



# President

## Summary:

As club President, you will set the tone for your club. You are expected to provide helpful, supportive leadership for all the club's activities and you will be the first to assume responsibility for the progress and welfare of the club. You motivate, resolve conflict, and facilitate as required. Though you must occasionally step in and make a difficult decision, you rarely do so without consulting club members and other club officers. You show respect for all members, even when you do not agree with them, and provide leadership for all.

## Responsibilities:

- Provide positive leadership to all officers and members
- Build a cohesive team and ensure all tasks are completed
- Oversee and facilitate club meetings
- Lead by example and treat all members fairly and equally
- Hold yourself and other officers accountable
- Be diplomatic in resolving conflict
- Encourage participation in Distinguished Club Program
- Ensure financial responsibility and accountability for club funds
- Remain current with the Leader Letter
- Represent club at district leadership and area council meetings
- Be familiar with all aspects of the Addendum of Standard Club Options and Club Constitution

## Skills learned:

- Team building and delegation
- Positive small group leadership
- Organization and problem-solving
- Organizing communities to accomplish a specific task or event
- Critical thinking
- Networking and relationship-building
- Conflict management
- Delivery of tactful and constructive feedback
- Succession planning
- Compliance with standard procedures



# Vice President Education

## Summary:

As Vice President Education (VPE), you schedule your club members' speeches, verify the completion of projects, and serve as a resource for questions about the Toastmasters Pathways learning experience, speech contests, and your club mentor program. You are an important source of Toastmasters knowledge for club members and it is your job to become familiar with all aspects of Pathways.

## Responsibilities:

- Set club meeting agendas and assign meeting roles
- Manage club schedule and plan meetings
- Manage member progress in Pathways and act as the primary Base Camp Manager
- Encourage member engagement in the Pathways learning experience
- Plan speech contests
- Hold yourself and other officers accountable
- Keep current with Toastmasters programs
- Manage mentor program
- Provide positive and impartial evaluation on speeches/projects
- Remain current with the Leader Letter

## Skills learned:

- Strategic planning
- Evaluate individual's performance and determine strengths/weaknesses
- Organization and problem-solving
- Successful mentoring techniques
- Positive small group collaboration
- Critical thinking
- Motivate others to set and achieve personal goals
- Strategic thinking
- Succession planning
- Compliance with standard procedures



# Vice President Membership

## Summary:

As Vice President Membership (VPM), you promote the club and manage the process of bringing in guests and converting them into members. By initiating contact with guests, helping them feel welcome, and providing them with information they need to join, you help maintain a constant influx of new people into your club. You also attentively monitor membership levels and strategize with the rest of the executive committee about how to overcome membership challenges when they occur.

## Responsibilities:

- Initiate contact with guests and help them feel welcome
- Provide hospitality and membership information for guests
- Reply to all communications from prospective members in a timely manner
- Manage the process of converting guests to members
- Monitor membership levels and strategize with the club executive committee to cover membership challenges when they occur
- Conduct membership-building programs
- Promote the club and recruit new members
- Hold yourself and other officers accountable
- Remain current with the Leader Letter

## Skills learned:

- Marketing
- Networking and relationship-building
- Strategic planning
- Critical thinking
- Internal/external communication skills
- Organization and problem-solving
- Positive small group collaboration
- Succession planning
- Compliance with standard procedures



# Vice President Public Relations

## Summary:

As the Vice President Public Relations (VPPR), you promote the club to the local community and notify the media about the club's existence and the benefits it provides. You promote the club, updated web content, and safeguard the Toastmasters brand identity. It's your job to notify the media whenever your club does something newsworthy. You will find yourself writing news releases, creating and distributing fliers, and maintaining the club's presence on the web and in the community.

## Responsibilities:

- Promote the club to eligible guests and notify the media regarding the club's existence and benefits
- Develop and maintain club social media pages and website
- Write new releases and distribute marketing materials
- Create club publicity campaigns
- Ensure the Club Contact and Meeting Information is up to date in Club Central
- Understand the importance and impact of the Toastmasters brand
- Update web content and safeguard the Toastmasters brand
- Remain current with the Leader Letter, Toastmaster magazine, and Toastmasters International's social media channels

## Skills learned:

- Marketing and promotion
- Social and public media/developing media relations
- Development of a social media plan across multiple platforms while adhering to brand standards
- Communication and interaction with local communities
- Writing press releases
- Networking and relationship-building
- Critical thinking
- Organization and problem-solving
- Positive small group collaboration
- Compliance with standard procedures



# Treasurer

## Summary:

As Treasurer, you are the club's accountant. You manage the club's bank account, write checks as approved by the executive committee, and deposit membership dues payments and other club revenues. You are also in charge of submitting membership dues payments to World Headquarters (accompanied by the names of renewing members), filing necessary tax documents, and keeping timely, accurate, up-to-date financial records for the club.

