

District Success Plan

Team Composition

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

Spencer Van Roekel District Director
 Amy Moored Program Quality Director
 Laura St. Louis Club Growth Director
 Karen MacLean Public Relations Manager
 Nancy Tuohy Finance Manager
 Avar Laws-Wright Administration Manager
 Immed. Past District Director Helen Dotson

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

C Division Director Doug Brinker
 E Division Director Joy Archer
 N Division Director Nathan Hickman
 S Division Director Darlene Smith
 W Division Director Anna Donahue
 Paliamentarian & Website Administrator Bhanu Singh
 Logistics Manager & Lead Pathways Guide Lori Haynes
 Club Extension Chair Bruce Frandsen
 Club Coach Chair Tara McCoy Jones
 New Club Sponsor/Mentor Chair Bob Brentin
 Conference Co-Chairs Diane Sinclair and Debra Loader
 19 Area Directors

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?*

The Toastmasters International core values will be mirrored by District 62.

Respect: Our actions and decisions will respect members, clubs, and TI leaders.

Integrity: We will approach all decisions with integrity - considering members, Toastmasters bylaws and our goals.

Service: Our decisions will be rooted in service to the member.

We will strive for excellence in our programs and support of members and clubs in District 62.

Team Operating Principles

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

Integrity: Model attitude/spirit for the District. In all things model integrity.

Respect: Practice open , honest, ongoing and respectful communications; address issues pro-actively. Listen respectfully to other's ideas. Be a unified team and provide mutual support.

Service: Provide timely recognition for achievement;celebrate individual and team accomplishments. Ensure that recognition is specific and personal. Celebrate unique strengths and gifts.

Excellence: Create a culture of success. Mentor members. Lead By Example. Share knowledge.

Potential Obstacles

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

1. Work and personal commitments outside of Toastmasters.
2. Since the DD, PQD and CGD live and work in close proximity to each other, to not forget E Division or other clubs that are a longer distance from the Grand Rapids area.This may be mitigated by strong people in E division that are working along side our CGD.
3. Change from traditional education program to Pathways.
4. Declining membership and loss of long time members (and their knowledge).

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.)*

DEC meetings 2nd week of the month with an agenda sent out a week before.

Top 7 meet 3rd week of the month to give preparation for following month DEC.

Trio will meet 1st and 4th week of month, with additional conference calls as needed.

All meetings will have an agenda, with notes and action items sent following meeting.

Trio will adjust their meeting times as needed.

Team Interactions and Behavioral Norms

How will decisions be made?*

Each member of the team has responsibilities that are in alignment with their position. The trio and extended team are here to help with strategizing and brainstorming of ideas.

For example, we will look to the Club Growth Director to make decisions related to club / membership growth strategies. Other team members will be encouraged to provide input to her. Decisions will be supported by the Trio, and demonstrated with unified and consistent communication.

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

Text and Phone for high priority responses.

Email for 24 hour responses.

Group me texts for quick discussions

In person communication for strategizing or sensitive topics.

Assess changes to communication periodically.

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.

Top 7 will meet once a month to communicate to all, the priorities of the District that month.

DEC meetings will be in person the second week of the month. (We will alternate between in person on Saturdays and by conference call on Wednesday evenings.

Trio will meet by phone.

Any phone communication that has multiple people involved needs to have meeting minutes sent out by email to summarize the decisions and action items.

How will the team resolve differences of opinion?

Listen to each others different points of view and perspectives.

Come to some mutual understanding.

Seek to understand each other's perspectives.

Strive to resolve a difference in a way to become a win-win situation.

Publicly support decisions, providing a unified message.

How will the team support one another?

Once a decision is made, everyone follows that. There may be differences of opinion in private but in public, we are unified. A single consistent message will be communicated.

How will the team ensure equitable participation when completing activities?

Each person on the team has particular duties within their position. If within their responsibilities, they are having difficulty getting activities completed, that individual may need to reach out to others to get it done.

