

District 6 Toastmasters

SWOT Analysis

Division C

Division Director Name: Troy Dukart

Objective: Use this tool for analysis by current leaders of the Division & Area with the goal to take ownership of the challenges they face and work with clubs to guide them toward setting attainable goals and objectives. Use a separate page as needed for each club or area. The SWOT analysis is the first step in the strategic process and is something to continue to use all year long as a strategy to focus resources towards meeting the needs of the members in clubs and meeting goals. When utilizing towards the end of the current term use as a tool to focus on helping clubs, areas & divisions to meet distinguished plan goals.

List All clubs in Area Club name & #	Strengths	Weaknesses	Opportunities	Threats
Area 21	Strong AD, veteran Toastmasters, multiple DCP goals accomplished, high Pathways adoption, Area visits 100% done, quality meetings	Largest Area in Division,	Opportunities for membership growth, TRIO member accessibility	Low membership
Area 22	Corporate environment, Hybrid meetings, high Pathways adoption	Online meetings	Reintroduction of in-person meetings	Loss of membership, Disdain for Pathways, Tired of online meetings, Area Visits not completed
Area 23	High COT turnout, close vicinity, Online meetings	Lack of veteran club member leadership.	Club Coaching would help turn this Area around	Some clubs have not met since March, Area Visits not completed
Area 24	Corporate clubs but some are open to community members too. Many clubs have their membership paid by the corporation.	Some clubs have low Pathways adoption.	Club Coaching would help turn this Area around.	One club did not renew-going to look at Spring to see if they want to continue. Area Visits not completed
Area 25	Most members returned, hungry AD, high Pathways adoption, veteran members, fun atmosphere	Club officers give slow responses to their AD	Reintroduction of in-person meetings, TechMasters would like to host a COT	Slow responses could lead to misinformation spread in clubs. Could also miss out on key dates. Area Visits not completed

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Division D

Division Director Name: Cory Gallagher, DTM

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List All clubs in Area Club name & #	Strengths	Weaknesses	Opportunities	Threats
Division 31 Gary Flodin	Experienced Toastmasters leadership in club help the club	Lost membership, clubs lost membership.	Reach to other clubs	Burn Out
Division 32 Sanchita Misra	Zoom meeting has become strength allowing all members to easily join	Some people are not able to join online meeting. Online meeting has made it hard to invite other potential members	Combining some of the meetings with other clubs	
Division 33 Faisal Masood	Online meetings have helped clubs to execute meeting agenda more consistently	Some members stayed behind as they liked in-person meeting. Members have to fill in multiple roles to execute the agenda	Help more attendees with the online meetings	Low Membership
Division 34 Natasha Thompson	Online meeting has allowed people to retain the membership. Some hybrid meetings are taking place	Emotions and feedback are not truly reflected in the online meetings. People may turn off not understanding the emotion behind the feedback	Online meetings have allowed users to join multiple club from the comfort of home. Helping another club had been easy with the online format	
Admin Manager Colleen Marie			Guiding senior members with meeting tool help them adopt the online tool	

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Division E

Division Director Name: Tara Bolanda

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Club Name	Strengths	Weaknesses	Opportunities	Threats
Division E	-Charismatic Leaders some clubs -In Person/Zoom availability -Trained Leadership, mentoring program -Quality meetings	-Lack of Participation -District Participation -Corporate Club hiatus -Burnout and apathy -Pandemic falloff	-Build Membership -Joint Meetings -Facebook Promotion	-New Members not joining (outreach) -Responsiveness of Clubs -Member retention drop-off by end of year -Not meeting
	Zoom and google meets Mixing up	Familiarity on help options to make effort seem reduced		
	Value received must be greater than perceived effort			