## Responsibilities:

- Record and maintain accurate and up-to-date financial club records
- Manage club bank account, make deposits, and write checks as approved
- Collect and submit membership and renewal dues
- Create budget
- File necessary tax documents
- Prepare documents for the Annual Audit Committee
- Prepare quarterly financial reports
- Remain current with the Leader Letter

## Skills learned:

- Basic bookkeeping
- Budget monitoring
- Financial record control and maintenance
- Adhering to financial controls
- Critical thinking
- Organization and problem-solving
- Compliance with standard procedures



# Secretary

## Summary:

As Secretary, you maintain all club records, manage club files, handle club correspondence, and take the minutes at each club and executive committee meeting. You are also in charge of updating and distributing a roster of the current paid membership and keeping the club officer list current for Toastmasters International. Though some clubs combine the Secretary role with the Treasurer, it's best to have a dedicated Secretary who can help reduce the workload of the treasurer and occasionally assist the Vice President Education as well. You will also order supplies for the club as needed.

## Responsibilities:

- Take minutes at club and executive committee meetings
- Organize and maintain club records and files
- Update and distribute membership rosters
- Update the club and officer list at Toastmasters International
- Understand basic parliamentary procedures
- Order supplies as needed
- Remain current with the Leader Letter

## Skills learned:

- Organization and problem-solving
- Record maintenance
- Critical thinking
- Meeting organization
- Document decisions agreed to at meetings and communicate decisions to larger audiences
- Compliance with standard procedures



# Sergeant At Arms

## Summary:

As Sergeant at Arms, you keep track of the club's physical property, such as the banner, lectern, timing device, and other meeting materials. You arrive early to prepare the meeting place for members and stay late to stow all the club's equipment. You are also in charge of the meeting place itself, obtaining a new space when necessary, and maintaining contact with the people who allow you to use the space for your club's meetings.

## Responsibilities:

- Store club equipment and materials
- Manage meeting facilities
- Provide hospitality and membership information for guests
- Understand physical logistics
- Distribute club materials
- Negotiate, as needed
- Remain current with the Leader Letter

## Skills learned:

- Organization and problem-solving
- Maintaining records
- Inventory control
- Understanding of physical logistics
- Networking and relationship-building
- Compliance with standard procedures



# Immediate Past President

## Summary:

As the Immediate Past President (IPP), you will provide advice and counsel as requested by the Club President. You are expected to provide helpful, supportive leadership for all the club's activities, and you will provide counsel to the other club officers in a manner that is conducive to club success when called upon. You are a member of the Club Executive Committee and can vote on any matter discussed. You show respect for all members, even when you do not agree with them, and provide leadership for all.

## Responsibilities:

- Provide positive leadership to all officers and members
- Lead by example and treat all members fairly and equally
- Be diplomatic in resolving conflict
- Encourage participation in the Distinguished Club Program
- Be familiar with all aspects of the "Addendum of Standard Club Options" and "Club Constitution"
- Chair the Club Leadership Committee
- Provide advice and counsel when requested to by the Club President
- Remain current with the Leader Letter

## Skills learned:

- Positive small group leadership
- Organization and problem-solving
- Organizing communities to accomplish a specific task or event
- Critical thinking
- Networking and relationship-building
- Conflict management
- Delivery of tactful and constructive feedback
- Succession planning
- Compliance with standard procedures





## Club Officer Role Videos

[President](#)

[VP Education](#)

[VP Membership](#)

[VP Public Relations](#)

[Treasurer](#)

[Secretary](#)

[Sergeant At Arms](#)

# MOMENTS OF TRUTH

## Club Quality Standards Evaluation



### First Impressions

- Guests greeted warmly and introduced to officers and members
- Guest book and name tags provided
- Professionally arranged meeting room
- Convenient meeting location
- Guests invited to address the club
- Guests invited to join

### Membership Orientation

- Formal induction, including presentation of membership pin and manuals
- Assignment of mentor
- Education programs and recognition system discussed
- Learning needs assessed
- Discussed accommodations for members with disabilities
- Speaking role(s) assigned
- Member involved in all aspects of club activities

