

District Mission and Purpose

The district mission is to build new clubs and support all clubs in achieving excellence.

The district purpose is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the district, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters education program by:

- ▶ Focusing on the critical success factors as specified by the district educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its individual members.
- ▶ Providing effective training and leadership-development opportunities for club and district officers.

Team Composition

Name the members of the district's core team.

District Director, Susan Rajbhandari, DTM; Program Quality Director, Deb Luu, DTM; Club Growth Director, Linda Dorn, DTM; Public Relations Manager, Anne Rathman; Finance Manager, Jamie Ogborn, DTM; Administration Manager, Colleen Marie Kelly, DTM; Logistics Manager, Ed Burke, DTM
Immediate Past District Director, Ravi Rai, DTM

Name the members of the district's extended team.

Division C Director, Troy Dukart, DTM; Division D Director, Cory Gallagher; Division E Director, Tara Bolanda; Division F Director, Goutham Putta; Director M Director, Mike Dupris; Director N Director, Linda Brown.
All Area Directors

Values

Toastmasters International's values are integrity, respect, service and excellence. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' values provide a means of guiding and evaluating the organization's operations, planning and envisioned future.

What are the district's core values?

In addition to our core values in Toastmasters, District 6 also values teamwork, accountability, respect for the district 6 team and appreciation for different points of view. District 6 also prides itself in working together to celebrate excellence in our membership and club experiences and in our club growth.

Team Operating Principles

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

We celebrate the team member's unique talents and gifts and provide a safe and supportive environment for team members to explore new ideas in order to reach goals at the Area, Division, and District level. Our team will be inclusive and collaborative by holding regular DEC and DOT trainings, 1:1 meetings, and use varying channels of communication to keep the team up to date on District 6 projects, progress, and District business. We are a team and will support our fellow Toastmasters leaders if/when they work through any concerns or issues.

Potential Obstacles

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

In our current state of the world, virtual platform is a necessity. When we can meet in person, we need to be cognizant of Toastmasters' comfort levels. There are a lot of responsibilities with these roles and it can be overwhelming at times, we need to support each other as a team to ensure our team has a work/life balance. When conflicts arise, we need to be respectful of one another and work through our differences together.

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.)

Trio meets weekly on Monday evenings for 60 minutes (or longer as needed). Weekly one on one meetings with District Director and Trio members. District Director meets on a bi-weekly basis with Division Directors and D6 administrative team. Full team meets 5 times per year during DEC and DOT meetings. Meeting cadence will be reviewed and adopted as needed.

Team Interactions and Behavioral Norms

How will decisions be made?

Use the democratic method. Everyone gets to collaborate with ideas, concerns & opinions. District Director will make the final decision.

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

The team will use email to communicate ideas. The Trio will use the app Viber for quick text messages and check ins. Meetings will be conducted via a virtual platform or in person. We will use our D6 website as the main repository of information for our Toastmasters members and use other forms of communication to announce new content (email, newsletters, Facebook, YouTube)

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.

The Trio will hold weekly meetings on virtual platforms for status reviews. Emails are expected to be addressed within 48 hours. Additional meetings will be added as needed.

How will the team resolve differences of opinion?

Each member of the team has a unique voice and perspective--listening to varying points of view allows the team to grow and see things in a different light. The team will discuss the differences and decide which is best for the clubs and members. We want to foster an atmosphere of inclusion, so there will be times when reaching a consensus will be difficult. We will discuss the importance of maintaining our relationship as the basis of ongoing work and finding a way forward.

How will the team support one another?

The team members will work together on District initiatives. As leaders, we need to realize that we cannot complete the goals of the District by ourselves, it's vital that our team reaches out to fellow Toastmasters to ask for their assistance. This could include reaching out to Toastmasters to serve on short-term projects, serving on committees, and chairing events. Trio will provide support as needed.

How will the team ensure equitable participation when completing activities?

Each member on the team has a specific focus to help the District reach the goals and ensure that our members and clubs receive the support they need. Through our meetings, we will share information on the various projects that we are leading and ask for assistance as needed.

How will team members be held accountable for their responsibilities?