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Division F

Division Director Name: Goutham Putta

Area Directors: Kelly Leibold/Georgette Benidt/Jane Rischmiller/David Bittner

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Club Name	Strengths	Weaknesses	Opportunities	Threats
	Some clubs are very positive, "like meeting with friends" [A51 Redwing]	Some clubs assign roles only on a weekly basis ("last minute")	Automatic role assignment tool would be valuable	Losing members and need to better engage members in the electronic/virtual environment.
	Virtual Zoom Meetings - Have people from other states join clubs.	Virtual Zoom Meetings - the interpersonal connectedness isn't there. "Burnout".	Continue working on websites (assign a specific person)	Low membership throughout.
	Most clubs have well run meetings, and very energetic.	Some clubs need to work more as a "team" and need to do something WITH the help.	More open houses and learning to connect with more members.	
	Assigned coaches where possible.		Try a different form of meetings besides Zoom (e.g., Microsoft Teams - Gallery View)	

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Division M

Division Director Name: Mike Dupris, DTM

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Club Name	Strengths	Weaknesses	Opportunities	Threats
	<ul style="list-style-type: none"> - Average 4 officers training in our division (considering that some clubs don't have 7 officers) - Gokul (go-getter) completed all club visits - Strength Zoom support (meetings provided and training provided) - Clubs 20 members vs 8 	<ul style="list-style-type: none"> - ADs are missing DEC/DOT meetings, lack of communication - Similar problem exists in club meetings. Participants feel burned out (zoomed out) 	<ul style="list-style-type: none"> - Trainings (Pathways, Contest Training), etc. - Meeting in person (like potlucks) - Enhance Social media presence - Ask those who don't attend why are they missing - "What is your WHY" 	<ul style="list-style-type: none"> - Normal personalities - Those who don't attend

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Division N – Area 1

Area Director Name: Anne Groetsch, DTM

Objective: Use this tool for analysis by current leaders of the Division & Area with the goal to take ownership of the challenges they face and work with clubs to guide them toward setting attainable goals and objectives. Use a separate page as needed for each club or area. The SWOT analysis is the first step in the strategic process and is something to continue to use all year long as a strategy to focus resources towards meeting the needs of the members in clubs and meeting goals. When utilizing towards the end of the current term use as a tool to focus on helping clubs, areas & divisions to meet distinguished plan goals.

Club Name	Strengths	Weaknesses	Opportunities	Threats
03584407 PUMPernickel Toastmasters	Strong VPE and leadership group- all but one officer has served a term before. Adjusts the meetings to tackle the needs of members by having a once a month, Table topics only meeting.	Low membership in club Struggling to “make the sale” when guests attend the meeting	Meeting remotely allows new members outside the NE Minneapolis Region to meet	The meeting quality due to the online format can be too much when people are on Zoom all day every day. Members may put their attendance on hold until we meet in person again.
Club #1062040 Club Name: Golden Toasters	Enthusiastic, experienced members. Meetings are well planned.	Not meeting on the UofM campus during the pandemic. Meeting semiweekly reduces member Zoom fatigue but reduces the number of opportunities for speaking and filling meeting roles	Increase outreach to prospective members.	Declining membership since moving to online meetings
Club #633024 Club Name: Speaking In Bytes	Area Visit Completed Officer Training Quality Meetings All Officer Roles filled	Hard to get new members Work- loads supersedes meeting attendance	Human Resources Support Marketing (PR) Meet with Department Leadership Q&A for Pathways	Time constraints Work projects COVID19 no in-person meetings
Club #01239232 Club Name: Toastmasters of Pharmacy Services	Quality meetings	Limited attendance	Increased membership	Closed club
Club #687051 Club Name: West Bank Expressers	Experienced leadership. Mastery of online meeting technology	Loss of access to on-campus meeting space.	Increase outreach to prospective members. Develop a virtual guest packet.	Difficulty attracting and retaining members

