District Success Plan

Team Composition

Name the members of the district’s core team.*
District Director (DD) - Sravanthi Vallampati
Program Quality Director (PQD) - Alicia Smith-Kirk
Club Growth Director (CGD) - Jolyn Brown Redic
Administration Manager (AM)- Charlene Vandeweerd
Public Relations Manager (PRM)- Sharon Stadul
Finance Manager (FM)- Rachun Caldwell
Immediate Past District Director (IPDD) - Vicky Nann

Name the members of the district’s extended team.*
Central Division Director Norberto Flores
Eastern Division Director Ray Shawn Eatmon
Northern Division Director Wendi Polman
Southern Division Director Lenroy Jones
Western Division Director Ines Jimenez
Area 10 Director Thomas Mazanec
Area 11 Director Emmanuel Agbovi
Area 12 Director Christian Lansky
Area 13 Director Keith Wilhelm
Area 14 Director Cathie Peterson
Area 20 Director Preeti Venkataramani
Area 21 Director Christina Niswender
Area 22 Director Sneha Mannar
Area 23 Director Victor O Adu-Gyamfi
Area 24 Director Elayne Cross
Area 25 Director David Yung
Area 30 Director Larry Goldsmith
Area 31 Director Amy Kleptach
Area 32 Director April Ware
Area 33 Director Dottie Geiselman
Area 40 Director Bill McGee
Area 41 Director Aaron Dahnke
Area 42 Director Loren Dill
Area 43 Director John Louis
Area 50 Director Eric Graham
Area 51 Director Adam Brown
Area 52 Director Deborah Bonner
Area 53 Director Gail Gadah
Area 54 Director Sandra Orland
Parliamentarian - Doug Thiessen
Values

Toastmasters International’s core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters’ core values provide a means of guiding and evaluating the organization’s operations, planning, and vision for the future.

What are the district’s core values?*

Integrity, Respect, Service, and Excellence

In addition, we will abide by the following:
Empathy
Truthfulness
Transparency
Optimism
Support
Kindness

Team Operating Principles

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

Mutual support
Collaboration
Loyalty
Encouragement
Accountability
Flexibility

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

Personal obligations
Work
Time/Resource limitations
Distance/Travel
Common Availability
Loss of momentum caused by lack of timely communication
Last year of Legacy program
Onboarding to Pathways

**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.)*

The Trio will meet at least weekly.
The Top 8 will meet at least monthly.
The DEC will meet 4 times in a year; 1 in person with special meetings as necessary.

Area and Division Directors are encouraged to activate their Area and Division Councils to meet monthly with their council members in the district periodically to share learnings, optimize resources for programs, and help one another achieve area, division, district goals.

**Team Interactions and Behavioral Norms**
How will decisions be made?*

Decisions will be made collaboratively.
Facts/data will be collected to support decisions to the best extent possible. Member sentiment/feelings will be kept in mind and addressed as needed.
All decisions will be made for the good of the district and in compliance with the mission of Toastmasters International, its bylaws and governing documents.

What will be the team’s method of communication? Determine the team’s first preference, second preference, and so on.
1. Email
2. Phone/conference call
3. Text
4. In-person meetings
5. Virtual meetings
6. Google Sheets/other collaboration tools

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.

Team members will communicate with each other as often as necessary. At a minimum, the Trio will meet monthly to review the district success plan and the budget, and to determine if changes in execution are warranted.

The executive committee members will join the Trio at least every other month to review goals, progress, and whether the strategy and/or tactics need to be revised. Area and division directors will meet with their respective councils at least quarterly.

How will the team resolve differences of opinion?
Each member of the team will be asked to offer his/her opinion and suggestions.
The team will listen without judgment. Perception count.
If there is a complaint, the person with the complaint will be required to provide a possible solution or solutions that includes his/her involvement, ultimately working with others in the spirit of mutual gain and district success.
A positive, solutions-oriented attitude is expected from all district leaders.

How will the team support one another?
The team will understand that the best plans can be compromised by life situations that may lead to unexpected lack of involvement for brief or extended periods of time.
The team will ask clarifying questions and offer support where needed and/or look for alternative solutions to get work done in the interim.
Team members will use positive expressions with each other and will make every effort to provide support and other resources to fellow team members who are facing challenges.
Pilot programs and teams will be put in place where it makes sense, to drive out new ideas before implementing on a larger scale.