We will use TI Dashboard, TI reports, and other software to keep track of the progress of our goals and communicate completions and any issues, concerns, or need for assistance during our meetings or adhoc as needed.

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

We will recognize accomplishments at the Summer and Winter TLI, through personal e-mails and notes. Recognition and appreciation will be celebrated throughout the year.

Starting Number

| | |
|------|---------------------------------------|
| 4338 | Membership payments base |
| 120 | Club base |
| 25 | Number of division and area directors |

Qualifying Requirements

Submission of District Success Plan by September 30

Submission of **Division and Area Directors Training Report** for 85 percent of division and area directors by September 30

21 Number of division and area directors x 0.85

Goal 1: Membership Payments Growth

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|---------------------------|------|---------------------------------|
| Distinguished | 4468 | Membership payments base x 1.03 |
| Select Distinguished | 4555 | Membership payments base x 1.05 |
| President's Distinguished | 4685 | Membership payments base x 1.08 |

Situation Analysis

What is the current situation in the district? How many membership payments did the district have 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.)

We lost 833 payments this year. Our district was hit hard by the COVID-19 pandemic. While some clubs have flourished and moved forward with on-line meetings, other clubs have not moved toward on-line meetings and are waiting to start up again when they can meet in person. We have 25 clubs that have not met membership requirements. Several corporate clubs have furloughed or laid off employees who are also corporate club Toastmasters 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 membership-renewal dues.)

The Club Growth Director and committee members will reach out to clubs who have not been meeting on-line to help move them toward on-line meetings. This team will also reach out to individual members whose clubs may have folded to invite them to join another Toastmasters club in their area. The Club Growth team will also provide membership building resources for clubs and assign club coaches.

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| Action 1 | Assign Club coaches to clubs with 12 or fewer members who are interested. |
| Action 2 | Create an online/electronic guest packet. |
| Action 3 | Create an online/electronic new member packet. |
| Action 4 | Reach out to clubs who are not meeting online -- suggest partnering with another TM club. |
| Action 5 | Invite Toastmasters whose clubs have folded to join another TM club. |

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 directors and gift certificates to the Toastmasters store.)

We will assign club coaches and provide our coaches with training and support throughout the year. We need the assistance of our Area and Division Directors to help direct clubs to the online/electronic resources for membership building. The Club Growth team will offer sessions on how to market our Toastmasters Clubs--we will use the expertise of the public relations manager for this training. We'll use social media to help spread the word about Toastmasters.

Assignments

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

Linda Dorn will work with Scarlet Drader, Club Coach Chair, to create a help wanted Ad for Club Coaches, to assign and create training for our coaches, and to set up regular check in meetings. Linda will work with Annie Rathman, our public relations manager, on creating and sharing marketing resources, and creating engaging marketing via social media and other platforms to drive up membership.

- Action 1 Starlett Drader will create a help wanted Ad for Club Coaches.
- Action 2 Starlett Drader, Linda Dorn, & Kari Barlas will create training for Club Coaches.
- Action 3 Starlett Drader & Linda Dorn will create schedule for ongoing support for club coaches.
- Action 4 Annie & Linda will create marketing materials and promote on the D6 website.
- Action 5 Linda Dorn will reach out to non-renewed members.

Timetable

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

Action items will be implemented throughout the year.

- Action 1 Club coach Ad will be created and posted on D6 website by July 15.
- Action 2 Club coach training curriculum created by July 31.
- Action 3 First club coach training sessions to be offered by August 15 and then throughout the year.
- Action 4 Marketing resources created by July 31 and promoted at go live and throughout year.
- Action 5 Linda Dorn to reach out to non-renewed members in July and August.

Goal 2: Club Growth

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|---------------------------|-----|------------------|
| Distinguished | 124 | Club base x 1.03 |
| Select Distinguished | 126 | Club base x 1.05 |
| President's Distinguished | 130 | Club base x 1.08 |

Situation 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.)

We need to support our current clubs and build new clubs. In 2019-2020 only 28 clubs out of 149 clubs were distinguished. Our Division and Area Directors could use more training on the various tools and reports that can be used to help monitor clubs' progress. As mentioned previously, we have several clubs who are on hold due to the COVID-19 pandemic. We need to provide support to these corporate and community clubs. For new clubs we will use a research team to find new leads and follow up on leads from TI.

