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# Case Study #1

Your Assignment

* Situation
	+ New member leads are being sent from Toastmasters International to a member who was VPM 3 years ago. Nothing happens when the leads arrive. How can this be corrected?
* Solution
	+ How do you assure the TI leads are going to the correct current officer? Describe the process used to get them to the correct officer.

***TLI #1*** *- The TI website needs to be updated. We decided that the secretary should make changes to the TI website to reflect the current officers. They would also have to update all advertising mediums, such as social media, flyers, corporate club pages. We also suggested documenting all the places officer lists need to be updated so transitions are smooth and make this task a part of the transition meeting for officers.*

***TLI #3*** *– Go to TI website and update the contact info. Describe the process used to get them to the correct officer. VPM and President*

* + Which officer(s) should respond to the lead?

***TLI #1*** *- The vice president membership should respond to the lead, with the president acting as a backup if the VPM is unavailable.*

***TLI #3 -*** *VPM*

* + In what form should the response be?

***TLI #1*** *- In a perfect world, we would allow the person making the inquiry the option to say how they’d prefer to be contacted, whether that be via email or phone. We agreed that a 24 hour response time is preferable, but a response should definitely be sent within 2-3 days. Always make your response welcoming and enthusiastic, and be sure to invite them to your next meeting, providing them the details they will need to attend.*

***TLI #3*** *- Email, respond by inquiry type*

* + What resources are available to help formulate a response?

***TLI #1*** *- We couldn’t think of any currently available resources, but we discussed the possibility of surveying existing members to see what follow-ups they would have liked to receive. We also suggested creating standard operating procedures at the TI level to store in the TI website so all clubs can have the same guidelines.*

***TLI #3*** *- Toastmasters International template. Follow up – email after meeting when they don’t attend; ask them if they are not comfortable with email, ask if a personal phone call or message/text.*

# Case Study #2

Your Assignment

* Situation
	+ New member leads are being received from a variety of sources, but the process to follow-up on leads and guests is confusing and ineffective. How can this be corrected?
* Solution
	+ How do you assure there is a response to the initial contact?

***TLI #1*** *- Leads need to be funneled to somebody for follow-up. We thought that they should to the VPM, with the President responsible for ensuring that the VPM does the follow-up. One method could be to ask the VPM to copy the President in any email correspondence, or document follow-up attempts.*

* + How do you follow-up if you have received no response to your initial response?

***TLI #1*** *- We certainly do not want to be pushy. In that light, it might be wise to wait until just prior to your next meeting, then send an invite. If you do not get a reply to that attempt, reach out “periodically”. We don’t want to give the impression that we are pushy or desperate.*

* + How do you assure there is follow-up with guests who visit meetings?

***TLI #1*** *- Again, we thought that the VPM would be responsible to follow-up with guests, however this responsibility could actually be delegated to any of the executive Officers. It is simply a matter of working together, communicating and not duplicating efforts of the other officers.*

* + Describe the process and steps used to correct the above issues. Which officer(s) should respond to each situation? What resources are available to address the above issues?

***TLI #1*** *- By way of process and steps, the VPM is responsible for keeping a record of contacts and guests. The club secretary could always assist with this responsibility. Follow-up with contacts and guests should fall to the VPM, however this could potentially be overwhelming. Therefore, delegation by the President to other Executive Officers, teamwork and communication would facilitate the follow-up process.*

# Case Study #3

Your Assignment

* Situation
	+ New members are not getting quickly engaged in club activities. They are slow understanding Pathways and role signup software/routines. How can this be corrected?
* Solution
	+ How do you orient new members to Pathways quickly?

***TLI #1*** *- Some clubs have a “pathways guru” to help with that, some use the mentors of the new member to do that. Depending on the new member they may be techie and not need assistance so ask them what would be best. Use zoom to work together through it or meet in person at local coffee shop with laptops/ ipads etc.*

***TLI #2*** *- Education and new member orientation. Offer educational section during meetings Communicates with members on how to navigate the Pathway such as record a video and share it on Google Drive or on the club website.*

* + How do you orient new members to meeting role signup software/routines?

***TLI #1*** *- There are different ways – Mentor to share that information regarding which websites are used etc*

***TLI #2*** *- Free Toast Host, Easy Speak, and Google Docs. Ask for volunteers to signup for roles after each meeting.*

* + How do you familiarize new members with meeting roles?

