

District Success Plan

Team Composition

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

Patti Walter, DD
Bettyann Peck, PQD
Mohan Padamati, CGD
Zachary Fisk, PRM
Norm Thibodeau, DAM
Tom Farrelly, Parliamentarian
John J. Hogan, IPDD
Paul Randolph, Credential Chair
Jessica Ficarra, current Finance Mgr.
Glendalys Ramos, incoming Finance Mgr.
Rich Derksen, Audit Chair
Andrew Watt, Webmaster
David Freedman Co-Chair Conference
Richard Peck Co-Chair Conference
Norm Thibodeau, Reg. Mgr.
open, recording secretary
Steve Lanning, Club Coach Chair

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

Division Director - A Stephanie Roy
A11 Melanie Lee
A12
A13 Dr. Alpana Gupta
A14 Richard May
A15 Mary Howard

Division Director - B Ebru Unal

B21 Scott Davis
B22 Lufeng Zou
B23 Ann Canfield
B24 Dave Hawes
B25 Shaw Bates

Division Director - C Selina Tourjee

C31 Zita Bodonyi
C32 Katie Vrabel

C33 Sugan Kumar
C34 Paul Randolph
C35 Paula Zajac

Division Director - D Mark Wing
D41 Rosa Bailey
D42 Henry Kudisch
D43 Steve Lanning
D44 Sabely Perelta

Division Director - E Liz Keeling
E51 Ben Biskynis
E52 Jennifer DeMarco
E53 Simone Brooks
E54 Craig Moore
E55 Sharon Long

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 district will uphold Toastmaster International's core values. We will also promote trust and honesty. The core values will be part of each interaction that is held.

Team Operating Principles

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

The team is building on collaboration and confidentiality when needed.

Potential Obstacles

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

Each of us have different personalities and leadership style. We will work together to accept and understand each other. There is also a travel distance between the 3 of us. Travel time could exceed 2 hours one way.

Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)*

The Senior Staff meets weekly for one hour via zoom. The DEC meets every other month on the even months. Immediate needs will be communicated via text, others via email.

DD and senior staff meet weekly via zoom to share concerns

DD and DivD meet bi weekly to discuss Division concerns.

DD is available daily for emails and texts

CGD will be responsible to have communications with Club Growth Chair

PQD will be responsible to have communications with conference chair, training chair, Chief judge and contest chair.

Team Interactions and Behavioral Norms

How will decisions be made?*

Decisions will be made through discussion . We will do this with facts and not emotion. Trio makes the decision by consensus. DEC will be by majority vote.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on. The team prefers email with the understanding that something needing immediate attention will be done by text.

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.

- 1) Weekly zoom calls as group.
- 2) Bi weekly calls with DD and Div. D are held by zoom and phone
- 3) DD meets individually weekly with PRM, DAM, ADMIN MGR, and CGD

How will the team resolve differences of opinion?

If the team has a difference of opinion, the DD will make the final resolution based on logic and Toastmasters values.

How will the team support one another?

The team will support each other with respect and understanding. They can do so by listening to each other's needs. It is important for the team to understand that we are individuals that hold a title.

How will the team ensure equitable participation when completing activities?

All members will have equal time to share their thoughts and to answer questions when we are at meeting. If more time is needed because of special circumstances it will be granted if time allows.

How will team members be held accountable for their responsibilities?

Members will be held responsible during weekly calls. Every member in the team is accountable for individual's responsibilities.

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

The district director will provide a token of appreciation to each of the Senior Staff. The extended team will be available to receive the Area Director and the District Director of the year award. Also, all members have the ability to be awarded the Toastmaster of the Year award.

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 total number of member payments as of 7/1/2023 was 3401. The district was down 4.81% last year. Our district does definitely procrastinate when it comes to membership payments. The district is spread throughout 3 different states. We are also short 1 Area Director at this time.

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 district should hold early bird contest and also a contest for growth. As well as an on time contest.

