

District Success Plan

Team Composition

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

Maryann Reichelt District Director
Dan Kyburz Program Quality Director
Heather Blase Club Growth Director
Kari Susairaj Administration Manager
Abraham Gunaseelan Finance Manager
Adam Bockler Public Relations Manager
Michael Bradford Logistics Manager
Bala Sreedharan Immediate Past District Director
Bill Smola Division A Director
Laura Hansen Division B Director'
Jen Ho Division C Director
Martha Sojka Division D Director
Rachel Scanlan Area 10 Director
Louis Kreppert Area 11 Director
Noel Ganay Area 12 Director
Jana Hergert Area 20 Director
Patrick Olson Area 21 Director
Lakshmi Gopalakrishnan Area 23 Director
Susie Ryan Area 30 Director
Gary Vaughn Area 31 Director
Gary Ohler Area 32 Director
Kristian Kind Area 40 Director
Dale Posont Area 41 Director
Darrel Felty Area 42 Director

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

Jim Dickson Parliamentarian
Dick Poirier Pathways Support Coordinator
Club Quality and Growth coordinator
Bonnie Tippey Strategic advisory committee chair
Alignment Committee Chair,
Tony Koury Prison Club Audit chair
Jon Greiner Prison Club Manager
Club Retention Chair
Leadership Development Chair
District Leadership Committee chair
Bala Sreedharan Credential chair
Chris Boyk Club Extension chair

Talent Development coordinator
Jeni Pruss Prison Club Liaison
Rabah Seffal Audit committee chair
Analytics Chair
Dick Poirier District Web Master
Dan Kyburz District Virtual Training Coordinator
Jeff Kubillus, Tony Koury TLI Deans
Wendy Pesavento, Steve Cohen Annual Conference Co-Chairs
Wendy Pesavento YLP & Speechcraft Coordinator

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 Toastmasters International's core values, District 54's core values will contain commitment, determination, enthusiasm and passion. The focus will be on helping each member achieve what they set as their goal as a Toastmaster. We will continue to be optimistic in these challenging times with COVID19 still with us and some clubs converting to hybrid meetings.

Team Operating Principles

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

To treat each other with dignity, respect and compassion. Have confidence in each other's abilities. To honor our commitments to all members. To provide a safe place for learning and personal growth even if this means having virtual TLIs and the annual conference. To have fun in the process.

Potential Obstacles

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

Time commitments outside of Toastmasters may hamper District efforts. Personality conflicts and differing opinions when planning and executing plans. Communication or lack thereof, that cause misleading information that can derail efforts. Distance some officers have to travel to DEC and other District events. Resistance to change.

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.)*

We will hold in-person and virtual DEC meetings, a virtual September and April council meeting. Trio will meet at least monthly to discuss events and tactics to achieve the goals laid out in this plan. Quarterly calls will be held with the Division Directors. Trio will hold, as needed, meetings with the Immediate Past District Director, Finance Manager, Public Relations Manager, and Administration Manager. There will be Area and

Division Director training after the majority of the DEC meetings. Trio will work with the Strategic Advisory Committee.

Team Interactions and Behavioral Norms

How will decisions be made?*

The appropriate District officer (District Director, Program Quality Director, Club Growth Director, Division Director) will make a unilateral decision when allowed to after consultation is sought by the appropriate District officers and council if necessary. Decisions that require a vote will be enacted by the DEC or 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 the situation is back to normal and preference will then switch to in-person meetings
2. Email from GoDaddy website hosting platform
3. District 54 Toastmasters LinkedIn group
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?

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

How will the team support one another?

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

How will the team ensure equitable participation when completing activities?

Being supportive of each other's time crunch and work-life balance situation varies over the course of the Toastmasters year. At times one of us will have to do extra duty to ensure that the targets are met and goals are achieved. We all concur that this is the best approach ... we are all amiable leaders and that's an enormous help.

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?