For other activities that are not necessarily associated with a position, start first with who has passion for the activity. Then determine who has the bandwidth. If there are skills that need to be taught, teach the skills and then assign. If there is no bandwidth, reach outside the team.

How will team members be held accountable for their responsibilities?

A check list will be shared on Google Docs where everyone's name, task and due date are listed so everyone knows that person's tasks. Follow up is done periodically and when tasks are overdue.

Meeting minutes with action items will support timely follow up.

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

District Director (DD) sets the tone at the DEC meeting. Specifically, one part of our DEC agendas will be to share "wins/"wows" from your activities. The DD will use this as a way to recognize and promote / share great ideas in our District Newsletters.

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 is losing members. 37 clubs are eligible for coaches. 18 have at least one coach assigned.

We do not know how many of the 19 would be interested in receiving help from a club coach.

Of the 42 remaining clubs we also do not know how many of them have stagnated or have had little to no net

growth, but part of our strategy is to assess and monitor this.

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.)*

For the 37 clubs eligible for coach assignment, an assessment will be done to determine atmosphere and leadership strength. Once the assessment is complete prioritize assignment of coaches for those clubs. For the 42 remaining clubs we will analyze the last year's membership payment data to determine which clubs have had net growth. Provide training to create a continuous marketing mindset.

Action 1

Use Club Coach Troubleshooting Guide as assessment tool for clubs eligible for a coach

Action 2

Extract the data from the District Performance Reports to analyze net membership growth

Action 3

Recruit, train, assign coaches and then meet with them regularly for updates.

Action 4

Conduct the Club/Membership Growth presentation and record for easy accessibility to all.

Action 5

Encourage the use of Speechcraft and Meet Up as membership building tools.

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.) *

Provide Speechcraft starter kits to all clubs for membership growth. Continue providing the Meet Up tool. Provide the Club Coach Troubleshooting Guide to Club Coach Chair and Area Directors. Incentives in place to reward net membership growth in clubs. Sheryl Roush was at the District TLI to provide support on marketing for membership growth.

Assignments

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

Overall responsibility sits with the CGD. The CGD will be supported by the Club Coach Chair (CCC), Coaches, the Division Directors (DivD) and Area Directors (AD). This effort will take everyone to be involved in the membership growth of their own clubs as well.

Action 1*

CCC will provide & train on the use of the Troubleshooting Guide to ADs and DivDs & Coaches

Action 2*

Club Extension Chair (CEC) will do the membership growth analytics.

Action 3

CCC will recruit, assign, provide the training and follow-up with coaches.

Action 4

CGD and CEC will conduct Club Growth/Membership presentations

Action 5

Identify a coordinator for Speechcraft and a coordinator for Meet Up

Timetable

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

See below for start and end dates. Appropriate tracking will be determined by the individual in charge of their assigned action item. Progress updates will be provided three days prior to the monthly DEC meetings.

Action 1*

CCC will provide and train on the use of the Guide by August 10th.

Action 2*

CEC will do membership analytics by August 10th.

Action 3

Work with coaches begins immediately and will be ongoing throughout the year.

Action 4

Presentations have already been held at TLIs and will be ongoing throughout the year.

Action 5

Coordinators will be identified by August 10th.

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.)*

Current situation is as follows: 2 new clubs added in 2018-2019 year; 3 prospective; 8 clubs have closed or will be closing soon; Average clubs closed per year over a 4 year period=7 clubs; Average life of a new club=2 years; 60% of new clubs survive after 2 years; New Clubs 2018-2019: Pfizer, Herman Miller; Prospective: Charlotte, Lansing and Dematic; Clubs at risk for closing have been identified.