How will the team ensure equitable participation when completing activities?
The team leader will observe member participation or lack thereof, and encourage that member for his/her input.
Team members will offer constructive feedback where appropriate and work collaboratively with empathy and understanding, holding one another accountable for task completion.
Members will be expected to limit their input to allow others to contribute.
All participants will be encouraged to actively listen and provide input, even if an opposing point of view, in language that is respectful and collaborative.

How will team members be held accountable for their responsibilities?
When an action item is accepted, the meeting organizer will establish a timeline for follow up.
A team member will be given the opportunity to request support or other resources to fulfill his/her responsibilities.
The team member accepting the responsibility is expected to update the meeting organizer and/or those with whom communication was agreed to be established within the agreed-upon timeline.
How will the core team and extended teams be recognized for their efforts?
Acknowledgement of effort and positive recognition are a priorities. They reinforce the spirit of camaraderie and pursuit of shared goals.
Core and extended team members will utilize all means, including personal visits, Thank You notes via mail, email, phone call, social media/website posts, newsletter mentions, etc. to ensure that contributions are acknowledged and duly recognized based on level of effort.

Membership Payments Growth

Situation Analysis
What is the current situation in the district? How many members did the district add 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.)

Membership was lower for several reasons:
- The Pathways rollout impacted membership, especially among longer-term members. Some newer clubs have experienced a relatively high rate of attrition.
- Corporate and community clubs are experiencing challenges due to changes in leadership, club culture, lack of engagement with the district for support, etc..
- A few clubs closed unexpectedly, due to a combination of several reasons.
- A special challenge the district faces is that our four prison clubs consistently struggle to arrange for timely membership dues payments.
- Another contributing factor to lower membership was that many members for a variety of reasons decided to reduce their membership in multiple clubs.
- Challenged with 4 clubs totaling 92 members were not renewed due to government timeline and process for payments did not line up with our TI deadlines.

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 dues.)

Recognition and Incentives are a priority for the district this year.
The district will promote membership building contests more frequently, and reward often to keep momentum.
District, Division, and Area leaders will actively participate in and promote the spirit of friendship and fellowship throughout the district, leveraging the promise of personal touch.
Greater district-wide promotion of timely dues payments will be made.
Members will be encouraged to identify new club opportunities.
We will continue to offer support for Pathways and encourage members to explore the new program. A Pathways Education Chair role has been created to support individual members in their adoption of
Pathways.
A District Mentor Chair position will be established to help retain members at newer clubs.
The District trio will introduce district-level awards for getting all officers trained during both training periods, achieving a perfect 10 on the DCP, etc.
The District trio will maintain close contact with the Area and Division Directors to keep up-to-date on successes as well as challenges and reward/address them in a timely manner.

Action 1
Schedule membership building campaigns and actively promote them through the newsletter, website, social media, etc.

Action 2
Institute reward and recognition programs and promote these programs, e.g., Perfect 10 in District 10, throughout the district.

Action 3
Promote membership-building contests (e.g., Smedley, Beat the Clock) during the program period and offer a $25 TI gift store certificate to clubs that achieve the goal.

Action 4
Establish a Pathways Education Committee to work with the Chair with PQD oversight to provide Pathways-specific demonstrations for all current clubs, prospective clubs, newly-chartered clubs and other Pathways-related support to encourage retention.

Action 5
Establish a District Mentor Chair role to focus on pairing new members in new clubs with experienced members in established clubs to encourage retention.

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 governors and gift certificates to the Toastmasters store.) *

Budget has been allocated for promotional and recognition activities.
Participation in community activities through impressive displays of Toastmasters branding material (banner, trifles, printed material, and human presence) will be encouraged and highlighted throughout the year.
Members will be encouraged through district communications, including club visits, to serve on the Pathways Education committee and the District Mentor committee. These leadership activities will be promoted as opportunities to earn HPL credit, or perhaps even Pathways DTM credit.
Area directors will be encouraged to promote these leadership opportunities, as well as to promote the membership building campaigns, in their clubs.
The DPRM will promote opportunities and recognize achievement in these areas through the district website.
Assignments
Who is in charge of each action? Who is on each team? What are each team member’s specific responsibilities?