### Fellowship, Variety, and Communication

- Guests greeted warmly and made welcome
- Enjoyable, educational meetings planned
- Regularly scheduled social events
- Members participate in area, district, and International events
- Inter-club events encouraged
- Club newsletter/website published and updated regularly

### Program Planning and Meeting Organization

- Program and agenda publicized in advance
- Members know program responsibilities and are prepared to carry out all assignments
- All projects are manual projects
- Meetings begin and end on time
- Creative Table Topics® and activities
- Positive and helpful evaluations

### Membership Strength

- Club has 20 or more members
- Members are retained
- Promotion of club in the community or within its organization
- Club programs varied and exciting
- Toastmasters sponsoring new members recognized
- Regular membership-building programs

### Achievement Recognition

- Award applications immediately submitted to World Headquarters
- Progress charts displayed and maintained
- Member achievements formally recognized with ceremony
- Club, district, and International leaders recognized
- Club and member achievements publicized
- DCP is used for planning and recognition



Examine your assigned Moment of Truth and rate how well your club meets each standard.

**We never meet  
this standard**

**We rarely meet  
this standard**

**We sometimes meet  
this standard**

**We usually meet  
this standard**

**We always meet  
this standard**

## FIRST IMPRESSIONS

First impressions are important to club success because guests' positive experiences and observations determine whether they will return and become members.

Standards			
Guests greeted warmly and introduced to officers and members		Convenient meeting location	
Guest book and name tags provided		Guests invited to address the club	
Professionally arranged meeting room		Guests invited to join	

## MEMBERSHIP ORIENTATION

In order to offer members the greatest benefit from the Toastmasters experience, the club must acquaint new members with the education and recognition programs and make members aware of the club's responsibility to them and their responsibility to the club.

Standards			
Formal induction, including presentation of membership pin and manuals		Discussed accommodations for members with disabilities	
Assignment of mentor		Speaking role(s) assigned	
Education programs and recognition system discussed		Member involved in all aspects of club activities	
Learning needs assessed			

## FELLOWSHIP, VARIETY, AND COMMUNICATION

The club retains members by providing a fun, friendly and supportive environment that encourages enjoyable learning.

Standards			
Guests greeted warmly and made welcome		Members participate in area, district, and International events	
Enjoyable, and educational meetings planned		Interclub events encouraged	
Regularly scheduled social events		Club newsletter / website published and updated regularly	

1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

## PROGRAM PLANNING AND MEETING ORGANIZATION

When club meetings are carefully planned, with well-prepared speakers and useful evaluations, members are able to meet their education goals.

Standards			
Program and agenda publicized in advance		Meetings begin and end on time	
Members know program responsibilities and are prepared to carry out all assignments		Creative Table Topics® and activities	
All projects are manual projects		Positive and helpful evaluations	

## MEMBERSHIP STRENGTH

When the club has enough members to provide leadership and fill meeting and committee assignments, this creates a lively, active club that benefits existing members and draws new members in.

Standards			
Club has 20 or more members		Club programs varied and exciting	
Members are retained		Toastmasters sponsoring new members recognized	
Promotion of club in the community or within its organization		Regular membership-building programs	

## ACHIEVEMENT RECOGNITION

The club motivates members to stay active by monitoring members' progress towards goals, submitting completed award applications immediately, and consistently recognizing member achievements.

Standards			
Award applications immediately submitted to World Headquarters		Club, district, and International leaders recognized	
Progress charts displayed and maintained		Club and member achievements publicized	
Member achievements formally recognized with ceremony		DCP is used for planning and recognition	

For each standard that is rated 3 or lower, look at the Best Practices Chart and discuss the following questions with your team:

1. What is the cause of this challenge?

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2. What can be done to address it? Who could be responsible for that action?

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# Distinguished Club Program

## Goals Tracker

Education (A Maximum of 6 will Count towards DCP Credit)			Goal	To Date
1	Level 1 Awards	All Education Awards must be submitted in both Base Camp and Club Central	4	
2	Level 2 Awards	All Education Awards must be submitted in both Base Camp and Club Central	2	
3	More Level 2 Awards	All Education Awards must be submitted in both Base Camp and Club Central	2	
4	Level 3 Awards	All Education Awards must be submitted in both Base Camp and Club Central	2	
5	Level 4, Level 5 or DTM Award	All Education Awards must be submitted in both Base Camp and Club Central	1	
6	More Level 4, Level 5 or DTM Awards	All Education Awards must be submitted in both Base Camp and Club Central	1	
<b>Membership</b>				
7	New Members		4	
8	More New Members		4	
<b>Training</b>				
9	Club Officers Trained June - August		4	
	Club Officers Trained December - February		4	
<b>Administration</b>				
10	Membership Renewals - Dues On Time		Y	
	Club Officer List On Time		Y	