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.)*

Because we have been averaging 7 clubs closing per year, we need to charter 9 clubs to be a Distinguished district. Club/Program lead sheets will be provided at all the in-person District functions that include DEC meetings, TLIs, conference and contests. Leads will be provided by any club member. The target zone will be large metropolitan areas with a significant number of corporations that have 250 or more employees and all communities over 10,000 people. The CGD and CEC will follow-up on all leads both from the members of the District, but also from the TLM. Appointments will be scheduled with contacts to determine if Toastmasters is right for their community or company

Action 1

CGD and CEC will develop a corporate visit strategy for targeted companies.

Action 2

Request that all district and club leaders provide potential corporate or community leads.

Action 3

Follow up with all TLM leads within 24 hours of receipt.

Action 4

CGD and CSM Chair will develop and train sponsors/mentors.

Action 5

CGD and team will develop kick-off or demonstration meeting groups per Division.

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.)*

Each Division will have at least one demonstration/kick-off team ideally consisting of 5 members. “Path to Wow” incentive package will be used as a way of motivating individuals to sponsor or mentor a club. Encourage the use of HPL (High Performance Leadership) project for those members of a demo team, in process of starting a new club, or completing club growth plan (ex. Schedule and attend 10 corporate meetings with one developing into a club.). Provide speechcraft starter kits to those that will be using the program as a club building tool.

Assignments

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

Laura St. Louis, Club Growth Director (CGD)

Bruce Frandsen, Club Extension Chair (CEC)

Bob Brentin, Club Sponsor/Mentor Chair (CSMC)

Action 1*

CGD and CEC will develop a corporate visit strategy for targeted companies.

Action 2*

CGD will solicit community/company leads from District and Club leaders.

Action 3

CGD or CEC will follow up with TLM leads with 24 hours of receipt.

Action 4

CGD & CSMC will conduct in person and virtual training sessions.

Action 5

CGD and team will compile a list of interested members to be a part of the kick-off/demo teams.

Timetable

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

See below for start and end dates. Appropriate tracking will be determined by the individual in charge of their assigned action item. Progress updates will be provided three days prior to the monthly DEC meetings.

Action 1*

Strategy will be completed by the end of August 2019.

Action 2*

Leads will be gathered at all District events and via emails by the CGD every other month.

Action 3

CGD/CEC will follow up on all TLM leads within 24 hours of receipt.

Action 4

CGD/CSMC will conduct virtual trainings quarterly or more often as needed.

Action 5

Team will continually add members to the list for the kick-off/demo meetings.

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.)*

For the last three years, District 62 has been unable to achieve the distinguished club goals. Declining membership and the transition to Pathways are challenges contributing to this situation. As noted in Goal 1, 37 of our 80 clubs are eligible for club coaches. Declining attendance at conferences, contests and TLIs has been observed over the past few years. Long time, knowledgeable members have left the district leaving a knowledge gap for developing new leaders. Historically, we have seen a correlation in number of officers

trained with the number of Distinguished clubs.

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.)*

Our strategy will consist of building knowledge across our District leaders and club officers. The first piece is focused around increasing attendance at our TLI (Club officer Training) events. This will be achieved through adding value to our members. We had a keynote speaker, Sheryl Roush at our main TLI on June 29, resulting in 179 officer roles trained at the first event. Additionally, consistent content is being included at the TLI events with 2 focused presentations on Pathways and Club and membership growth. Additional tools and training opportunities will be added throughout the year.

In previous years, club and member incentives have had mixed results on supporting the Distinguished club goals. This year, all goals are closely aligned with actions that will support member and club achievements/activities that are directly linked to strong clubs.

It has also been identified that increased promotions of TLIs, incentives and District events is needed.

Action 1*

Increase TLI attendance through value added content (keynote speakers), promotions and incentives.

Action 2*

Educate and focus Area and Division Directors on how to support distinguished clubs.

Action 3

Utilize the Speechcraft Program to grow membership and build mentoring skills within clubs.

Action 4

Develop tools to support clubs with success in the Pathways program.

Action 5

Enhance club support through a "Club Partner Program" and/or area councils/events.