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.)

We have a Club Growth Team. For struggling clubs, we will assign coaches to clubs who are open to having a club coach. We are creating training for our Club Coaches, Sponsors and Mentors. Toastmasters filling these roles will be invited to additional training and support. Club extension team also has a research team to find new club opportunities. We need to promote the distinguished club program early, share how this is a helpful tool for clubs, and share incentives for clubs and coaches whose clubs reach distinguished. We will use our research team to find new leads and the TI leads for new clubs.

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| Action 1 | Assign club coaches to struggling clubs, sponsors and mentors to new clubs. |
| Action 2 | Provide training and support to our club coaches, sponsors, and mentors. |
| Action 3 | Provide training for our District Leaders on tools that can help clubs grow and prosper. |
| Action 4 | Research team will discover potential companies and organizations for new clubs. |
| Action 5 | Follow up on TI Leads. |

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 newclubs@toastmasters.org.)

We need to build a larger team for club extension, especially in the research team. It would be ideal if we could have someone in each Area of each Division work on researching possibilities for new clubs. The research team does not do any cold calling, but rather they use Google, Chamber of Commerce, and TI reports to create a list of leads for potential clubs.

Assignments

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

Starlett Drader: Club Coach Chair
Club Extension research team: Todd Vitols (need more at Area and Division level).
Club Demo Team: Richelle Schmitz, Linda Dorn, Susan Rajbhandari, Deb Luu, Ken Walerius
Club Extension Team: Linda Dorn, Ken Walerius

- Action 1 Starlett Drader will recommend club coaches
- Action 2 Starlett and Linda will train club coaches, sponsors, and mentors
- Action 3 Linda Dorn will work with fellow Trio on training for Division and Area Directors
- Action 4 Todd Vitols is working on a research template and best practices
- Action 5 Linda will follow up on leads and initially assign new club sponsors and mentors

Timetable

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

The actions will begin in mid-July and continue throughout the year.

- Action 1 Starlett will start to recommend club coaches by July 31 and then throughout the year.
- Action 2 Starlett and Linda will train coaches, sponsors and mentors throughout the year.
- Action 3 Training will happen throughout the year on resources to help Area and Division Directors.

- Action 4 Todd Vitols will complete draft of research template and initial research exercise by July 1.
- Action 5 Linda will start following up on leads on July 1 and continue throughout the year.

Goal 3: Distinguished Clubs

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| Distinguished | 48 | Club base x 0.4 |
| Select Distinguished | 54 | Club base x 0.45 |
| President's Distinguished | 60 | Club base x 0.5 |

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. Another situation might be that the district has identified four solid new club prospects.)

We had 29 clubs distinguished out of 149 base clubs in Toastmasters year 2019 - 2020. Members have posted educational awards; however, we face a bit of a challenge in membership numbers due to Covid-19 pandemic.

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 directors on the Distinguished Club Program.)

The Distinguished Club Program (DCP) is a top priority to gauge our progress. Training District Leaders and Club Officers on the DCP will occur through the DEC/DOT and club officer training. Refreshers on the DCP will be offered throughout the year. We have created several educational and membership growth as well as club growth incentives to motivate our members.

- Action 1 We will have Pathway education sessions offered virtually
- Action 2 We will have a How To series for club growth and retention
- Action 3 We will have monthly motivation session to uplift members and officers
- Action 4 We will include the DCP training during our DEC/DOT and club officer training
- Action 5 We will be offering multiple incentives throughout the year

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 directors and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

Our District Training Directors, Pathways Chair, Club Coach Chair, Club Growth Director, Program Quality Director, District Director and any one else who may be facilitating or presenting during various training sessions. The Division and Area Directors will communicate district incentives and initiatives. We have purchased zoom accounts for our leadership team. The total cost of all the incentives will be our financial investment.

Assignments

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

Club Growth Director (CGD) will be leading the club growth and membership growth goals.
Program Quality Director (PQD) will be leading the educational goals.
District Director (DD) will be leading other program initiatives.

