



2018-2020 District 28 Toasters International Strategic Plan

Achieving Communications and Leadership Excellence

Prepared August 2018 - October 2018 By:

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I. Executive Summary

District 28 of Toastmasters International began the strategic planning process to review and update the 2006-2012 District Strategic plan and to establish goals and objectives aligned with Toastmasters International (TI) Strategic Plan. District goals will mirror the strategic goals of Toastmasters International.

Strategic plans incorporates methods and timetables to accomplish TI Strategic Goals. The District Executive Committee will have the responsibility for implementation and achievement of the goals. The District Executive Committee and the District Council has the “Action Plan” to achieve the goals for the District. For the goals and objectives to be achieved, it is important that The District 28 Executive Committee and District Council each provide its full support and understanding of their responsibilities.

The Strategic Plan is the result of the Committee’s work and provides direction that will lead to a successful future. The Strategic Plan provides a framework for the allocation of resources, and a focus for future decision making. This is a two year plan intended to align with redesigned TI plan to be introduced in 2020.

II. Strategic Plan Goals

1. Club Excellence
 - a. Healthy clubs
 - b. Improve leadership
 - c. Contest quality

2. Member Achievement
 - a. Pathways
 - b. Support members working on DTMs
 - c. Pathways transition plan

3. Awareness Engagement and Participation
 - a. Better conferences
 - b. District communication
 - c. Healthy clubs

III. Intentions of the Plan

There is no order of importance of the goals and objectives within the Plan; all goals and objectives are equally important.

All goals and objective adhere to Toastmasters International's Strategic Plan. It is not District 28's intention to disregard Toastmaster International policies or procedures. If new material or programs are developed and upgraded, existing Toastmasters International materials will be consulted for reference.

The following are intentions of various sections of the Plan.

Goal 1—Continue to improve contest quality by creating a pool of certified judges and creating a standardized contest format. The purpose of the certified judging program is intended to expand the pool of qualified judges. The standardized contest format is designed to ensure that contests will be fair, run on time, and follow the Toastmasters International Contest Rule Book. Healthy Clubs is about improving club quality so that members will find benefit in the organization and continue to renew their membership. Improve leadership through timely and effective appointments, training, and mentoring. It is highly recommended that the Moments of Truth be implemented by District clubs to improve and facilitate Club Excellence, thereby adhering to practices that will strengthen all clubs.

Goal 2—These goals, though self-explanatory, are of utmost importance, however a club needs a plan to help educate current members in transition to Pathways, help new members enroll and start in Pathways and support current members to complete the Legacy program for retention of members.

Goal 3—Develop thematically, attractive and fun conferences with the goal of 200+ attendees at the Conferences. Improve District communication within and outside of the District by collaborative efforts designed to create beneficial relations between other organizations such as the Rotary, Kiwanis, etc. Promote networking between Division, Area, and leadership of clubs. This will enable all District leaders to have a chance to share ideas and provide social opportunities.

The following recommendations are suggested along with the content of the Strategic Plan:

- Improve contest quality by using a standardized format for Area, Division and District contests and trained judges by June 30, 2019.
- Have 150 Clubs in the district by June 30, 2020.
- Have No Club Left Behind: Every Club is Healthy by June 30, 2020.

- Thematically integrated, attractive and fun conferences with the aim of attracting 200 guests by April 30, 2020.
- Improve communication and outreach within and outside of the district. Shared judging resources with neighboring districts. Invite members from neighboring districts to participate in District 28 conferences.

TABLE OF CONTENTS

I.	EXECUTIVE SUMMARY	1
II.	STRATEGIC PLAN GOALS	1
III.	INTENTIONS OF THE PLAN.....	2-3
IV.	OVERVIEW.....	5
	A. Purpose of the Strategic Plan.....	5
	B. Objectives of the Strategic Planning Committee.....	5
	C. Implementing the Plan	6
	D. Conclusion.....	6
V.	INVENTORY OF GOALS, OBJECTIVES, AND INITIATIVES.....	7 - 12

IV. Overview

A. Purpose of the Strategic Plan

District 28 of Toastmasters International, like all civic membership organizations, faces a future of challenge and complexity. In order to ensure its position as a leader in the training of communication and leadership skills in the future, District 28 and the Leadership Team need to become more proactive in their efforts to anticipate the future and make decisions today that will have the desired outcomes for the future. The strategic planning process is designed to provide the direction and specific goals to ensure this successful future.

The strategic planning process benefits an organization by describing the current state of the organization. The process defines the future operational environment, and researches the trends that affect the organization. An effective planning effort will define the challenges to be met and the strategies that will lead to success. The process helps to develop plans for the efficient use of resources. And finally, the planning process assists the leadership of District 28 in focusing on achieving results based on consensus goals.