- 1, Positive reinforcement of core values.
2. Acknowledge people have other priorities and commitments.
3. Offer assistance as needed.
4. Follow up on key dates and milestones.
5. Ensure that each member feels wanted and validated for their effort.
6. 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.)*

Geographically, District 54 is in a region that is predominantly small towns and agricultural communities. It is comprised of both corporate and community clubs. In 2020-2021 District 54 had a base of 2,231 membership payments and ended the year with 1,704. This was a net loss of 527 membership payments and a -23.6% decline in membership growth for the year – even though we gained 184 new members.

Corporations that have historically shown strong support for Toastmasters clubs have had layoffs and/or moved their plants/operation centers out of Illinois leaving the remaining employees with significant workloads. In some of the corporations, management has changed, and fewer seem familiar with Toastmasters or the benefit that we bring to the company, resulting in decreased membership payments and in a loss of paid clubs. The Covid situation is not getting any better and that has kept a lot of members from attending meetings. Many members are not comfortable/able/willing to do virtual meetings and are waiting for in-person meetings to come back. Fortunately, some meeting locations have resumed their policy of letting Toastmasters use their facilities. For many clubs, their free meeting source has evaporated and they cannot afford \$50-\$100 per meeting for the facility.

Fortunately, the more experienced Toastmasters continue to step up to District leadership positions but

some of them are nearing burnout. The 'in the wings leadership pool' has been vastly depleted with the onus of more work hours needed and a lack of membership growth.

Right now, about half of the clubs in the District require a club coach. It is uncertain if the District has enough qualified members to adequately support them.

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.)*

The goal is to have a minimum of 1,756 membership payments by the end of the year.

The Trio has worked on revamping the District incentives to focus on club membership growth for both existing clubs and new clubs.

The Club Retention Chair, with assistance from the Club Growth Director, will form a membership Growth committee/team to work with the Club Presidents and Vice Presidents of Membership to assess their club needs, find and appoint club coaches, train and support club coaches, provide additional training and support for Club Presidents and Vice Presidents of Membership, and ensure the district is providing adequate support

There will be 1 - 2 webinars per month based on members' needs and vocalized by them through outreach by the Area Directors and the Club Presidents who meet with the District Director four or more times a year.

Action 1

Finalize club incentives and communicate them to the clubs – Area and Division Directors, District Council Meeting, e-mails, the district website and Facebook page. Encourage

Action 2

Identify someone to serve as the Club Retention Chair. Encourage Division Directors to focus on L.E.A.D. - Learn, Encourage, Adjust, and Develop - in their verbal reports at the D Encourage Division Directors to focus on L.E.A.D. - Learn, Encourage, Adjust, and Develop - in their verbal reports at the DEC.

Action 3

Work with Club Retention Chair to form the Membership Growth Committee and start making contact with the clubs to assess current needs.

Action 4

Identify clubs in need of coaches and find and appoint club coaches.

Action 5

Develop and provide a robust training program for club coaches, Presidents, and VPMs in addition to Area and Division Directors.

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.) *

Under the direction of the Club Growth Director, the Club Retention Chair will develop a Membership Growth team to implement the membership growth strategy. One person will be appointed from each division. Members will work with the Club Presidents, Vice Presidents of Education, and the Club Coaches. The DEC members, the virtual training manager, the revamped Pathways support team, and all members should take a part in their club's, Area's, Division's, and District success.

Assignments

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

It takes a village to raise a child and the same is true in Toastmasters. We ALL have to pull together to make each goal a reality for ourselves, our club, our Area, our Division, and the District. Some members are more servant-leader-based than others but we should all have a 'yes and' attitude. This is a 'send me in Coach' ongoing activity that all are called upon to react to with readiness and passion ... and have fun while undertaking the task.

Action 1*

Trio, Finance Manager, Public Relations Manager finalize incentives.

Action 2*

Trio and PRM Continue the search for District support team members.

Action 3

Work with Club Retention Chair to form the Membership Growth Committee and start making contact with the clubs to assess current needs.

Action 4

Area Director reports are one source of this need.

Action 5

PQD, Virtual Training Coordinator, and TLI Deans.

Timetable

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

This is an ongoing action plan that has fits and starts but outlines the strategy for success from the member. DEC reports will inform of the status of each action plan.

