

District Success Plan

Team Composition

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

District Director – Vera Johnson

Program Quality Director – Ryan Morton

Club Growth Director – Marvin Pitts

PDD- LaShon Bowers

Finance Manager – Steve Miller

Public Relations Manager – John Salalila

Administration Manager – Linda Orlando

Logistics Manager – Christopher Johnson

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

District Directors Court

Education & Training Committee

Marketing Committee

Technology Team

Club Quality Chair – Tieast Leverett

Club Extension Chair – Kim Purohit

Retention Chair: Teza Searcy

District Council

District Advisory Team

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 shares the core values of Toastmaster's International. In addition, we will add teamwork based on trust, leadership development, servant leadership, inclusiveness and resilience.

Team Operating Principles

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

Teamwork, collaboration, transparency and open communication.

Potential Obstacles

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

Due to the pandemic, some clubs stopped meeting and/or are in the process of being suspended. Some established Toastmasters have not yet fully embraced Pathways. Finding viable club leads and potential guest/new members for the clubs during the pandemic. Lack of leadership development and succession.

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.)*

Weekly district quad calls on Sundays

Monthly DEC meetings

As needed meeting for district committees

Hybrid or on-line district gatherings until further notice

Team Interactions and Behavioral Norms

How will decisions be made?*

Decisions will be made with the best with the best interest of our district Toastmasters with the overall goal of achieving the district mission. The trio will discuss and collaborate to determine best practices. The District Director will consult with TI WHQ for guidance on protocol, whenever it is deemed necessary. All practices and plans will be in accordance with Toastmaster's International governing documents, policies, protocols and bylaws.

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

1. Weekly zoom calls
2. Text
3. E-mail
4. Face to face when needed

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.

Weekly zoom calls and additional calls as needed. Understanding that we each have our family, work and Toastmaster obligations, we will attempt to respond to any message within 24 hours. In addition, we will copy each other on all correspondence. For E&TC, Marketing and PRM committee calls, quad team member will be invited as optional attendees. Regarding action items, we will respond to sender with 48 hours to acknowledge that the action item has been received.

How will the team resolve differences of opinion?

Discuss and respectfully allow all team members to share their thoughts and opinions open and honestly to each other. Any disagreements and conflicts stay with the teams as much as possible. TI protocol will be followed while searching for a resolution. Reaching out to WHQ if necessary and appropriate. Achieving a resolution we work towards and all accept is our common goal. Building trust amongst each other by sitting and talking about the situation.

How will the team support one another?

Our lines of communication will be open and honest. Being present for each other. Once a decision is made, everyone supports and champions the decision. One team first while respecting boundaries. We will support one another by teeing each other up.

How will the team ensure equitable participation when completing activities?

Hold each other accountable and support each other for each other's responsibilities. Respect boundaries.

How will team members be held accountable for their responsibilities?

We will review tasks, responsibilities and deadlines during our weekly meetings. We will also have weekly agendas prepared prior to our weekly calls.

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

Recognition will be published in our on-line newsletter, The Bridge and/or our social media outlets. A special recognition ceremony will be held for those that achieved educational achievements and special awards for our leaders. DEC members will also be recognized twice a year on the D28 website, linked in and face book.

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 ended the year with 3336 membership payments. The district has been in a declining trajectory regarding membership payments for a number of years. The pandemic accelerated the decline in membership.

Community Clubs Challenges: Identifying new locations, change in environment, educational program and payment process.

Corporate Club challenges: Number of clubs have fallen off due to the pandemic. Clubs are late in membership payments.

All club challenges: Zoom fatigue. Finding guests and new members.

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.)*

Worked: Reaching back and inviting new members to join.

Not worked: Complacency, inaction and waiting for the problem to solve itself

Action 1

Transition and support all on-line methods of meeting

Action 2

Novel marketing and outreach through traditional and social media methods

Action 3

Reach out to corporate clubs ahead of renewal deadline, providing an invoice

Action 4

Incentivize Area/Division Directors to increase membership payments

Action 5

Recognize new members with recognition celebrations

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.) *

On-line resources, marketing, social media, mail and video conferencing.