**Distinguished**  
5 Goals Met

**Select Distinguished**  
7 Goals Met

**Presidential Distinguished**  
9 Goals Met



WHERE LEADERS ARE MADE

# PATHWAYS

## BASE CAMP / BASE CAMP MANAGER

**BASE CAMP:** Base Camp is your online gateway to the Pathways learning experience, where you will find everything you need on your journey. Base Camp is where you access your educational materials, your education transcript, interactive projects and other useful tips, tools and resources. Here you can work on projects, track your progress, connect with members of your club and view badges and certificates you'll earn along the way. Base Camp also features resources to help guide you, including videos, quizzes, interactive activities and more. Once you're ready to start, visit:

<https://www.toastmasters.org/pathways-overview>

The screenshot shows the Base Camp user interface. At the top, there is a navigation bar with 'Home', 'Paths and Learning', and 'Tutorials and Resources'. Below this, a welcome message reads 'Welcome to Base Camp, Frank' with a link to 'Return to My Toastmasters Profile'. The main content area is divided into several sections:

- Paths and Learning (Education Transcript):** Access all your path and learning materials.
- Speech Evaluations:** Access any project speech evaluation resource.
- Tutorials and Resources:** Access a variety of resources including project descriptions.
- Paths and Learning:** A table with columns for 'Action' and 'Launch'. It lists 'Paths and Learning' with 'Open Curriculum' and 'Launch' buttons, and 'Base Camp Manager Overview' with an 'Inactive' status.
- Suggested Learning:** A section for new resources or projects that become available when you qualify. Examples include the Advanced Mentoring program and the DTM Project.
- My Feedback:** Request and give feedback to your club members.
- My Badges:** View your performance and feedback badges.
- My Documents:** Save your documents and evaluation forms.

A video player is embedded on the right side of the interface, showing a person using a laptop. A callout box says 'Let's visit the Base Camp homepage' and another says 'Don't forget to watch this video.'

### Exploring Base Camp Icons



**Paths and Learning (Education Transcript):** Access all your paths and learning material. Here you can view your curriculum; open the curriculum to view all the projects that you are working on or have worked on; and you may also archive projects and view resources and tutorials of interest. Training modules are stored as 'Active'; 'Complete'; or 'Archived.'



**Speech Evaluations:** Access any project speech evaluation resource. An essential part of the Toastmasters experience is learning how to give and receive constructive feedback. Evaluations are vital to your growth and help you improve and reflect. To practice completing a Pathways evaluation, review the How to Evaluate tutorial. Base Camp stores all of your evaluations in one place for easy access. Evaluation forms for all projects are found here.



**Tutorials and Resources:** Access a variety of resources including project descriptions. Find and select a subject on the left of your screen to access a list of available items. Once you make your selection, a list of language options will appear below. Find and select the item you would like to view, then select Launch. The item will open in a new tab or window and will be stored on your Paths and Learning page for future access.



**My Feedback:** Request and receive feedback from your club members. Request feedback from your club members by typing in the text box. To share feedback or award a badge, search for members by name in the search box at the top of the page. Select a name to visit their Base Camp profile and choose their Feedback tab. To learn more, view the following tutorials: Requesting Feedback, Responding to Feedback Requests, and Providing Feedback and Awarding Badges.



**My Badges:** View your performance and feedback badges. View the badges you have earned through Level completions or through Path completions (Called Learning Badges). In addition, you may view badges (Called Feedback Badges) that members have sent you.



**My Documents:** Save your documents and evaluation forms. This area is simply a repository for all your Pathways documents, the most of which is the evaluations you receive after each project. Over the course of each path you will receive at least 14 evaluations - store them here, by scanning and posting them in the document folder under the appropriate level.

Log in with your member ID and password. Visit **BASE CAMP**( log in required).

**BASE CAMP MANAGER:** For most clubs, the vice president education (VPE) will assume the role of Base Camp manager. The Base Camp manager helps facilitate your progress by verifying your education, approving requests and more. In the event a VPE isn't able to perform these duties, or if a club does not have a VPE, the Base Camp manager responsibilities will be fulfilled by the club president or club secretary.

The central responsibilities of the Base Camp manager include:

- Approving speeches outside the club
- Verifying level completion
- Tracking member progress
- Verifying project completion for members using printed materials