Action 1

Establish incentives and contest

Action 2

Create committee

Action 3

Work with Division Directors

Action 4

Communicate with Area Directors

Action 5

Communicate with Club Treasurers

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and gift certificates to the Toastmasters store.)*

The budget includes money in order to provide incentives for membership renewals. We will also use gift certificates as an incentive. We have trained AD and DivD to talk about renewals.

Assignments

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

- 1) Club Growth Director
- 2) Membership committee
- 3) CGD with PRM

Action 1*

Create Team

Action 2*

Decide on Incentives

Action 3

Announce incentives

Action 4

Mail our incentives

Action 5

Publish the winners in Newsletter

Timetable

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

The action is in progress and will be ready prior to renewal ending periods.

Action 1*

Tracking will be held using Dashboard.

Action 2*

Area Directors are asked to work with the clubs

Action 3

Club treasurers are advised to lead the online payment process

Action 4

Meet Division Directors on weekly basis until renewal is complete

Action 5

Send the weekly reminders to ADs and Club treasurers and club Presidents.

Club Growth

Situational Analysis

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

The district is made up of clubs in 3 states. The base at last year was 108. We ended up with 99. Most members do not know the importance of new clubs. We have not stressed this in the past. We have relied on TI leads in the past. Three clubs were added last year.

Strategy

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

We are unaware of what has happened in the past. However we have made an attempt to start at ground level to get new clubs. We are working on the following:

- 1) Forming Marketing Committee to analyze the corporate and community world
- 2) Forming Club Retention Committee to review the clubs status and find the strengths of healthy clubs and gaps in poorly performing clubs
- 3) Forming Demo Committee for each division to capitalize on Area Director access to the clubs

Action 1

Challenged each division to start 2 new clubs in their division

Action 2

Talked with Area Directors and Division Directors about the importance of getting new clubs.

Action 3

Spoke to club officers and asked for leads. If public club do they think the company they worked for would benefit.

Action 4

DTMs will be involved as mentors to the committee members

Action 5

Take past District Directors help in formulating a strategy and actions to meet the objective

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 district uses zoom as it's meeting place for the time being.

Assignments

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

Club growth is assigned to the CGD. He is putting together a committee to pursue club growth.

- 1) Marketing Chair: Will lead the team of 5 members i.e. one from each Division
- 2) Club Retention Chair: Will lead the team of 5 members i.e. one from each Division
- 3) Demo Committee: Division Director will lead Demo committee and will support any lead, prospect or charter club. DivD will form the team with the Toastmasters within the division.

Action 1*

- 1) Interview the potential candidates and finalize the Chair & committee members

Action 2*

2) Perform Marketing Analysis and submit the report to DD Leadership

Action 3

3) Develop and finalize the Demo Agenda and the script

Action 4

4) Access District Performance report and assess each club for its health and the weaknesses

Action 5

5) Work with Area Directors to reach out to the Corporate Clubs and the communities that are greater than 50,000 people

Timetable

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

This is an ongoing process.

Action 1*

Finalize the Marketing Analysis and Freeze Marketing Plan by 9/30/2023

Action 2*

Ask each Area Director to approach the corporate clubs and provide the status on leads & prospects by October 2023.

Action 3

Ask Club officers to complete CSP & MoT by end of October 2023

Action 4

Qualify the clubs to assign Club Coaches by October 31st

Action 5

Establish the marketing strategy and implement first cut advertisement by December 2023

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.)*

Last year 28.7% of clubs were distinguished, which has been historically true from when the district was formed. The district is challenged with many members that do not understand how they can achieve success, in conjunction with the demographics of the population in our district (not presently Toastmasters) do not embrace the value of what being a Toastmasters member offers. The clubs are only concerned with what their club is doing and have relentlessly pushed back on what the DCP is and how it can assist in strengthening the club.

