

Moments of Truth Quality Incentive Summary
Speak N Eagan Toastmasters, Club #9893

Presented by Brad Webb, President and Donna Emond, Vice President of Education

Club President Brad Webb presented the Moments of Truth (MOT) to our club members on August 13, 2015. Club Vice President of Education Donna Emond converted the MOT survey into an electronic format and distributed it to the club members. Our goals were to learn what our members thought and to utilize that data to improve our club. We had an excellent response rate of 73%! Donna presented the results of the survey to the club members the following week, including the action plan developed by the Speak N Eagan club officers, which has been implemented.

First Impressions

Our members rated us highly on First Impressions. We make an excellent effort to welcome new guests and to include them in our after meeting activities. Our friendliness and use of humor were specifically mentioned in the comments. We do a great job at welcoming guests and running interesting and timely meetings. This is a strong foundation upon which we can continue to build.

Action Plan. Continue to support positive first impressions.

Membership Orientation

Member Orientation is an area where we seem to be struggling. Specific areas for improvement include mentoring, program explanation, and learning needs assessments. One comment stated that a mentor was never offered. Orientation, Mentoring, and Retention are the core concepts our members focused on as areas for improvement. Member retention is directly related to engagement and interest. If people are feeling frustrated, bored or unsupported they won't come back. The lack of new member orientation and the lack of a proactive mentoring program significantly impact our ability to retain members. This information tells us that we need to make some changes.

Action Plan. Based on member feedback, we developed a mentor program including a survey of potential mentors and the creation of a mentor database to improve mentor/mentee matching. We redesigned the guest packets to include up to date information and a more thorough explanation of meeting roles and responsibilities. We redesigned the club agenda to more closely reflect the flow of the meeting, and included brief explanation of the roles and responsibilities on the agenda to assist guests. We added education to the club website for both public and member only access. Public access, which is also available to members, includes links to websites for speech writing, presenting, and evaluation tips. Member only access includes scripts, role explanations, and Toastmasters education. An electronic learning needs assessment was developed and tested on current club members for feedback prior to implementation with new club members.

Fellowship, Variety, and Communication

Our members indicated that they enjoy the meetings. Areas for improvement include planning more social gatherings outside of the meeting venue and encouraging interclub/district activity participation.

Action Plan. Based on member feedback we took a more proactive role in out of club activities including participating in the area speech contest. We are also planning a roast of one of our veteran members for later this fall.

Program Planning and Meeting Organization

Our members indicated that our club has good program planning and meeting maintenance skills. We generally begin and end on time and our members feel that the meetings are interesting and informative.

Action Plan. Continue to support program planning and meeting maintenance.

Membership Strength

Member recruitment and retention were pervasive concepts throughout the survey comments as well as the questionnaire responses. Additionally, members advocated for a more active mentoring program.

Action Plan. Based on member comments we participated in the area community fair in a Toastmasters booth to attempt to gain members. We have a MeetUp.com site that is monitored and maintained regularly. We actively follow up with guests to encourage return visits and suggest membership. To support retention we developed a needs assessment that was answered by each member so the roles could be assigned at a comfortable pace for each member. Newer members have frequent contact from the VP Ed to establish if educational needs are being met, and the mentor program was initiated.

Achievement Recognition

Recognition of achievements, both on an individual and a club level, are areas in which our members feel we could use significant improvement.

Action Plan. Based on member feedback we updated the club website to reflect member accomplishments (CC, CL, etc). This demonstrates our club success and also celebrates our members' accomplishments. We also added the Distinguished Club Program goal monitoring as well as individual education and leadership goal columns on the role assignment spreadsheet so everyone can see our progress as a club and as individuals. The role spreadsheet includes eight weeks of assignments and is updated and emailed to members weekly. Our club website, Facebook page, and MeetUp.com site are all maintained weekly and include mention of both club and individual member accomplishments.

We plan to utilize the MOT survey again in January to determine the success of our action plans and to determine if additional changes need to be made to improve our club success and to promote member satisfaction.