***TLI #1*** *- Some clubs have sheet that lists the different meeting roles with it spelled out Toastmaster: before meeting … during meeting …. After meeting… Grammarian before… during … after…. Etc. Other ideas are for mentors to assist new members. Another idea VPE or whomever your club uses to fill roles can send email with expectations of the role they are asking them to fill so they know what they are getting into.*

***TLI #2*** *- Have the members who filled roles explain what they would be doing before each meeting and further explain the roles during the meeting.*

* + Describe the process and steps used to address the above issues.

***TLI #1*** *- Mentors, vpe, meeting in person, meeting in zoom, sending out emails, giving mentoring packets*

* + - Which officer(s) are responsible for addressing each situation?

***TLI #1*** *- Could be a Pathways guru in the club, mentor of member, VPE, VPM for new member packets.*

***TLI #2*** *- VP of membership, VP Ed, and mentors are the primary members to take this on. It is every member’s responsibility to offer help. Have separate educational sessions for higher-level Pathways. Share the educational news on what’s going on with District 54 and Toastmaster International.*

*New members are not the only ones struggling with Pathway. Sometimes the seasoned members also need help.*

* + What resources are available to address the above issues?

***TLI #1*** *- Some clubs have developed their own sheets to share with information specific to the club, some clubs use the Toastmaster International provided documents.*

# Case Study #4

Your Assignment

* Situation
	+ Members are not participating in club activities. They do not sign up for meeting roles, they sign up but do not attend, they attend but are not prepared to fill their roles. How can this be corrected?
* Solution
	+ How do you increase member attendance at club meetings?

***TLI #1*** *–*

*-make sure to send out an email letting ppl know and encourage attendance*

*-free toast host- your club website*

*-reminding people who have signed up for roles*

*-choosing a theme either the Toastmaster or the board*

*-call folks to make sure they attend or text them*

*-making sure every meeting is a valuable meeting to those that do attend*

*-QA, networking, teach new members how to use pathways (Heather)*

* + How do you increase member knowledge of meeting roles?

***TLI #1*** *–*

*-if a speaker drops off then a board member can give a speech about how to fill roles*

*-having the meeting roles defined in a pdf or doc that can be accessed on work internet if firewalls apply*

*-importance of mentorship*

* + How do you involve members in activities outside the club?

***TLI #1*** *–*

*-having a happy hour*

*-have a breakfast*

*-bowling night- get a strike you need to answer a table topics question*

*-had a picnic*

* + Discuss the above and determine how to address the above issues. Which officer(s) are responsible for addressing each situation? What resources are available to address the above issues?

***TLI #1*** *–*

*-Collaborative effort of all the above officers to increase attandence*

*-VPE is the best person to increase member knowledge of meeting roles, and if they person has a mentor it would fall on them, VP of membership should explain at the beginning of membership, part of new member orientation*

*-Have a formal orientation*

*-VPPR would advertise activities outside of the club, use facebook or meet up to advertise events, most of the attendance comes from personal invitations such as calling or texting members*

***TLI #3*** *–*

*Causes & Solutions*

* *Confusion on roles and responsibilities*
* *Provide script for roles*
* *Review “WHY” involved in club and goal for joining*
* *Mentorship program*
* *Club interest survey*
* *Reason for leaving*
* *Reach out program, for personal touch*

# Case Study #5

Your Assignment

* Situation
	+ Club officers are not providing leadership. There is a general lack of communication in the club. The president attends less than 50% of the meetings and has never convened an Executive Committee meeting. Most of the club officers are concerned. How can this situation be addressed?
* Solution
	+ What is the first step in correcting the above situation?

***TLI #1*** *–*

1. *Have conversation with President and find why he/she are missing a lot of meetings and not leading.*
2. *If the President is having a temporary issue, the VP of Education can step up.*
3. *If the President lack the skills, Immediate Past President can directly coach the President.*
4. *If the President just don’t have the desire to lead, have the President step down.*
5. *Find a replacement for President. Recruit a President or have the club nominate a President. After nominating a President, hold election at the next meeting.*
6. *Other club officers may need to step up and fill the gap.*
7. *As soon as possible, put together a Club Success Plan.*
8. *May need to engage Area or Division Director or District Trio.*
9. *Communicate with club members and keep members engaged.*