The District 28 Leadership Team wanted to be proactive in determining its future which led to initiating a strategic planning process.

B. Objectives of the Strategic Planning Committee

- To identify and describe problem areas;
- To establish goals for addressing each of the problem areas identified;
- To prioritize the goals established into a two-year plan; and
- To recommend actions to be taken by the District 28 Leadership Team.

C. Implementing the Plan

The plan outlines the need for various entities within the district to accept responsibility for implementing components of this plan. Further, it highlights the resources needed to successfully achieve the goals outlined. These resources speak to the need for district officers' time and material costs above and beyond what are currently available. It will be critical that careful consideration be given to the current demands on district officers' time in implementing the components of this Strategic Plan.

It is intended for this plan to be a living document, reviewed quarterly by the District Leadership Team, semi-annually by the District Executive Committee, and annually by the Strategic Planning Committee. Each year, the organization must evaluate progress and adjust goals as appropriate. The target dates for completion are general dates. Completion of goals will depend on availability of district officer and volunteer time and resources. This Plan is a suggestion of methods and practices for the District. In no way is it binding nor the obligation of the Leadership Team to implement any or all initiatives as outlined in this Plan.

D. Conclusion

The Strategic Plan is comprehensive. All of the goals and objectives are important. There are some that seem to be of extreme importance to the success of District 28. These include:

- Focus on club quality and membership retention and growth.
- Improve leadership development and quality for members.
- Improve contest quality to ensure fair, well-run events.
- Support member achievement, both in Pathways and Legacy program
- Improve communication within and outside the district.
- Improve Conference and TLI quality

Inventory of Goals, Objectives, and Initiatives

Goals	Objectives	Initiatives	Responsibility	Target Start Date	Target Completion Date
1 150 Clubs by June 30, 2020		1. Recruit experienced Club Extension Chair	Club Growth Dir. District Director/CGD	Jul-18	Jan-19
		2. Create District Corporate Club Hunter (CCH) with an understanding of corporate dynamics		Jan-19	Jun-19
		3. Research new marketing ideas.	DD, CGD, PR Mgr, CCH CCH, CGD	Nov-18	
		4. Develop database of potential corporate club sites and contacts.		Jul-19	Jun-20
		5. Train Division & Area Directors in “club hunting” techniques. Include Division & Area Directors in corporate/community visits.	CGD, CCH,	Nov-18	Jun-20
		6. Train Area Directors and club officers in club retention strategies	CGD, DD	Jan-19	Jun-20
		7. Update database of potential corporate club sites and contacts—use of Insightly software program	CCH, CGD	Jan-19	Jun-20
		8. Develop a corporate “Lunch & Learn” program on public speaking skills.	Program Quality Dir, PR Mgr.	May-19	Sep-19
		9. Recruit “Lunch & Learn” Chair (LLC).	PQD	Jul-19	Aug-19
		10. Train “Lunch & Learn” team leaders	PQD, LLC	Aug-19	Sep-19

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2 No Club Left Behind: Every Club is Healthy	A Develop a club quality program.	1. Encourage use of Pathways	PQD, ADs, Club Pres. & VP of Ed.	Jul-18		
		2. Promote model club meeting standards based on TI meeting expectations & Moments of Truth	PQD, ADs	Jul-18		
		3. Develop club best practices for distribution to Presidents and VPs of Education	DD, PQD, ADs, Div. Ds	Jul-18		
		4. Encourage ADs to observe and review model club standards with clubs & incorporate in visit report	PQD, ADs	Jul-18		
	B Every club earns Distinguished status or better.	1. Continue special recognition and reward system for clubs earning Distinguished Club status by Spring Conference.	PQD, DD			
		2. Develop presentation to clubs on benefits of earning Distinguished Club status.	PQD	Nov-18	Mar-19	
		3. Train ADs to deliver benefits presentation to clubs earning Distinguished status.	PQD, Div.Ds	Feb-19	Mar-19	
	C Implement club rescue program & member retention	1. Create and maintain club watch list for clubs with 10-15 members.	PQD, DD,,Club Coach Chair	Oct-18		
		2. Create targeted marketing campaigns for clubs.	PR Mgr, Club VPPRs	Oct-18		
		3. Implement marketing campaigns	VPPRs	Nov-18		
	D Establish guidelines for educational presentations to clubs by Area Directors		1. Establish guidelines for educational presentations to clubs by Area Directors.	PQD	Dec-07	Jan-08