Action 1*

Incentives have been drafted. Once approved, they will be communicated. Communications will be on going throughout the year utilizing Area and Division Directors, District Council Meeting, e-mails, the district website and the Facebook page.

Action 2*

The search for District support staff continues.

Action 3

The committee has not yet been chosen. The team will begin making initial contact with the clubs as soon as possible and this will be ongoing throughout the year.

Action 4

The Club Growth Director, Area Director, and Division Directors are identifying and reaching out to clubs needing club coaches now. Coaches will be assigned by the end of December 2021.

Action 5

PQD, Virtual Training Coordinator, and TLI Deans.

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.)*

In 2014-2015, District 54 had 83 clubs. Since that time, there has been a declining trend. In 2020-2021, District 54 started with a base of 67 clubs and ended the year with 54. This was a net loss of 11 clubs and a -19.4% decline in club growth.

Historically, the district has not received a significant number of leads from Toastmasters International and Area and Division Directors have had varying levels of involvement with building clubs. We currently have about 22 leads – many dating back to 2019 – which are currently being followed upon.

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 goal is to have a net growth of at least 2 clubs by the end of the year. This will require building as many as 8 clubs by the end of the Toastmasters year.

We need to actively work the leads we currently have, and we need to generate more leads. We should first focus on creating corporate clubs in the 6 counties in central Illinois that are growing. We will start by approaching the largest employers in those counties in an effort to turn cold leads into warm leads.

We also need to have the ability to start strong clubs that are sustainable, so we need to improve the training for our club mentors and sponsors.

Action 1

Will actively follow up on current leads. At this time, there are several leads from last year before Covid that should be ready for demo meetings and a few opportunities for clubs to charter by the first part of the new year.

Action 2

Will continue to develop and maintain a spreadsheet of corporate leads for every county in the district. We will focus the first part of the year on six counties in Illinois that are still growing. We will send out a corporate letter and follow up with a phone calls to get introduction and demo meetings scheduled.

Action 3

Will be creating and providing additional training for mentoring and sponsoring clubs to generate interest and help build confidence in those individuals who want to participate in these opportunities, and to make sure all new clubs start off with a strong foundation.

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 a club extension committee, a demonstration team, and infokits@toastmasters.org.)*

The Club Growth Director shall lead these initiatives. She will work closely with the district trio and DEC leadership to ensure the alignment of the overall vision of the district. The Club Extension Chair will assist with current leads and new club processes.

Assignments

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

Club Growth Director and Club Extension Chair

Action 1*

Club Growth Director, Club Extension Chair, and Corporate Relations Chair

Action 2*

Club Growth Director, Club Extension Chair, and Corporate Relations Chair

Action 3

Club Growth Director, Club Retention Chair, and a team yet to be determined

Action 4

Action 5

Timetable

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

Most of the assignments and work will be ongoing throughout the year. CGD to monitor all action steps with monthly reports to the DEC

Action 1*

Already in process and this will continue throughout the year.

Action 2*

Already in process and this will continue throughout the year. Letter and phone calls will be sent and followed up on in the October/November timeframe.

Action 3

Training to be developed and will be ongoing throughout the year.

Action 4

Action 5

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 40% "Distinguished Clubs" in the previous three years. At the end of 2018-2019, 31 were needed, but only 27 clubs achieved Distinguished or better. At the end of 2019-2020, 31 were needed, but only 17 clubs achieved Distinguished or better. At the end of 2020-2021, 27 were needed, but only 16 clubs achieved Distinguished or better. There is no indication that club officers and members understand what is needed to become Distinguished. In 2020-2021 13 clubs had 5 or more goals but missed the membership requirement. In 2020-2021 31 clubs did not earn a single educational goal.

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 2021-2022 is to achieve President's Distinguished status by having 50% (29 clubs) become distinguished. The club base is 58 as of the end of August. We will focus on membership growth, retention, and improving club quality. Pathways adoption is no longer a major concern but does leave room for improvement. We have 27 clubs, 46%, with 90% member engagement. We have 48 clubs, 83%, with 100% officer engagement. Only 16 clubs, 28%, have 100% engagement. It sometimes takes new members a month or so for new members to get engaged in Pathways. Program quality incentives have been created to encourage clubs to do The Moments of Truth, hold open house/guest events, and use Speechcraft to enhance club growth.