***TLI #2*** *–*

*perceptions – in fall 3-4 mos. of meetings*

*Speak with president, VPs, for hinders*

1. *Why did you take this role? Is Toastmasters important? Avoid fight*
2. *Speak with mentors on how to approach.*
3. *Approach a solution minded.*
4. *Accept roles in job*
5. *Tough conversation – look at potential options*
6. *Contact area director for assistance*
7. *Approach with service*
8. *Have mentor talk with president*
9. *Review internal strife*
10. *Arbitration of issues, from another club or senior member outside of club*

***TLI #3*** *–*

1. *Causes*
	1. *Ask leaders in roles if want to continue in role, background info, personal or work issues*
	2. *MOT document feedback*
	3. *Ensure leaders understand roles and responsibilities*
	4. *Internal strife issues*
	5. *Avoid look at punishment*
2. *Solution thoughts*
	1. *Toast website and area and district directs*
	2. *Speak with leader, by other execs, mentoring*
	3. *Best knows the president*
3. *Possible level of preventive steps*
	1. *Discussion on time commitment beforehand.*
	2. *Quick response to issue, when identified*
	3. *Setting expectation upfront for*
4. *Solutions presents*
	1. *The key causes we found were to discuss Personal or work issues, confusion on responsibilities, internal strife*
	2. *Insure all understand roles and responsibilities by use of Toastmasters website, mentors, and area and district directors, select from people who know the president to approach privately.*
	3. *MOT communication feedback*
	* What are your resources?
	* Who should you contact?
	* Discuss the above and determine how to address the above issues. Who takes responsibility for initiating action?

# Case Study #6

Your Assignment

* Situation
	+ More often than not, meeting agendas do not include the meeting theme or word of the day. There is confusion about who should select the meeting theme and word of the day. How can this situation be addressed?
* Solution

***TLI #1*** *–*

*General Disclaimer:*

*1. Each club is different. Function in a different context. So the way they do it is different.*

*2.  No right or wrong way, but as long as they are able to follow general guidelines they are doing well.*

* + Who or what is responsible for addressing the above situation?

***TLI #1*** *-*

*1.  The primary responsibility is upon the Executive Comm to initiate and set the theme, roles, agenda/ layout for a longer time*

*a. Exe Comm to take corrective actions if needed*

*b. Exe Comm should also decide on Agenda Template*

*c.  Theme and the Word of the Day should be part of the Club Success Plan*

*2. VPE is The primary responsible person for WOD / Theme*

*a.  If VPE is not available, then a designated person to decide on the Themes/WOD*

*How to make Themes / WOD interesting:*

*3. Send out the WOD and Theme options to members –*

*a. Gets them involved in selecting the themes and word of the day.*

*b.  Mix up the themes. Make it interesting. And playful. And fun.*

*c.  Make/ select themes are more relatable, not obscure*

*4.  Keep the agenda interesting. Mix up the agenda, depending on the theme or special occasions. For instance,*

*a. Agenda can be done in reverse order*

*b.  Add surprise elements in the agenda*

*c.  Themes can be used to fit these odd-agenda flows.*

* + How do you assure meeting themes and words of the day are included in meeting agendas?

***TLI #1*** *–*

*Process wise:*

1. *Send out the Agenda much ahead of the meeting, introducing the themes and word of the day*
2. *It is the Toastmasters’ responsibility to introduce and highlight the theme and word of the day to everyone in the meeting*

***TLI #2*** *–*

1. *Preplanning, for the meeting ahead at the end of each meeting.*
2. *Brainstorming Word of the day ideas and put them into a basket and at the beginning of each meeting*
3. *Toastmaster comes up with a theme before the next meeting*
4. *Communicate that to the word master and the grammarian tracks the word*
5. *Character based; Holidays Skills based themes*
6. *Vote for the Word of the Day*
7. *Use verb or adjective no nouns*

***TLI #3*** *–*

*Theme*

* *May be considered trivial and tend to forget.*
* *Or Lack of awareness of the role.*
* *No visual indication that the theme is missing*
* *No proper training or rehearsal before the meeting.*

*Solutions:*

* *VPE send a reminder to the toastmaster to fill the theme*
* *create a checklist of the things to do for the toastmaster - make it available on website*
* *Highlight theme section in red if the theme is missing - turns green when the theme is filled.*
* *Next meeting toastmaster is responsible to shadow and take notes of the things the current meetings toastmaster is doing.*
* *Rehearse*
* *Make some common themes available on the website.*

*Word of the day*

* *May be considered trivial and tend to forget*
* *Indecision in picking the right word.*
* *Not knowing who is responsible to pick*