Committees: Marketing, Public Relations, Web team

Incentive programs based on marketing goals and metrics

Assignments

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

Committees: Marketing team, Public Relations team, Web team, and DEC members, past/current area/division directors, current club officers

On-line resources, marketing, social media, mail and video conferencing

Action 1*

Target focused marketing

Action 2*

Expand online visibility

Action 3

Make the Bridge proactive vs reactive

Action 4

Action 5

Timetable

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

Each action item will begin in July. Each item will never be completed. We will always work to improve our marketing strategies. It will be tracked on a monthly basis at our DEC meetings.

Action 1*

See above

Action 2*

See above

Action 3

Action 4

Action 5

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.)*

Our district is largely corporate based. Due to residual effects of the pandemic, we still face many challenges due to the pandemic. Some challenges will be to rules associated with the newly opened border.

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.)*

Recruit new clubs and retain existing clubs, both corporate and community.

Adopt a club program.

Reach out to clubs that are suspending and see if they want to reconsider due to relaxed COVID restrictions.

Action 1

Incentivize new clubs with Toastmaster materials, including club banners upon charter.

Action 2

Support incentivize club sponsors/mentors/coaches for clubs

Action 3

Mutual club support from strong clubs to those that need help

Action 4

Incentivize area/division directors to find club leads

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.)*

Past leaders, past/current area division directors, club officers.

Recruit new clubs and retain current clubs.

Address small puzzle pieces that build the big picture.

Assignments

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

Club Growth Director, marketing team, DEC members, past/current area/division directors, current club officers.

Action 1*

As above

Action 2*

As above

Action 3

Action 4

Action 5

Timetable

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

Each action item will begin in July. Each item will never be completed. We will always work to improve our marketing strategies. It will be tracked on a monthly basis at our DEC meetings.

Action 1*

As early as practical

Action 2*

As early as practical

Action 3

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.)*

In typical years, we are at about 35-40% in DCP. Last year due to the pandemic, we were at 22% DCP. Members do understand how to achieve success. This is explained at TLI's as well as reiterated by the Club Executive and the Area Director. We need increased rates of Pathways adoption and timely dues payments.

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.)*

Continued on-line support, incentives based on education and training metrics/goals.

Incentives:

- Individual: Achieve at least three educational awards
- Club Success Plan (CSP): Submit completed CSP to Area Director by 10/31/2021 Distinguished
- Club Officer Training: at least 4 officers trained in both rounds, at least 7 at one of the rounds
- Overall DCP Status: Achieve any level of DCP by the District Conference
- End-of-Year DCP status: Achieve Distinguished, Select, President's or Smedley by 06/30
- Admin: 2022-2023 Club officer lists submitted by 05/31/22

Action 1*

As above

Action 2*

As above

Action 3

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 Area and Division governors and the Distinguished Club Program and Club Success Plan (Item 1111).)*

E&TC, Zoom accounts, Toastmasters International Resource Library, training materials.

Assignments

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

Program Quality Director, marketing team, DEC members, past/current area/division directors, current club officers

Action 1*

As above

Action 2*

As above

Action 3

Action 4

Action 5

Timetable

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

DCP status will be updated at DEC meetings

Action 1*

As above

Action 2*

As above

Action 3

Action 4

Action 5

Additional Goals

Leadership succession development.

Revitalize morale of our district's Toastmasters (excitement, engagement, enthusiasm)

General burnout

Additional technology training for leaders

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.)*

Difficulty in locating and cultivating new leadership candidates at club and district levels.

Burnout of past and current leaders at all levels.

Change in the meeting environments; meeting venue options and loss of face-to-face interaction.

Leveling up on-line, digital world of meeting delivery and educational engagement.

Anxiety over utilization of current technological landscape.

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.*)*

Identifying potential leadership candidates early and often and providing small tasks that offer a preview of what the full district officer role would entail.

Offering additional training and support opportunities throughout the year, partnering subject experts and those wanting to develop their skills.

Action 1*

As above

Action 2*

As above

Action 3

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 past District directors, Area and Division director, the District website, and a nomination committee.)*

DEC, District Council, subject experts (communication, leadership, technology)

Assignments

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

As above

Action 1*

As above

Action 2*

As above

Action 3

Action 4

Action 5

Timetable

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

As soon as practical

Action 1*

As soon as practical

Action 2*

As soon as practical

Action 3

Action 4

Action 5