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Division N – Area 3

Area Director Name: Lucas Ovans

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Club Name	Strengths	Weaknesses	Opportunities	Threats
Health Toasters 00009648	Skilled TM Leadership Team, Supportive membership, Engaged Core Group of motivated members, Corporate club with strong legacy, Strong mentorship model, focused Educational achievement, Area visits completed, participatory members, leaders focused on member's needs, Area visits completed, new members in past few months	Resilience amid changing rules Resource Constraints, membership burn out, Layoffs/Workplace insecurity resulting in member retention challenges, Dependence on corporate partners office location stability, resilient attitude	Corporate relationship, Broad pool for online recruitment, Broad base of legacy membership to potentially reinstate, Speechcraft, marketing/social media presence, Legacy members mentoring new	increasing public safety risks (COVID, public health), Family illness, Layoffs/Workplace insecurity, network Bandwidth, Waning Membership, Membership outreach challenges
Toro Prose 00005369	Skilled TM Leadership Team, Supportive membership, Engaged Core Group of motivated members, Strong mentorship model, Corporate club with strong legacy, participatory members, leaders focused on member's needs, Area visits completed, new members in past few months	Resilience amid changing rules Resource Constraints, membership burn out, Layoffs/Workplace insecurity resulting in member retention challenges, Dependence on corporate partners office location stability, resilient attitude	Corporate relationship, Broad pool for online recruitment, Broad base of legacy membership to potentially reinstate, Speechcraft, marketing/social media presence, legacy members mentoring new	increasing public safety risks (COVID, public health), Family illness, Layoffs/Workplace insecurity, network Bandwidth, Waning Membership, Membership outreach challenges
System Masters 00004554	Skilled TM Leadership Team, Supportive membership, Engaged Core Group of motivated members, leaders focused on member's needs, Long legacy of success, Area visits completed, new members in past few months	Resilience amid changing rules Resource Constraints, work instability impacting membership attendance, membership burn out, Layoffs/Workplace insecurity resulting in member retention challenges, Dependence on corporate partners office location stability, resilient attitude	Multi-Corporate relationships, Broad pool for online recruitment, expanded mentorship model, Broad base of legacy membership to potentially reinstate, Speechcraft, marketing/social media presence, legacy members mentoring new	increasing public safety risks (COVID, public health), Family illness, Layoffs/Workplace insecurity, network Bandwidth, Waning Membership, Membership outreach challenges
Prose 00004650	Long legacy of success, potential leaders identified, Area visits completed,	COVID sensitive base of Membership, untrained club Leadership, lack of mtg participation, membership burn out, Layoffs/Workplace insecurity resulting in low membership retention rates, Dependence on corporate partners office location stability, apathy	Broad pool for recruitment, Broad base of legacy membership to potentially reinstate, Speechcraft, marketing/social media presence, legacy members mentoring new	Increasing public safety risks (COVID, public health), Family illness, Layoffs/Workplace insecurity, network Bandwidth Meeting location instability, Waning Membership, Membership outreach challenges

District 6 Toastmasters SWOT Analysis

Division N – Area 2 & 5

Area Director Name: TBD

Division Director: Linda Brown

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Club Name	Strengths	Weaknesses	Opportunities	Threats
V.A.M.C. Toastmasters Club	Pathways engaged	Low membership in club	Increase outreach to prospective members. Develop a virtual guest packet.	Difficulty attracting and retaining members
Power Up Toastmasters Club	Pathways engaged	Low membership in club	Increase outreach to prospective members. Develop a virtual guest packet.	Difficulty attracting and retaining members
Tale Weavers	Partial Pathways engagement	Low membership in club	Increase outreach to prospective members.	Declining membership since moving to online meetings
MACMasters Toastmasters Club	NOT MEETING	NOT MEETING	NOT MEETING	NOT MEETING
Stagecoach Speakers-HMMC	NOT MEETING	NOT MEETING	NOT MEETING	NOT MEETING
ANMN Toastmasters	Pathways engaged 3 Speeches a meeting	Finding new guests	Zoom meeting makes it easy to attend	Membership sustainability
Spartan Speakers Club	Pending	Low membership in club	Increase outreach to prospective members. Develop a virtual guest packet.	Difficulty attracting and retaining members
Realtors (all Welcome) Toastmasters Club	Well established club, working from manuals with slow introduction to Pathways	Finding new guests	Increase outreach to prospective members.	Declining membership since moving to online meetings
Lakers Toastmasters Club #388	3 Speeches a meeting	Low membership in club Not all members on Pathways	Zoom meeting makes it easy to attend	Membership sustainability