*Solutions*

* *Toastmaster is responsible to remind the grammarian, the word of the day should tie in with the theme*
* *Again color coding WOD section*
* *Word of the day should be on the website few days before the meeting day so that we can use that in our prepared speeches.*
* *Maintain a word bank.*

*Causes*

1. *Confusion about ideas*
2. *Signup sheets*
3. *Few are on team that have themes*
4. *Picked by toastmaster, and share theme with others*

*Solutions*

1. *Define roles and duties for meetings*

# Case Study #7

Your Assignment

* Situation
	+ Speech evaluations are generally wishy-washy with few or no specific recommendations for improvement. Members have expressed interest in having special education sessions on areas of interest including evaluation. The agenda is normally full and there is no time for special training during the regular meeting. How can this situation be addressed?
* Solution

***TLI #1*** *–*

*Root Cause?: Lack of understanding of the role of evaluators or a lack of access to resources to keep them on track*

* + Who or what is responsible for addressing the above situation?

***TLI #1*** *– Any of the officers are responsible to help improve as they have more experience. However, the VP of Education would be the most responsible to change around the agenda or add additional meetings to add in this training as these tasks are within their role.*

***TLI #3*** *– We thought it was a decision that would be made by all the officers of the club, though probably led by the VP of education.*

* + Discuss the above and determine three or more ways to address the above.

***TLI #1*** *- Take a regular meeting and designate it as an educational one or add in an additional meeting with a schedule that works for those who are wanting to improve. Having speeches without proper evaluation is not productive, so if scheduled speeches need to be pushed back to later weeks to make room for a better evaluations training session, then this is a necessary step to take. To improve use the better speaker series or other Toastmasters training presentations and have a volunteer present within the meeting. Or have an outside Toastmaster who has exceptional evaluation skills to show how it is done. There are a number of resources of experienced toastmasters such as the advanced clubs, previous winners of evaluator competitions, or district leaders. One way to actively incorporate more experienced members is during meetings allow novice evaluators to go first in evaluations, then have more experienced evaluators give their own evaluations to show the way. Lastly, If there are only a few members who are struggling then going through the mentorship program can allow for more one on one formal trainings.*

***TLI #3*** *- We came up with a variety of options, such as having more than one person evaluate speeches and perhaps cutting a speech for a session to do an informative speech. Had a few more ideas such as integrating educational content into the meeting, like having a theme relating to growing in evaluations (or other problems that people seek to improve on). Round Robin meetings were also mentioned. We also discussed sending minutes to all members and including tips on the minutes sent out.*

* + Who takes responsibility for initiating corrective action?

***TLI #1*** *- This starts with the VP of Education but can also be the President of the club.*

***TLI #3 -*** *The club officers would be responsible for enforcing these rules and ideas, but the goal would be making it interactive instead of just informative.*

# Case Study #8

Your Assignment

* Situation
	+ 20% of the club's members achieved all the club's educational awards last year. During the year, there was no recognition of any of the educational accomplishments reportedly because the club met virtually. What can the officers do to increase timely recognition of member achievements in a virtual or hybrid environment? What can the officers do to increase the percentage of members who earn educational awards?
* Solution
	+ Who or what is responsible for addressing the above situation?

***TLI #1*** *- All officers are responsible for formulating a plan to recognize achievement and encourage participation. While the President can help create a culture that encourages achievement, ultimately, the VPE is responsible for the execution, follow-up and tracking.*

***TLI #3*** *–*

*VPE – primary role*

*Touch base on the members’ goals*

*Acknowledge when goals are met*

*Meeting recognition of the achievement of goals. Pins and verbal acknowledgement.*

*Included in the meeting notes*

*Digital acknowledgement on the website*

*Certificate for attaching to Linked in etc.*

*Website and email can be for the person that wants public recognition.*

*Pres – Secondary*

*Set the expectation that we will acknowledge*

*the VPE accountable for recognizing the members*

*have a part of the meeting that the achievements have occurred.*

*Whole Club – supporting role*

*Right to speak in the club, you can stand up and acknowledge an accomplishment.*

* + Discuss the above and determine three or more ways to address each of the above issues.