Success is a team sport - the district leadership will hold themselves and their team members accountable for their responsibilities.

All education and training-related promotions and are the responsibility of the PQD with oversight of the DD. The DD will promote the establishment of a district mentoring committee, which will ultimately fall under the domain of the PQD, to nurture newly formed clubs so they become sustainable and operate as a healthy part of our district.

The DPRM will work with the trio, and the Area and Division PR contacts to develop and execute promotional campaigns related to the above goals.

Membership growth and retention activities will fall within the domain of the CGD, with oversight of the DD.

Action 1*
District Director establishes a Pathways Education Chair and committee; handoff to the PQD;

Action 2*
District Director establishes a district Mentor chair and committee; handoff to the PQD;

Action 3
Promote membership building campaigns via the website, newsletters, and social media.

Action 4
Institute recognition programs such as the Time for 20, Top 10 in District 10 and The Magnificent Seven (Introduced).

Action 5
The DD and PDQ will appoint a YLP Director and YLP Division Chairs to pilot and support Youth Leadership Programs in all Divisions to build a pipeline of prospective toastmasters - youth as well as their parent communities.

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

Action items will begin in the first quarter of the Toastmasters year. Trio members will report on progress toward goals in each area at their regular meetings and at the DEC meeting.

Action 1*
Appoint a Pathways Education Chair (done)

Action 2*
Appoint a District Mentor Chair, Research Chair, Corporate Liaison, DTM Chair and Club Quality Chair as soon as possible.
Action 3
Announce membership-building campaigns when appropriate - Recognize frequently via all channels of communication

Action 4
Announce recognition campaigns when appropriate - Recognize frequently via all channels of communication

Action 5
Promote Youth Leadership and Gavel Club Programs as a means to build a pipeline of new toastmasters and develop a socially responsible toastmasters district by instilling the spirit of Toastmasters in young minds.

**Club Growth**

**Situational 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.)*

Some corporate-type clubs closed last year because the organization stopped funding the club. Prison clubs continue to struggle to submit payments on time. Several other clubs struggle to maintain at least eight members. More prospective coaches are needed to help support struggling clubs. Several clubs are in the pipeline and are expected to charter early in the Toastmasters year.

**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.)*

The District will offer two in-person events focused on club building, growth and club quality, one in the fall and one in the first quarter of the new year. The district will offer special workshops for training coaches and mentors. Webinars and workshops focused on how to start new clubs will be offered. A club extension chair, club retention chair, club quality chair, and new club lead source chair will be appointed. Division and Area Directors will form councils to collaborate and support needs.

Increased focus will be on providing content and support to improve Club Quality and strategies to positively create and sustain healthy club environments which will in turn help steady and struggling clubs grow stronger and offer members what they came looking for.

**Action 1**
The PQD, CGD, and DD will closely focus and conduct frequent efforts to create and act upon the 'Voice of the District' in collaboration with Division, Area, and other appointed leaders of the district.
Action 2
The PQD in collaboration with the CGD will organize and produce workshops and webinars focused on the training new club mentors.

Action 3
The PQD, CGD, and Division and Area leaders will collaborate to organize and produce webinars focused on the training new club coaches.

Action 4
The CGD will manage a team comprising the club retention chair, the club extension chair, the club quality chair, and the club new lead resource chair.

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 a club extension committee, a demonstration team, and infokits@toastmasters.org.)

The district is budgeted for two events to provide education content to help build strong clubs. The CGD's team includes a club extension chair, a club retention chair, a club quality chair, and a new club lead source chair. Committee members will be encouraged to join these committees to develop leadership skills, support the district mission, and earn credit toward education awards. Budget allocations have been made to support club building and growth activities.

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

The club growth area is primarily the focus of the Club Growth Director with additional Committee Chairs appointed. Education, training, and collaboration programs to support club growth and retention efforts will be established in collaboration with the PQD. The district director will have oversight of these efforts.

Action 1*
The CGD will schedule and plan two events, one for the fall and the other for the late winter.

Action 2*
The PQD in collaboration with the CGD will schedule and conduct workshops, events, and webinars to educate members about being new club mentors.