Action 1*

Club Officer Training: Hold three Toastmaster Leadership Institute (TLIs) events in the District, twice a year (Virtually), with the goal to train a minimum of 4 officers in 85% of our active clubs. Once in the Summer and once in the Winter. Promote the events well ahead of time so members can "Save the dates." Encourage the TLI Deans to include a wide variety of electives, and include all the new options introduced by TI last year. This will include Train the Trainer sessions, enlisting experienced trainers, and including a required General Session to cover club quality, the club success plan, and the Distinguished Club Program.

Action 2*

Area and Division Director Training: Hold Area and Director Training, in June, to prepare them for their role starting July 1. The goal is to train 85% of our Area and Division Directors. In addition to the required training, we will provide 9 additional training sessions, immediately following the DEC

Action 3

Club Quality: Work with the Area and Division Directors to enhance club quality. Encourage Area Directors to visit their clubs a minimum of 4 times, twice in each period. Encourage clubs to complete the Club Success Plan and review it with their Area Director. This is a living document and should be reviewed, and updated, frequently. Encourage clubs to present The Moments of Truth. Encourage clubs to hold open house/guest events. Encourage clubs to assign mentors. Encourage clubs to promote themselves in the community. In addition, various webinars will

Action 4

Pathways Adoption: Expand the Pathway Support role to include additional topics to be determined. Provide monthly "Help Desk" webinars to answer members' questions. Appoint 1-2 Pathways coaches, in each Division, to assist clubs with Pathways issues. Provide incentives to clubs that achieve a minimum of 5 Pathways educational goals.

Action 5

Speech Contest and District Conference: In addition to the International Speech Contest the District will conduct the Tall Tales Contest at the 2022 Annual Conference. We will encourage clubs to hold their contest by February 15th, Areas, by March 13th, and Divisions by April 6th. It's suggested that the Area and Division contest will be virtual. The District Conference will be held April 22-23, 2022, and will be virtual again this year. The events will be heavily promoted well in advance to encourage participation.

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 execute the strategy include the four Division Directors, the 13 Area Directors, all the club offices, especially the VPE, and more experienced members, the District top 7 officers, the TLI Deans, and their committees.

The funds will be made available to purchase speech contest kits, and awards for the Area, Division, and District Contest, the TLI sessions, and the incentive programs. Clubs will be encouraged to take advantage of the new TI offer of 50% off Zoom software. The District will provide Zoom for the Area, Division, and District events.

Assignments

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

The PQD will work with the DEC members, district training coordinator, TLI deans, Pathways support team, conference co-chairs, to ensure the majority of clubs, areas, and divisions become Distinguished or better,

and the district becomes President's Distinguished; To ensure club officers, and area and division directors are provided high-quality training; To ensure quality speech contests are held at clubs, areas, divisions, and the district.

Action 1*

The PQD will work with the TLI deans, and their committees, division, and area directors, the PRM, and the webmaster to coordinate planning and organizing the club officer training and to communicate and promote the event to the members to ensure maximum participation by the club officers and members.

Action 2*

The PQD will work with the district director, district training coordinator, and experience Toastmasters to provide high-quality training for the area and division directors at the DEC meetings, and provide various webinars throughout the year.

Action 3

The PQD will work with the area and division directors, and the club VPEs and Presidents to ensure clubs present the Moments of Truth, develop a Club Success Plan, and discuss it with their area director, track education goals and encourage members to work on their goals, attend training, assign mentors, reach out to all members and provide support as needed. Make sure clubs are aware of the various incentives available to them

Action 4

The PQD will work with the area and division directors, the Pathways support team, and club VPEs, to increase the Pathways adoption rate. The goal is to provide face-to-face or virtual support to all members who need assistance with Pathways. Make sure clubs are aware of the various incentives available to them.