***TLI #1*** *- To increase timely recognition of member achievements in a hybrid environment, we talked through ways to be intentional with recognition.*

*- Determine at timeline. Ex: achievements are recognized at the following meeting; once each month; etc. VPE is responsible to be prepared to present certificates (or assign a delegate). President would be the backup.*

*- Present certificates in person and virtually. Physical when in person and Virtual certificates to those who meet virtually.*

*- Collect headshots of all members. When presenting a certificate, include a headshot and the achievement on a slide. Allows for all members to recognize the individual being recognized whether virtual, in person or absent.*

*To increase the percentage of members who earn educational awards, we talked through these ideas to encourage participation.*

*- Goal Board/Leader Board – track the progress of all members as well as club educational goals. This can be a virtual board or a spreadsheet that all members can see. We acknowledge that this may not be a good fit for all clubs. Find a version that works for your club.*

*- We believe that this combined with intentionally recognizing achievements will motivate members to participate.*

*- Mentoring – connecting new members with a mentor is instrumental. This can be in an official mentor capacity or unofficially by just meeting to talk through TM, pathways, etc. This allow for questions and communication of goals/expectations. Some are hesitant to commit to mentoring; use a more casual “meet to talk with about TM” approach.*

*- Communicate with members the importance of education achievements. Getting through the ice breaker and to Level 2 and beyond.*

***TLI #3*** *–*

* 1. *Acknowledge the problem. How can we fix this?*

*a. Identify who needs to be recognized for past achievements.*

*b. Build recognition in the meeting*

*2. Keep track of how each member is progressing*

*a. Determine the type of recognition for each level of achievement (beginning of the year)*

*3. Consistent effort is necessary in the execution of acknowledgement.*

* + Who takes responsibility for finalizing the plan and initiating corrective action?

***TLI #1*** *- Overall, this situation falls under the VPE. It’s the responsibility of that role to address and execute a solution. That said, it’s also important for all officers to be contributing and supporting in encouraging members as well as in setting goals and defining the best ways for their club to achieve them.*

***TLI #3*** *–*

*Pres and VPE and get this on the agenda*

*Each agenda will have a recognition section (Pres comments)*

*Sec. Meeting notes documentation*

*Document the procedure on recognition*

*Checklists to assist with the annual plan to assist future EC members.*

*Out of routine behaviors can break down our processes and how do we recognize it and how do we make adjustments.*

*Always be aware of the recognition required and if there is “unfinished business” of recognition and pass that on for the next meeting.*

*Document the methods we are to use for different levels of achievement.*

*Meeting announcement*

*Emails recognition*

*Pins*

*Digital certificates*

*Club website*

*make this part of our club “operating principles”.*

*Do this on a consistent basis, for each member.*

# Case Study #9

Your Assignment

* Situation
	+ Due to an oversight, the club did not create and approve a budget at the beginning of the year. There is a need for new virtual meeting equipment requiring an expenditure of $50 to $100.
* Solution
	+ What is the correct process for approving the expenditure of the necessary funds?

***TLI #1*** *–*

- *First, we would need to determine that the treasury has the money to spend*

*- Next, we must determine what the expenditure might be. To do this, a meeting should be set up between club officers to determine what item we need, where to purchase the item, and who will be responsible for the item. Do we trust the location for storage? Would be need someone to bring it home with them?*

*- Once this is determined, we would present to the whole club stating why we need the item, the price of the item, and hold a discussion between members to explore other potential options (ex: does someone else have the same equipment that we could borrow?).*

*- We would then need to hold a vote on purchasing the item*

* + Which officer is primarily responsible for addressing the above situation?

***TLI #1*** *- Sargent at Arms and then the Treasurer cuts checks*

* + Discuss the above and determine the preferred way to address the above situation.

***TLI #1*** *- Anyone can purchase, but the Treasurer will cut the check. For instance, if a member has a great employee discount, they can purchase the equipment, but the Treasurer will need to cut the check or pay back the person who made the purchase.*

* + Who takes responsibility for initiating corrective action?

***TLI #1*** *- If there was a budget, the Treasurer would take corrective action, but since there wasn’t a budget, the Secretary would be responsible for adding the decision to the Executive Meeting and the Club Daily Meeting Minutes.*

**Case Study #10**

Your Assignment

* Situation
	+ Your corporate club has been meeting virtually for nearly 3 years with little or no publicity. Some members are returning to work, but are all on different schedule----a few are in the office full time, but most are in the office only 2 or 3 days each week. Club membership has suffered due ton lack of publicity. How can the club establish a public relations strategy and campaign that is effective in this new environment?
* Solution
* Which officer is primarily responsible for addressing the above situation?