- Action 1 CGD will lead and monitor club & membership growth goals
- Action 2 PQD will lead and monitor educational goals
- Action 3 DD will lead and monitor program initiatives
- Action 4 Division Directors and Area Directors will promote goals and initiatives to clubs
- Action 5

Timetable

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

All action items will begin on July 1st of 2020 and continue throughout the year.

- Action 1 District Success Plan and District Budget submitted by Sept. 30, 2020
- Action 2 Club officer Training, Round 1 completed by August 31, 2020 / submitted by Oct. 31, 2020
- Action 3 Initial club coach training completed by August 15, 2020

Action 4

Action 5

Additional Goals

Answer the same types of questions to reach each additional district goal. Additional goals might have to do with alignment challenges, new leadership opportunities or better service to members. Where else is there room for improvement in the district?

Goal

What specific, measurable, attainable and relevant additional goal can the district meet? (An example of a goal is to add one new division and three new areas.)

We will start new website to upgrade our back end system, device friendly responsiveness along with updated content.

We will have a Join the team page, that will house all of our volunteer applicant pools for now and the coming up opportunities.

We will host a monthly motivation series to motivate individuals to better develop themselves as they improve their communication and leadership skills. This is to help empower our members to becoming even better.

We will offer webinars on Pathways, club growth and other Toastmasters related initiatives.

Situation 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.)

We have a lot of opportunity for members to try out district leadership opportunities. In addition, we have short term and special projects that could always use volunteers to implement them. The district has taken a hit in the number of clubs and membership from the Coronavirus.

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 a district alignment committee to determine best options for realignment and collaborating with the district nominating committee to identify leadership opportunities.)

Our CGD has been hard at work compiling resources that is going to be helpful for membership building, club building as well as retention of members. Ex. resources for member orientation, club coach training and the new club growth resources web page etc.

Our PQD has been working to ensure our district leaders are getting proper training in terms of district, club and member support. She has been working with District Training Directors to confirm the content of what is being trained and how they are being delivered. She is also trying to collaborate with our neighboring district to consider both of our trainings are compatible.

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| Action 1 | CGD to provide contents for website |
| Action 2 | PQD to work with Training Directors to ensure high quality trainings to district leaders |
| Action 3 | DD to work with Website team |
| Action 4 | CGD to work with Club growth team on training on club growth initiatives |
| 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 directors, the district website and the district nominating committee.)

We have zoom for our virtual meetings. We have our district leadership working together to ensure quality training, member and club support.

Assignments

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

CGD is leading the club growth and member retention.
 PQD is leading the training, conferences, speech contests and ensuring quality meetings in clubs.
 DD is supporting the leaders to ensure they are set for success.

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| Action 1 | CGD will work with the club growth team |
| Action 2 | PQD will work with the Training Directors, TLI chair, Conference Chair & Pathways chair |
| Action 3 | DD will be in touch with our team members on Ad hoc basis. |
| Action 4 | |
| Action 5 | |

Timetable

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

All items began prior to the beginning of Toastmasters year 2020 - 2021 and will go until the end of Toastmasters year 2020 - 2021. We will review our District Success plan quarterly and make modifications as needed. We will review our dashboard as well to see if new strategies need to be executed.

Action 1 Revisit District Success plan again in October time frame.

Action 2

Action 3

Action 4

Action 5

Signatures

Susan Rajbhandari, DTM

District director

7th July, 2020

Date

Deb Luu, DTM

Program quality director (1)

July 7, 2020

Date

Program quality director (2)

Date

Linda Dorn, DTM

Club growth director (1)

July 7, 2020

Date

Club growth director (2)

Date

Annie Rathman

Public Relations Manager

July 8, 2020

Date

Jamie Ogborn, DTM

Finance Manager & Pathways Education Chair

July 8, 2020

Date

Colleen Marie Kelly, DTM

Administration Manager

July 8, 2020

Date

Edward Burke, DTM

Logistics Manager

July 9, 2020

Date

Team member and role

Date

For your district to qualify for the Distinguished District Program, this entire plan must be submitted online through District Central by September 30.