Action 5

The PQD will work with the area and division directors, the PRM and their team, and the conference co-chairs, to promote and conduct high-quality speech contests and the district conference.

Timetable

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

Many of the actions will require several months, or longer to plan, develop, implement and execute. Some of the events have been completed, some are currently in the planning stages.

Action 1*

The Summer TLI has been completed. We had 86% of our active clubs with four or more officers trained. The Winter TLI will start in December, and be completed by the end of January 2022.

Action 2*

The annual training for the area and division directors was held in June. A make-up session is scheduled for the end of August. There are plans to offer area and division director training after each DEC meeting, and various webinars throughout the year.

Action 3

This activity will be ongoing throughout the year. Area directors will be key to understanding club needs and offering district resources to improve club quality. The first round of club visits should be completed by the end of September. The second round of club visits should be completed by the end of April.

Action 4

Pathways support team members will be identified, and responsibilities defined before the end of September. Team members will reach out to clubs to offer in-person or virtual training as needed. Monthly webinars will be conducted by the Pathways team. Information on Pathways will be posted on the district website.

Action 5

The speech contest at the club level should be completed by February 15th, Areas, by March 13th, and Divisions by April 6th. The Area and Division contest will be virtual. The District Conference will be held April 22-23, 2022, and will be virtual.

Additional Goals

Communication and public relations improvements is one of the key additional goals of the district this year. Better area and division director engagement and more data-driven decisions are two other 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.)*

Communication and public relations improvements: in the past year, the District website was revamped so data was more easily found and has been kept up to date in a very timely fashion. Mass e-mail communications being sent out using Vertical Response to club members were not reaching many members as intended. We knew the corporate club members were not getting e-mails and had to take extra steps to make sure they did. The district had social media accounts such as Facebook and LinkedIn but there was hardly any activity. More needed to be done in building relationships with VP Public Relations of the clubs in the district.

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.*)*

We have plans to enhance the website, improve email communication tools and processes to reach more members in a timely manner with relevant and helpful information, have a stronger presence on social media platforms such as Facebook and LinkedIn, build strong relationships with club VP Public Relations, do more public recognition of club members, officers, and district officers on the website, social media platforms, and newsletters

Action 1*

Form a team to generate and implement ideas for improving district communications and public relations.

Action 2*

Improve the district website to reflect the Pathways Support Team revamp once the Committee has submitted their report and action plan.

Action 3

Strengthen the presence and activities on Facebook and LinkedIn social media platforms.

Action 4

Meet with VP Public Relations in the district to discuss and share ideas to better market the clubs and gain members.

Action 5

Use GoDaddy to craft and send e-mails to reach more members. Also, make sure the member preference for opt-in and opt-out of communications are well understood and followed.

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.)*

This initiative will be led by the District Communication Council that includes the Public Relations Manager, District Webmaster, Social Media Coordinator, Newsletter Editor, district Trio, IPDD, and a couple of volunteers. The District Trio, IPDD, Public Relations Manager and her team of webmaster, social media coordinator, and newsletter editor, and a few other volunteers in the district communication council will be in charge of different actions

Assignments

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

The District Trio, IPDD, Public Relations Manager and their team of webmaster, social media coordinator, and newsletter editor, and a few other volunteers in the district communication council will be in charge of different actions

Action 1*

District Director will work with Strategic Advisory committee and top 7 district leaders to identify members of district communication council.

Action 2*

District webmaster will be responsible for this primarily. The trio and others will review the website contents and provide feedback and suggestions for changes to the webmaster periodically.

Action 3

Public Relations Manager and Social Media Coordinator will provide leadership on this.

Action 4

Public Relations Manager will schedule and facilitate monthly touch base meetings with VP Public Relations in the district.

Action 5

Public Relations Manager will take ownership of this but may delegate the responsibility to Webmaster or others as needed.

Timetable

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

We hope to be able to complete all these activities in the first half of this year. Some are already being worked on.

Action 1*

September 30, 2021

Action 2*

October 15, 2021

Action 3

October 31, 2021

Action 4

September 30, 2021

Action 5

August 31, 2021