***TLI #1*** *–* **VPPR**

***TLI #2 –*** *VPPR is primarily responsible, VPED should help*

* Discuss the above and determine a creative solution to the above situation.

***TLI #1*** *-*

* + **VPPR/VPM**: Get member input – at meetings, via email/survey, phone call, face-to-face
		- *What can we do to help you attend (more) meetings?*
		- *What would an ideal meeting style/place/time/etc. look like to you?*
	+ **VPPR/VPM**: take feedback from club members and VPPR/VPM discoveries to present executive committee to discuss option(s) for solution
	+ **Exec committee**: agree on solution(s) to present to the club

***TLI #2 –***

* + *Conduct Moments of Truth to understand needs of the club*
	+ *Consider hybrid approach that incorporates both virtual & in-person*
	+ *Talk to managers/supervisors so they understand how employee time is being utilized and whether they can help embrace meeting time as part of employee growth.*
	+ *Consider available resources (HR, training team, newsletters/booklets, employee onboarding, room & meeting resources.*
	+ *Assign/Appoint a “point person” to respond to interested prospects & welcome guests. VPM may be a good choice in addition to VPPR….find your most enthusiastic member to help with this. ;-)*
	+ *Publicize in a variety of ways to reach a broader audience over additional times (i.e., intranet page, Yammer, other social media/corporate sites, word of mouth).*
	+ *Consider a virtual & in-person open house – highlight members progress to encourage others.*
		- *Gain support from Managers/supervisors to help spread the news and encourage others to join. Highlight benefits TM provides.*
		- *Share progress with your work teams & manager/supervisor.*
		- *Tie this is with reward/recognition program*
		- *Invite members from other clubs/groups/organizations to present – then invite them to join as a member!*
* Who takes responsibility for implementing the plan?

***TLI #1*** *-*

* + Everyone!
		- **President**: run business meeting to address situation
		- **VPPR**: present solution option(s) from club executive committee t the club
		- **Club members**: discuss option(s) and vote for best solution
			* **VPPR**: Communicate changes and update publicity materials; use company communication channels to spread the word

***TLI #2 –***

***ALL club officers have a part in implementing this.*** *Current members also responsible for helping bring in new members.*

# Case Study #11

Your Assignment

* Situation
	+ Your community club has been holding hybrid meetings for the last year, but publicity has been challenging. 80% of the members attend in person, but the club has not established a public relations strategy for this environment. Club membership has suffered due to a lack of publicity. How can the club establish a public relations strategy and campaign that is effective in this new environment?
* Solution
	+ Which officer is primarily responsible for addressing the above situation?

***TLI #1*** *–*

- *VPM needs to reach out to the 20% that is not attending to find out why?*

*- The club officers need to establish what kind of club they want to be: if they want to appeal to the hybrid group out there or move with the majority to in person only. Is the club willing to potentially lose members?*

*- VPPR is ultimately responsible for publicity, but it can't be done alone. Will need the help of VPM, secretary and potentially Treasurer. Perhaps a committee can be created involving the members of the club as a whole, not just officers. Create engagement and excitement with members.*

***TLI #3 –***

*VPPR*

* + Discuss the above and determine a creative solution.

***TLI #1*** *–*

*Need to get the knowledge that we exist out there and where and how we are meeting.  Appeal to both the people who want to participate from home or in person.  Can cater to both groups.*

*> Member competition -  Whoever brings in the most guests that joins per month get a prize (toastmaster swag)*

*> Social Media -  Great free way or relatively free way to reach a lot of people with one click - Treasurer would need to jump in if there are costs associated with certain sites or printing of flyers.  Facebook, Instagram, Nextdoor, Patch, announcements in neighborhood groups, post flyers at libraries, coffeeshops, businesses and restaurants.  Booths at outdoor events, fairs, etc.  Partner with other clubs to generate reach and share costs (Chamber of Commerce)*

***TLI #3***

*(1) TI website: PR marketing calendar for the year.*

*(2) Promote with word-of-mouth. Task members with inviting a guest.*

*(3) Especially promote open house meeting. More foot traffic.*

*(4) Pizza party, bowling party, gathering in the park.*

*(5) Meetup.com to advertise club meetings.*

*Careful wording of invite blurb. Up front about hybrid. MUST be maintained. People don’t know what hybrid means. It provides OPTIONS. Here’s what to expect (link, password, where camera faces, remove anxiety). Communicate the last meeting and next ones: themes.*

* + Who takes responsibility for implementing the plan?

