

# District Success Plan

## Team Composition

Name the members of the District's core team.\*

Club Growth Director, Debbie Stearns

Program Quality Director, Daisy Wei

District Director, Eugene Sicat

Public Relations, Stacey Kaminski

Admin Manager, Michelle Ryerson

Finance Manager, Wendie Swirski

Immediate Past District Director, Bev LeBlanc

Name the members of the District's extended team.\*

Club Extension Chair Brad Korbo

Club Extension Co-Chair Verge Monton

Webmaster/Dispatch Editor Vesna Ivkovic, Twila Tayfel

Club Retention Chair Marg Ustupski

Club Retention Co-Chair Cathy Morell

District Leadership Committee Chair Bev LeBlanc

Conference Chair Leanne Woodhouse

Recognition Chair Saya Sanyal

YLP Chair Mary Schoendorfer

Credentials Chair Chuck LeBlanc

Parliamentarian Bob Rodgers

Alignment Chair Bev LeBlanc

## 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?\*

Aligning with Toastmaster International values of Respect, Integrity, Service, & Excellence in all decisions & actions.

Every member supported, recognized, & appreciated for their contributions & achievements.

Helping members develop their potential both inside the Toastmaster environment & in their lives outside of it.

## Team Operating Principles

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

Emphasizing the need to improve communication & clarity amongst all members.

Praise down, Complain up.

Reward Creative Thinking (thinking outside the box - start with TI resources first, look at other districts) Focus on

Mentoring, Marketing, DCP, and Membership Growth

## Potential Obstacles

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

Uncertainty (health, work, online vs in person, etc)

Facilities (when will they open up for us?) and Online Resources - online and physical logistics

Clubs do not have a purpose or focus

Work or family commitments (may need potential backups - structure teams so that they are

## 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.)\*

All Leaders Call every other month.

Division Directors meet with Trio 1st Monday of each month, 8:00- 9:00 pm

Meetings are limited to 1 hour.

Every meeting has an agenda so that you can prepare in advance.

## Team Interactions and Behavioral Norms

How will decisions be made?\*

Check-in with the rest of the team first, all get some input in before making major decisions.

email or weekly check-in or SharePoint

If you are working on something, ensure the team is aware so we are not all working on the same thing. Sharing of information

(i.e. who is on your team?) is helpful.

Encourage & support the use of the District website.

When collaborating, use Sharepoint. (i.e. agenda for Leadership Training)

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

Email

Text messaging

Phone

What's App

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.

Email, Text, Dispatch, Facebook,PHONE, website, events calendar, sharepoint, zoom

Email, text, phone

Create a standard for communication (i.e., email if it's not essential, call or text if immediate)

Calendar invites for meetings

Email Service Standard - respond within 48 hours (when possible)

Subject line - Action Required with Deadline

How will the team resolve differences of opinion?

Listen, ask questions, discuss, and be clear on follow-up and actions

Seek first to understand rather than to be understood

Get both sides of the story, and be willing to adjust if more information is given.

How will the team support one another?

Listen, think about other perspectives, try to be understanding, deadlines - help them out and discuss it afterward, stay supportive, and not give in to gossip.

District team issues - use Regional Advisor as a resource

How will the team ensure equitable participation when completing activities?

Understand the role definitions but check in with the other leaders to ensure they are okay.

Ensure coverage when needed (i.e., vacation, work or family issues, etc.)

In meetings, ensure everyone can express their opinion and the workload is divided appropriately.

Ask for help instead when situations warrant, don't just give up.

How will team members be held accountable for their responsibilities?

Make sure job descriptions are well understood before they take action.

Clear objectives. (add in other work as assigned)

Set timelines for each role.

Monthly budget call.

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

Recognize when we mentor someone to save them from failing before they do - show that it is OK to ask for help.

Thank you from TI for all our team members/chairs/committee leads - put in the budget.

Use social media to show appreciation for others.

## 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.)\*

Memberships have dropped 8% in the last 3 years from 3624 in July 2021 to 3290 in July this year. We experienced small percentage losses 1.54% last year, 8.69% the year before and 17.45% the previous year, but cumulatively that adds up to losing 366 payments in the last three years. Before covid, the entire district was already losing membership. Potential causes to the drop in membership is a combination of things. 1. Digital transformation of Pathways. We are still seeing the low adoption rate of pathways. 2. Younger generations have different goals than the older generation. The question of in-person meetings versus online meetings seems to be a challenge. The older generation wants to keep in-person meetings and the younger generation likes to be online as they are the computer savvy generation. 3. Inflation rates around the world have increased drastically over the last couple of years due to Covid.

We need to address the year on year losses in membership and the effects of covid on membership by rebuilding membership with an aggressive growth strategy. This includes a strategy to increase the pathways adoption from all our members. We need to have a strategy in-place to incorporate both in-person meeting and online meetings as the future generations are more geared towards the online world.

### 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.)\*

Goal - 3554 membership payments this year (10% growth or 150 NEW members per 6 months). I want to focus efforts on existing membership building Toastmasters programs - the Smedley Award, Talk Up Toastmasters and Beat the Clock. I also want to use advertising, social media and media relations to raise the profile of Toastmasters across our district. This will drive guests into our clubs, which they can then turn into new members. You can't be a secret and a success at the same time.

Action 1

Promote TI membership programs on social media and D42 site. Add membership building info to D42 site.

Action 2

Award district incentives for TI membership building programs. Promote through media, D42 site and district leaders.

Action 3

Purchase and then award district incentives for TI membership building programs.

Action 4

Determine costs of advertising on social media like Facebook, LinkedIn, Instagram, podcast or Youtube.

Action 5

Work with ad partners to develop material and to place ads. Determine effectiveness after each ad campaign.

