP goals due to not meeting the minimum membership requirement. 25 of the 76 clubs did not achieve any Pathways education goals.

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as training all area and division governors on the Distinguished Club Program.)*

The goal in 2020-2021 is to achieve President's Distinguished status by having 50% (33 clubs) become distinguished. The club base is 65 as of the end of August. We will work on membership growth and retention, improving club quality, and focus on increasing Pathways adoption rate to 90% by club members and 100% by club officers in the district this year. Program quality incentives will be created and promoted for Pathways adoption and for achievement of Pathways Level 1 – 5 awards, effort to improve club quality, and for achieving distinguished or above status.

Action 1*

Club Officers Training: Hold three Toastmasters Leadership Institutes (TLI) club officer training events in the district three times in the year (virtually) and conduct additional makeup training sessions in each division as needed. Promote the events to ensure maximum participation (Goal: all 7 officers of each club trained). This will include a Train the Trainers session, enlisting experienced trainers/presenters, include Moments of Truth as an elective, require Create a Quality Club in the Summer sessions and Lead your club to Success I the Winter sessions for club officers to obtain credit for attending their officer session.

Action 2*

Area and Division Directors Training: In addition to the annual training, offer up to 9 training classes for area and division directors in the year. These will be held after the DEC meetings. Depending on the specific training, area and division will be separated and offered content specific to their roles.

Action 3

Club Quality: Work with area/division directors and club officers to ensure program quality is enhanced. Provide incentives for conducting moments of truth program and providing an action plan to achieve distinguished or above status in the year. Provide support to clubs on this as needed

Action 4

Pathways adoption: put extra effort into helping clubs with Pathways adoption. Appoint one to two Pathways coaches in each division to work with club members to get them started in a path and complete the Ice Breaker project. Offer up to 6 webinars to all officers and members in the district on Pathways. Provide incentives to clubs achieving at least Pathways Level 1 – 5 education goals this year.

Action 5

Speech Contests and Annual District Conference: In addition to the International Speech contest, the district will hold the evaluation contest this Toastmasters year. We will seek feedback from all members in the district on the rotation of holding a particular contest at the Annual District Conference in upcoming years. We will encourage a much larger number of clubs to participate in speech contests and strive for high quality contests at area, division, and district levels. The district conference will be held in April-May 2021 and we will promote the event to attract higher levels of attendance. We will strive to improve quality of the educational sessions and overall conference. This may be a virtual event depending on being able to have a large attendance event.

Resources

What people, equipment, meeting places, and money does the district 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 area and division governors and the Distinguished Club Program and Club Success Plan (Item 1111).)*

The human resources to help with executing the strategy and actions include the five division directors, 16 area directors, all club officers especially VPEs, experienced members, and district top 7 officers, training coordinator, and other committees.

The funds available will be allocated to purchasing speech contests kits, awards, Toastmasters Leadership Institutes and other officer training events, ribbons for member achievements, and incentives for enhancing club quality.

Other resources available include Audio Visual equipment, Zoom for virtual meetings, facilities in different parts of the district to hold TLIs and other face-to-face officer training sessions, La Salle Public Library for monthly DEC meetings and area and division director training classes.

Assignments

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

The Program Quality Director (PQD) will work with DEC members, district training coordinator and other committee leaders and members, TLI deans, Pathways support team members, club officers, Conference co-chairs, and Toastmasters International staff to ensure a majority of the clubs, areas, and divisions become distinguished or above and the district becomes President's Distinguished, to ensure club officers and area and division directors are provided sufficient quality training, and to make sure high quality speech contests and district conference are held this year.

Action 1*

The PQD will work with TLI deans, division and area directors, district Public Relations Manager and team especially webmaster and e-mail coordinator in planning and organizing TLIs and club officers makeup training

sessions and to communicate and promote the events to ensure maximum participation by club officers and members

Action 2*

The PQD will work with the district director, district training coordinator, and experienced Toastmasters in the district to provide monthly (up to 9 in the year) training sessions for area and division directors

Action 3

The PQD will work with the area and division directors and their assistant program quality directors (if any), and club VPEs and Presidents to make sure the clubs conduct Moments of Truth session and develop a success plan, track education and training goals, attend trainings, and implement a formal or informal mentoring program to reach out to all members and provide needed guidance and support. Also, make sure the clubs are aware of the incentive and take advantage of it.

Action 4

The PQD will work with the area and division directors, district Pathways support coordinator and team, and club VPEs on increasing Pathways adoption. Goal is to provide hands on face-to-face and virtual training sessions to all club members on Pathways to help them get started on a path and complete the Ice Breaker project. Also, make sure the clubs are aware of the incentive for earning Pathways education goals and take advantage of it.

Action 5

The PQD will work with the area and division directors and their assistants, district director, public relations manager and team, conference co-chairs, and sound engineer to plan, promote, and conduct high quality speech contests and district conference this year.

Timetable

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

Most of the actions will require entire year to plan, develop, implement, and modify to ensure success for the district. Some of the activities are already in progress.

Action 1*

The first round of TLLs and club officer makeup trainings for club officers have been successfully completed before the end of August. The winter TLLs will be held in January 2021 and additional training sessions will be offered in February 2021.

Action 2*

The annual training for area and division directors was held in June 2020. We have already provided two additional trainings to area/division directors on area/division success plans and club visits. There are plans to offer at least 7 more training sessions this year in addition to the Regional Advisor training in October.

Action 3

This activity will be ongoing throughout the year. Area directors will play a key role in understanding specific needs of clubs and to offer help and resources from district to improve club quality. First round of Area director visits will be completed before end of September.

Action 4

Pathways support team members will be identified and responsibilities defined before end of September and the support team members will start reaching out to clubs to offer hands on training. Up to 6 webinars on Pathways will be offered throughout the year and information on Pathways will be posted on the district website

Action 5

The speech contests at club levels can be held anytime before mid-February, area contests will be held February 14 – March 19, division contests in March 20 – April 17, and district contests in April-May as part of the annual district conference. Speech contest materials will be ordered in advance and provided to area and division directors.

Additional Goals

Situational Analysis

What is the current situation in the district? Do members understand how to achieve success? Does the district have special challenges? (One situation might be that areas and divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)*

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as *assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.*)*

Action 1*

Action 2*

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the district 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 past district directors, area and division director, the district website, and a nomination committee.)*

Assignments

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

Action 1*

Action 2*

Action 3

Action 4

Action 5

Timetable

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

Action 1*

Action 2*

Action 3

Action 4

Action 5