***TLI #1*** *–*

*Divide and conquer - Group effort!  The committee or VPPR and VPM*

*Secretary involved in the retention plan for all members and guests, by sending out exciting minutes from the last meeting,  Highlighting member factoids or other interesting, fun things that happened along with information for next meeting , the link or location, the agenda complete with a theme. Going to be important for VPPR to be open to experimenting with new creative ideas, but then re-evaluating what works and being flexible if needed. VPM to keep a pulse on members and guests to see what is working and what is not and make sure they feel safe and comfortable.*

***TLI #3 –***

*VPPR, small committee decides, and everyone implements the plan.*

***TLI #2*** *–*

*Advertise via online platforms such as Meetup, Facebook or Yammer and use occasional opportunities to talk about Toastmasters.*

*Old school marketing such as an interview at a local radio station, newspaper article, join another organization such as Chamber of Commerce—but many of these options require that money be spent.*

*Work with local networking clubs or other clubs and get the word out about Toastmasters. Encourage word of mouth advertising to friends.*

*Spread the word that Toastmaster is about more than just public speaking, but also about helping you develop interviewing skills, leadership skills, being a good listener, etc.*

*Put together a committee to help the VPPR.*

*Corporate club: (Although this situation was not about a corporate club) Cooperate with resource groups or professional clubs, set up a “lunch and learn.”*

# Case Study #12

Your Assignment

* Situation

Your club has been holding virtual meetings for the last 3 years. Many members strongly prefer to attend in person, so member attendance has suffered. The Club Executive Committee has discussed moving to a hybrid environment, but is concerned that continual technical difficulties encountered during virtual meetings will be more prevalent in a hybrid environment. The new club sergeant at arms has limited knowledge of virtual meetings. What can the club Executive Committee do to assure a successful transition to a hybrid environment?

* Solution
	+ Which officer is primarily responsible for addressing the above situation?

***TLI #1*** *- The President. He/she can delegate this to another officer or to another member with technical skills.*

***TLI #2*** *-* *SAA ultimately responsible, with support from EC and members*

* + What outside resources are available to assist in creating and implementing a solution?

***TLI #1*** *- Other Toastmasters who have done this. Online resources have info available. Resources at the location (library staff, technical workers, etc). Friends, family, co-workers (outside of TM). Getting help from Zoom itself (or Teams, others) – YouTube. Also – comment from Dick Poirier: see d54 website:* [RESOURCES (d54tm.com)](https://d54tm.com/resources#a9cdb9b4-bd7c-46f6-8495-ec0a935c83d1)

***TLI #2*** *–*

* *D54TM.com and “Conducting Hybrid Meetings” PDF from Kristian Kind*
* *Other clubs with successful hybrid meetings*
* *Corporate resources for corporate clubs*
	+ Discuss the above and determine a creative solution.

***TLI #1*** *- Cell phones minimal for small room. Larger rooms need additional equipment.*

*WIFI Access, Power, Portable PCs/Laptops w/Cameras (or external cameras), Speaker (Cell phones can be used for Speakers), Projector or large screen TV (if possible),*

*Test test test, getting feedback from online and onsite participants. Making adjustments.*

*Understanding contingencies – backup (extra laptops, additional iPads).*

*Training other member to setup and run. Creating instructions for them. Practice*.

*TLI #2 -*

* *SAA takes the lead to build a plan and oversee with support and participation from the executive committee and entire club*
* *Leverage technical expertise from members*
* *Keep it simple to start and build as needed*
* *Test with executive committee and/or small groups of members*
* *Leverage the outside resources mentioned above*
* *Use technology rooms if available (corporate clubs, community rooms)*
* *If possible, invest in technology: especially a Bluetooth or USB conference phone*
* *Ask members for patience and participation and involve them in the solution – it is OUR club and we ALL play a part in (and benefit from) making it successful*
* *Ask for input in advance to understand expectations*
* *Don’t rely on just one person - document the entire process and have multiple people adept at executing*
* *Like good toastmasters, get feedback at or after each meeting: what went well and what can be improved*
	+ Who takes responsibility for implementing the plan?

***TLI #1*** *- SAA, VPE, & President. Or delegate to anyone else with expertise who can step up to help.*

***TLI #2 –***

* *SAA oversees with support and participation from everyone*
* *SAA doesn’t have to be the technical expert, but can identify and leverage technical experts to be a part of the solution*