



"Get the worm. By completing visits and training early, even when you might be less prepared, you are giving more time for your club officers to define and complete their goals."

--David Rasmussen, 2014-2015 Area Governor of the Year

Area Director Guidance

As a district leader you are the face of Toastmasters International to clubs. You promote the District Mission to "build new clubs and support all clubs in achieving excellence" by doing the following:

- 1. Get a mentor to guide, coach and encourage you. Also connect with the last 1-2 Area Directors/Governors for guidance.** As an Area Director you have the opportunity not only to serve but also to develop transferrable skills in several corporate competencies: Public Speaking, Strategic Planning, Delegation, Marketing and Public Relations, Group Facilitation, Event Planning, Site Logistics and more! Plan to work efficiently toward DTM, if not already achieved.
- 2. Set Area Goals and make a plan to achieve them, using the Distinguished Area program and the Area Success Plan (consider doing an HPL project).** Aim for President's Distinguished: Distinguished clubs equal to 50% of club base plus one more Distinguished club and a net club growth of one. This is a team goal. Help your clubs be distinguished or better to achieve this goal.
- 3. Put important dates on your calendar** (See the District Year Book & d6tm.org for dates):
 - DEC (District Executive Council) meetings/training sessions (a transition meeting in May, plus typically meetings on one Saturday in June, August, October, January, March, and May).
 - District Summer TLI, Fall Conference, Spring Convention
 - Club Officer Training deadlines (Aug. 31 and Feb. 28/29)
 - Dues renewal deadlines (Oct. 1 and April 1)
 - Your Area Speech Contest Dates (Fall and Spring). Select your dates prior to your division's contest (plan for your fall dates/venue right away and communicate the date to your clubs). You will obtain your own trophies (or your Division Director may).
 - Club Visit Report Deadlines: Nov. 30 and May 31 (earlier is better!)
 - Your Division's Toastmaster Leadership Institute (TLI) (December-February)
 - Division Council meeting dates (check with your Division Director)
 - The spring deadline for your area TMOY (Toastmaster of the Year). Communicate an earlier deadline to your clubs for them to submit their club TMOYs to you for consideration. You will obtain your own trophy for your Area TMOY.
 - File expense reports regularly (see handout on Expense Reimbursement)

4. Prepare an “Area Director Kit” to have handy as you visit clubs and perform other duties.

Some items you can include:

- ✓ Meeting information and lists of officers for the clubs in your area
- ✓ Blank copies of club visit reports
- ✓ Membership applications
- ✓ Speech contest forms & rule book
- ✓ Club Officer Installation Script & Gavel (if you have one)
- ✓ CC Manual (for when you present at clubs)
- ✓ Club Leadership Handbook (for reference)

5. Guide, support and motivate your clubs to achieve Distinguished or better.

A. Set up at least two official club visits during two official visit rounds.

- November 30 and May 31 are the deadlines to submit reports
- The reports are submitted online at Toastmasters.org (District Central)
- Earlier is better! Earlier submission allows more time for corrective action.
- When you schedule your visit, send a copy of the club visit report and ask that the president fills out the information on the Distinguished Club goals prior to your visit. Better yet, ask for the president to send you a copy of their Club Success Plan.
- If possible, present an educational talk (Successful Club Series)

B. Contact club presidents monthly to discuss the progress of clubs toward the distinguished club goals and to follow up on items of concern identified during a previous visit or contact. Also encourage attendance at outside-of-club activities such as club officer training, speech contests and other district events.

C. Learn how to track area/club performance on the TI dashboard.

Distinguished Performance Dashboard: <http://dashboards.toastmasters.org>

Additional tool to help fill out reports: <http://mikeraffety.com/DCPhistory.cgi>

6. Coordinate Area activities

- **Hold at least two Area Council Meetings per year to discuss each club’s plans and progress in the Distinguished Club programs.** Attendees include Club Presidents and appointed assistants, such as Assistant Area Director Club Growth (new clubs/retention), Assistant Area Director Program Quality (Club Officer Training/Speech Contests), and others as needed. Plan for upcoming events, problem solve, and recognize achievement.
- **Help with training of club leaders.** Working with your Division Director, set up a club officer training session. In-club training is not the first choice format. Send your records of club officers trained to your division director for him or her to record at Toastmasters International.
- **Hold area speech contests.** Post contest information on the District 6 website as soon as possible and inform your clubs. Have someone else chair your contest.

7. Prepare your successor. Along your journey, keep notes and useful files (keep the club visit reports!) to pass on to your successor (Dropbox is one way to share files). Look for potential Area Director candidates (the District Director appoints them). Mentor your successor.