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).)*

Equipment, Space and Funds Resources: District 62 has a surplus of funds from prior years that can support additional spending if needed. The District maintains relationships with local colleges and corporations that have clubs for free space for most events. Funds will be budgeted for travel for keynote speakers (\$1500); incentives and Speechcraft kits (\$1600) for clubs. Incentives will fund themselves if membership growth is achieved.

People Resources include TLI chairs, Lead Pathways Guide, Speechcraft chair, Contest Chair and Area and Division Directors.

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 identify chair people to support the action items. The PQD will work with our lead Pathways guide for an education plan. The PQD (in conjunction with the Trio) will ensure Area and Division Directors have needed support/education.

Action 1*

TLIs: TLI chairs and Division Directors with guidance / plan from PQD.

Action 2*

Area Director Education: PQD and Division Directors.

Action 3

Speechcraft Chair with support of CGD and PQD.

Action 4

Lead Pathways Guide with support of PQD.

Action 5

PQD in conjunction with the club coach team.

Timetable

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

TLI attendance is tracked and monitored after each event. For summer TLIs, attendance will be assessed the week of 8/13 to determine needs for a "last chance TLI" at the end of the month.

Attendance at DEC training (for ADs and DivDs) will be tracked. District 62 has achieved 100% trained for their initial training.

Action 1*

TLIs will be actively promoted through August 2019 and between November 2019 - February 2020.

Action 2*

An ongoing AD/DivD education plan will be developed by 9/30/2019. Success Plans are due by 9/30/2019.

Action 3

A Speechcraft Chair and framework will be identified by 9/30/2019.

Action 4

Pathways education will be incorporated in TLI events and a schedule / plan of other events to be developed by 9/30/2019.

Action 5

A club support team plan to be developed by 9/30/2019.

Additional Goals

Additional goals include:

Enhancement of knowledge of members in the District to increase comfort in stepping into leadership roles with supporting tools including the development of a long term (2-3) year plan for District Success, and development of a Public Relations Team (i.e Newsletter Editor, Social Media Chair, etc.) and Strategy.

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.)*

Currently, we have many new leaders/members in District 62. District 62 has not been successful in knowledge transfer from one DEC / Trio to the next. This results in re-creation of work and loss of momentum on successful ideas. Many members shy away from opportunities (like Conference Chair) because of lack of understanding or lack of tools to help them be successful.

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.*)*

The District plans to Develop an ongoing education plan for DEC members this Toastmaster year as well as develop stronger information sharing such as Toolkits for conferences, TLIs and contests.

Action 1*

Ongoing Education Plan in Progress - current plans include a book club (using Past International President, Pat Johnson's book); Webinar for Area and Division Success Tools, and enhanced contest and membership/club growth training.

Action 2*

Develop Tools for information sharing including Toolkits for contest, conference and TLI planning.

Action 3

Develop a long term PR (Public Relations) strategy and plan.

Action 4

Formalize expectations for Division Directors to support Area Directors.

Action 5

Develop a long term (3 year) District Success Plan

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.)*

The main need for these goals are the people resources to develop them. Most of these (aside from a PR plan) will simply take time.

Assignments

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

Teams will be identified to work with the leaders below.

Action 1*

Trio will develop Education Plan

Action 2*

Conference, Contest and TLI chairs in conjunction with the PQD.

Action 3

Public Relations Manager in conjunction with the Trio.

Action 4

Trio will work with the Division Directors.

Action 5

Trio along with the Finance Manager will build a long term success/finance plan.

Timetable

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

A timetable is noted below. Each item will have additional dates and events will be monitored at DEC meetings.

Action 1*

Education Plan to be developed by 9/30/2019

Action 2*

TLI Toolkit to be developed by December 1, 2019. Conference Toolkit development from January 2020 - June 2020.

Action 3

Public Relations plan to be developed by 9/30/2019.

Action 4

Division Director Plan will be developed by 9/30/2019.

Action 5

Long Term Plan to be developed from October - December 2019.