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Goals	Objectives	Initiatives	Responsibility	Target Start Date	Target Completion Date	
3 Improve Leadership quality through timely & effective training and mentoring	A Improve quality of District officer leadership	1. Develop mentorship program for new District Executive Committee (DEC)	DD, PQD, CGD	Jul-18		
		2. Develop guidelines for attendance at DEC meetings.	DD	Jul-18		
		3. Offer general education session about district office opportunities at Club Officer Training (TLI)	PQD	Jan-19		
		4. Train ADs on effective club visits and reporting.	DD, PQD	Jul-18		
		5. Recruit potential Area Directors, and District Managers , prior to June DEC meeting	DD-elect			
		7. Train new DEC members in July of every year with full-day training .	DD-elect, PQD-elect, CGD-elect, Finance Mgr, PR Mgr			
			6. Conduct joint (old & new DEC) District Executive Committee meeting in Mid-June to allow wrap-up of current year & head start on next year.	DD, DD-Elect		
		B Improve quality and timeliness of Club Officer Training	1. Research how other districts do Club Officer training and their success rate during mid-year training	PQD	Jan-19	
			2. Establish pool of qualified club officer trainers.	PQD	Dec-18	
			3. Develop plan to improve club officer training. Teach how-to do job not just what to do.	PQD	Oct-18	
4 Thematically integrated, attractive and fun conferences to attract 200 guests by March 31, 2020	A Themes integrated with conference content.	1. Research/network with other districts on conference design at mid-year training	PQD	Jan-19		
		2. Research theme ideas	PQD	Jan-19		
		3 Research other civic organization conferences	PQD, PR Mgr	Sep-18		

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5 <i>Improve communication and outreach within and outside of the district.</i>	B <i>Create attractive and fun conferences.</i>	1. Develop standard conference checklist and manual.	PQD/Conf Chairs	Nov-18	
		2. Develop and require a format and policy to report detailed financial and registration information.	Finance Mgr	Oct-18	Jan-19
	C <i>Increased attendance at conferences.</i>	1. Create online survey to all members.	PQD, PR Mgr,	Dec-18	Jan-19
		2. Review survey results.	PQD	Feb-19	
		3. Adjust conference plans per results.	PQD, Conf Chair	Feb-19	
		4. Develop marketing plan for conferences.	PQD, PR Mgr, Conf. Chair	Oct-18	
	A <i>Website is information-packed.</i>	1. Post information in a timely manner.	DD, PQD, CGD, PR Mgr, Webmaster	Jul-18	
B <i>Create a collaborative effort with the National Speakers Association-Michigan Chapter to promote Toastmasters programs and benefits.</i>	1. Identify and contact leaders at NSA-MI to research collaboration opportunities to promote Toastmasters programs and benefits.	IPDD	Sep-18		

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		2. Develop program to market Toastmasters programs and membership benefits to NSA-MI.	IPDD, DD, PQD, CGD, PR Mgr	Jan-19	
C	<i>Increase interclub activities.</i>	1. Design program to increase interclub activities.	DD, PQD, PR Mgr	Jul-18	
		2. Encourage clubs to participate in program.	DD, PQD, PR Mgr	Aug-18	
		3. Recognize clubs for participation.	PQD	Apr-19	
D	<i>Host an event for the community.</i>	1. Research the possibilities for a large community event.	PR Mgr, DD, PQD, CGD	Feb-19	
		2. Implement and execute event.	District Leadership Team	Sep-19	
E	<i>Use active Speakers Bureau.</i>	1. Create separate website for Speakers Bureau with link to district site.	Speakers Bureau Chair, Webmaster	Oct-18	
		2. Develop plan to publicize Speakers Bureau to service organizations.	Speakers Bureau Chair, DD, PQD, CGD	Feb-19	
F	<i>Create a collaborative effort with service organizations to promote Toastmasters programs and benefits</i>	1. Identify and contact leaders at organizations to offer TI services.	DD, PR Mgr, IPDD	Oct -18	
		2. Develop leadership summit to promote TI offerings to service organizations	DD, PQD, CGD, PR Mgr, Speakers Bureau	Feb-19	
		3. Develop program to market Toastmasters programs and membership benefits to service organizations	DD, PQD, CGD, PR Mgr,	Mar-19	
		4. Create District conference exchange program with service organizations, where TI leaders would attend service organization conferences to promote TI programs.	DD, PQD, PR Mgr	Apr-19	

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G	<i>Hold Area gatherings.</i>	1. Develop plan to encourage Area Directors to hold Area gatherings.	DD, DivDs, ADs	Nov-18	
H	<i>Develop classified ads and other marketing tools for club use.</i>	1. Create classified ads, etc.	PR Mgr	Oct-18	
		2. Distribute classified ads to clubs.	PR Mgr	Nov-18	