Action 3*
The PQD will plan conference and TLI content to educate members about being club officers, mentors and coaches, utilizing every opportunity beyond TLI and conference to provide continuous learning and growth.

Action 4
The CGD will support her team (extension/retention/club quality/new club lead source) and will report on progress.

Action 5
All District leaders will collectively work towards gathering and acting upon the 'Voice of the District' to enhance member growth and engagement in supporting one another and growing together as speakers and leaders.

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

Committees will be formed in the first quarter of the Toastmasters year. The CGD will report to the Trio and to the DEC during regular meetings.

Action 1*
A fall event focused on Club Quality and Recognition is planned for Oct, 2019.

Action 2*
An additional event will be scheduled for late winter to focus on new club/district needs, officer/member engagement, and member growth.

Action 3
The CGD will establish a schedule for club coach and mentor webinars to be held throughout the year in collaboration with PQD and support from DD.

Action 4
The CGD will meet regularly with her team and will report to the Trio during their monthly meeting and to the DEC at regular DEC meetings.

Action 5

**Distinguished Clubs**

**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.)*

The district added clubs last year but also lost some. Some clubs continue to struggle, and a few have indicated in the first two months of the TI year that they plan to close. Prison clubs consistently struggle to collect dues. Pathways adoption is a challenge for prison clubs because inmates cannot access the Internet and lack the funds to buy hard copies of Path materials. In particular struggled to receive payment for 4 government clubs placing 92 members not in good standing.

This past year, we fell short by about 300+ members for the Distinguished District goal for membership growth, but achieved President's Distinguished for Distinguished Clubs in Program Quality. This is
encouraging as it is a reflection of the collective effort of all Club, Area, Division, and District leaders and members within all clubs.

Incentives like Perfect 10 in District 10 (achieving all 10 DCP goals), Magnificent Seven, and Time for 20! are planned. We will continue to promote attending club officer training. We will recognize clubs in which all seven officers are trained in both rounds as "Magnificent Seven" clubs. Members who earn education awards will be recognized often at club meetings, events and via all communication avenues.

**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 governors on the Distinguished Club Program.)*

In the past, the promise of recognition for achieving Distinguished Club goals has motivated clubs to work toward the DCP. Personal recognition for individual achievement by the DD, PQD, and CGD was an incentive for members last TI year. First round club officer training has consistently been successful in the past, and district leadership engagement and a personal touch showcasing the spirit of support and camaraderie has worked as an added incentive; a greater effort will be made to encourage officers and members with interest in future leadership positions to participate in second round training will be encouraged. We had 7 clubs achieve Magnificent Seven last year and we hope to better that by at least 50% this year.

**Action 1**

Show club officers the benefits of participating in both first and second round officer training; emphasize their role in building quality clubs that are healthy and sustainable.

**Action 2**

Continue to promote the Magnificent Seven award for clubs that have all seven officers trained during both rounds. Show how training can lead to achievement of excellence (DCP examples).

**Action 3**

Establish a Perfect 10 in District 10 award to recognized clubs that achieve all ten DCP goals plus the qualifying requirement.

**Action 4**

Encourage all clubs to follow the Club Quality Checklist and complete the Club Success Plan.

**Action 5**

Recognize members who earn education awards on social media, in a district newsletter and in a special recognition ceremony in the fall, as well as at the conference in the spring.

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

We are budgeting for several Distinguished club incentives in 2019-2020. These include lectern banners, membership pins, and special recognition for clubs that achieve all ten DCP goals as well as for clubs that train all seven club officers in both training rounds.

Additional funds have been set aside to encourage clubs to incentivize their members who achieve excellence.

**Assignments**

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

The PQD is responsible for progress toward the DCP; the DD has oversight. The DPRM will help promote incentives and will publicize achievements through the district newsletter, social media, and the D10 website.

**Action 1**
The PQD will create messaging to recognize clubs that had all four officers trained in the first round and to encourage getting at least four officers trained in the second round.

**Action 2**
The PQD with support from the DPRM will publicize the Magnificent Seven and Top 10 in District 10 awards.

**Action 3**
The PQD will establish special recognition for clubs that achieve all ten DCP goals plus the qualifying requirement.

**Action 4**
Members who earn education awards will be noted on social media, in the newsletter, and will also be recognized in a ceremony in the fall and at the conference in the spring.