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.)*

Take on each area and the clubs at a grass roots level to help them understand the value of being a distinguished club! All officers that attended D53 COT training have had a mandatory session on Moments of Truth (MOT) and Club Success planning (CSP). We are encouraging MOT to be a tool used to help them get a better gauge on what guests experiences are to help them attract new members. Encourage clubs to use the CSP to review what is working and what is not. Training the club officers so they can use it to build healthier clubs which will lead to becoming distinguished

Action 1*

Offer multiple sessions on Moments of Truth (MOT) and Club Success planning (CSP)

Action 2*

All Club Officers, Area and Division Directors trained on TI resources

Action 3

AD and Div D's are trained on how to perform the MOT and DCP

Action 4

AD and Div D's are trained on dashboard to monitor DCP (past and present)

Action 5

Making Division and Area directors aware of warning signs before any visits are made

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).)*

All training are held on zoom, so the costs have only been the district funded Zoom accounts (see budget for specifics). The PQD is responsible for establishing effective facilitators to conduct various aspects of all training around the DCP

Assignments

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

The PQD is responsible for training on DCP and Dashboard and establishing effective facilitators to conduct various aspects of all training within the DCP with a variety of Toastmasters in our District and out side of our district

Action 1*

Past Area and Division Directors facilitating training

Action 2*

Provide Dashboard training to all by Past District Officers

Action 3

Provide relevant resources to all elected and appointed officers

Action 4

Establish road maps to help navigate the TI website easier

Action 5**Timetable**

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

Actions begin by drafting a projected schedule of trainings as soon as possible. Refinements to drafted schedules commence with the new officers elected at annual business meeting. The completion dates will comply with times frames dictated by TI.

Action 1*

MARCH - JUNE drafting a projected schedule of COT sessions with current EC

Action 2*

APRIL - JUNE, Establish the need of Area Directors to get each of their Club to update the new Officer Lists

Action 3

APRIL - JUNE, Monitor progress of Area Directors to have each of their Club Officer Lists updated

Action 4

JUNE -AUGUST, Implement COT session facilitators for all COT sessions by new PQD

Action 5

JUNE -AUGUST, Implement COT session schedule to all club officers by new PQD

Additional Goals

1) Make D53 distinguished

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.)*

- 1) Pathways adoption rate is very low.
- 2) Running short of club coaches
- 3) Lost few clubs as many are not engaged
- 4) Running short of volunteers

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.*)*

- 1) Charter at least 2 clubs in each Division
- 2) Each division: Assign a) Marketing/Advertisemnt person b) Club Retention Coordinator c) Demo Committee
- d) Club coach for the qualified clubs

Action 1*

Talk to each Division Director and pick the volunteer for each group

Action 2*

Form the Demo committee

Action 3

Assign the tasks towards District Success Plan

Action 4

Review the actions weekly or alternate week

Action 5

Review the status weekly/monthly

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.)*

- 1) Division Directors
- 2)Area Directors
- 3) DTMs
- 4) Committees
- 5) Past International Director
- 6) Past International President

Assignments

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

- 1) Demo Committee: Division Directors
- 2) Marketing Committee person will work with Division Director and CGD
- 3) Club retention coordinator is to generate the report and work with DivD and CGD

Action 1*

Deploy the committees

Action 2*

Review the status on weekly or bi-weekly basis

Action 3

Take the necessary steps to retain the clubs

Action 4

Work with Area Directors to get the Leads

Action 5

Work with Division Directors to build the new clubs

Timetable

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

1) Form the teams by 9/15/23

2) Share the Marketing Plan via the D53 newsletter

3) Review the committees report every week, every 15 days & every month

Action 1*

Meet Division Directors and get the volunteers list by 9/8/2023

Action 2*

Interview each volunteer and shortlist the potential toastmasters

Action 3

Announce the team in DEC meeting

Action 4

Release the volunteer committees list through Newsletter & District website

Action 5

Assess the progress and adjust the goals