**Action 5**
The PQD will work with the Area and Division Directors to establish frequent touch points to follow up on the health of the clubs and progress towards the DCP.

**Timetable**

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

Work toward promoting incentives is underway in the first quarter of the Toastmasters year and will continue throughout the year. Progress will be tracked and publicized by the PQD with help from the DPRM.

**Action 1**
The PQD with help from DPRM will publicize the first and second round club officer training numbers

Action 2*
The Magnificent Seven and Top 10 in District 10 clubs will be recognized at the conference in the spring.

Action 3
Clubs that achieve all ten DCP goals will be recognized next TI year, and will be encouraged throughout the TI year. Any clubs reaching the goal before June 30 will be recognized this TI year in the newsletter and website.

Action 4
Members who earn education awards will be recognized in the newsletter and/or our district website.

Action 5
The PQD will leverage funds set aside for online training to create content and promote all education in the district to form communities of learning.

Additional Goals
The district is instituting several new leadership opportunities this Toastmasters year. In the Program Quality area, they include the District Mentor Chair and committee and the Pathways Education Chair and committee. In the Club Growth area, they include the club extension chair, club retention chair, club quality chair, and new club lead source chair.

In addition, the district will promote succession planning to better build a leadership pipeline for the future. Division and Area Directors are encouraged to solicit and train Assistant Division and Area Directors (and associated committees as needed) to help learn about leadership responsibility and take on future roles to support the district and its members. We believe this will enable us to truly live up to our tagline 'Where Leaders are Made'.

Situational 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.)*

Interest and need are mixed with lack of clarity when it comes to understanding what leadership and committee roles entail.
The challenge of recruiting members to serve on committees is improving. It will be necessary to demonstrate that the time commitment is manageable, and to show that the rewards, both intrinsic and extrinsic, are worth expending the effort.

Education achievement and participation in the district is high in some clubs, steady in some, and low in others. There is a need and some traction to the idea of clubs adopting clubs to invigorate the district with shared learning and doing. District leadership is committed to encouraging this new trend and cashing in on
its positivity with due recognition and reward.

**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 an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.)*

Several programs are new in D10. The new committees will be promoted through the newsletter, the D10 website, and by area directors to their clubs. Incentives will be highlighted, as will the time commitment and background required.

*Action 1*
Recruit members to join the various committees in the Program Quality, Club Growth, Public Relations, Finance, etc. areas

*Action 2*
Utilize the District Leadership Committee to educate interested members in the roles and responsibilities of District leaders

*Action 3*
Recognize achievement, contribution, and service often, in a timely and appropriate fashion.

*Action 4*
Pair clubs to leverage shared learnings and build positive momentum

*Action 5*
Encourage Division and Area Directors to reach out for support and work towards succession planning to build a strong band of future leaders.

**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 director, the district website, and a nomination committee.)*

Resources include the DPRM to promote the leadership opportunities afforded by joining the various committees; recognition through the newsletter, website, and at various district events, including the annual conference in the spring.

**Assignments**

Who is in charge of each action? Who is on each team? What are each team member’s specific responsibilities?*
The District Director will be responsible for the District Mentoring program.
The PQD will be responsible for the program-related committees, including the Pathways Education committee.
The CGD will be responsible for club growth committees.

Action 1*
The PQD will recruit members for the Pathways Education committee, with support from the Pathways Education chair and the DPRM.

Action 2*
The District Director will recruit a District Mentor chair with support from the PQD and DPRM and will work together with the full team to recruit committee members.

Action 3
The CGD with support from the DPRM and the appointed club growth committee chairs will recruit committee members.

Action 4

Action 5

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

In the program quality area, a chair has already been appointed for the Pathways Education committee. A District Mentor chair is being sought.
All of the club growth committee chairs have been appointed.
Members for the various committees will be sought in the first quarter and additional members will be recruited throughout the Toastmasters year.

Action 1*
Encourage members to join the Pathways Education and District Mentor committees; promotion through the district website, newsletter, social media

Action 2*
The District Director to reach out personally to recruit a chair for the District Mentor committee; members to be recruited through the district website, newsletter, social media

Action 3
The CGD and club growth committee chairs will recruit committee members beginning in the first quarter and will continue to recruit throughout the year.

Action 4

Action 5