## 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.) \*

- Determine ad budget, available from this year's budget and possibility of using funds from district reserve.
- We want to invest in growing membership to increase the health of the district for this year and future years.
- PRM will be key in publicizing TI membership building programs to our clubs and members.
- PRM and CGD will work together to develop D42 membership content. Advertising spend with D42 FM, DD and DEC approval.
- Utilizing the district online media tools.

## Assignments

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

- CGD and PRM to work together to come up with membership building information for D42 website.
- CGD to communicate with leadership team, especially with DDs and ADs about membership growth incentives.
- CGD to work with the Recognition Chair
- PRM and CGD to work with ad partners to place social media and radio ads.

Action 1\*

CGD to communicate to the PRM the membership building initiatives to post on social media.

Action 2\*

CGD to communicate with Division Directors regularly about membership growth incentives such as Smedley, Talk up toastmasters and Beat the clock.

Action 3

CGD to work with the Recognition Chair

Action 4

CGD to work with PRM to execute advertising to online platforms.

Action 5

CGD to work with PRM to execute

## Timetable

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

Place ads on social media sites (example, Google, YouTube, Spotify) for the 2nd and 3rd week of September. Back to work and back to toastmasters seems like a timeline that would dovetail well. Once this campaign has been placed and we can gauge effectiveness for cost we can then plan future ad campaigns.

The Smedley Award membership campaign has already started so efforts to increase awareness are starting later than would be ideal but we will be able to begin earlier on the next two TI membership building campaigns

Action 1\*

Smedley information to be completed the first week of August for D42 site and incentive information to go to DD/ADs the same week.

Action 2\*

District incentives for Smedley Award is 25.00 gift card. Will be awarded once campaign timeline is over.

Action 3

District incentives for future campaigns to be included in budget. Promotion to be planned at least one month before future campaigns.

Action 4

We already have costs for Facebook/LinkedIn ads. PRM to look into costs for ads for Google, Youtube and Spotify in August.

Action 5

Talk Up Toastmasters information to be completed second week of January. Beat the clock information to be completed second week of April.

## 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.)\*

Two new clubs were added to D42. One in Division B, Mosaic Masters and one in Division E, Kepler Astrologers. By July 2023, we have a total of 98 clubs; 2 clubs without members; 46 clubs with less than 12 members. 37 clubs are distinguished and above. Most of the strong clubs stayed strong even after COVID, but there are fewer clubs between 13-19 because there are more clubs under 12 members.

We have two challenges to help existing clubs and build new clubs. One of the challenges is to find sponsors and mentors due to the lack of new members, or new members' lack of knowledge of building a new club. The second challenge is having members come forward as club coaches to help the struggling clubs.

## 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.)\*

Keep as many clubs as possible while starting new clubs to replace lost clubs. We need to bring back as many under 8 clubs as possible. Add members to struggling clubs and keep them on track with the club coach program and increased support from the district team. Grow 10 new clubs with new members, not dual members as we have done before. We need new clubs with people, not paper members. Address experienced member burnout by including newer toastmasters in leadership roles, spreading out responsibilities and giving experienced members an outlet for support.

There are two areas that we can promote. One is to promote Career Advancement Program for ESL. It provides support or experience shared between ESL Toastmasters. The second area to promote is to corporate businesses. With training budgets being reduced in difficult economic times, toastmasters is an economical way for corporations to train staff at an affordable cost.

### Action 1

Provide training and workshop to introduce new club sponsors and mentors; Pairing stronger clubs with challenged clubs

### Action 2

Communicate with officers in struggle clubs with more resources to support membership attraction

### Action 3

AD/DD/club coach support for under 12 member clubs, must have success plan.

### Action 4

Continue club coach program and monthly education/support meetings. Monthly phone follow up with coaches

### Action 5

Promote Career Advancement Program for ESL. It provides support or experience shared between ESL Toastmasters. Promote toastmasters to corporate business for leadership training of staff.

## 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.)\*

I think more support for struggling clubs is an effective way to increase membership. We have 46 clubs with under 12 members. Club coaches are an important resource in supporting struggling clubs. However, we have only a few club coaches. The Club Coach Committee will provide support to all club officers. The DDs and ADs will be important resources in working with.

In regards to building a new club, we have Club Extension Committee which provides training and support to club sponsors and mentors when we build new clubs.

## Assignments

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

Brad Korbo and Verge Monton are taking the lead for Club Extension Committee. Together they are going to manage new club sponsors and mentors' training.

The club coach program has three members from Saskatchewan who have continued to work with the program again this year. We have added two members from Alberta to the team. CGD assigns club coaches and will work with PRM to promote and

recruit club coaches. CGD will work with DDs and ADs to get them to support struggling clubs that do not have a club coach. Cathy

Morrell is the Club Coach Committee chair with Marg Ustupski.

Action 1\*

CGD to email members who reach level 3 and above on a monthly basis.

Action 2\*

Club Coach team promotes monthly club coach mastermind sessions.

Action 3

Club Coach team to support under 12 member clubs, must have success plan.

Action 4

Club Coach team along with PRM promote club coach to members and on social media.

Action 5

CGD to work with Club Extension Committee to provide training for new club sponsors and club mentors.

## Timetable

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

This has already begun. Club Coach will be accountable to CGD for actions.

Actions are tracked on a spreadsheet on google drive.

Monthly Club Coach executive meetings have started with actions being reported at that time.

Emails from CGD to members are tracked in spreadsheet by the Club Coach team.

Club sponsor and Club mentor training is on-going by the Club Extension committee.

Action 1\*

Provide training for new club sponsors and club mentors.

Action 2\*

Communicate with club officers in struggling clubs with more support and resources.

Action 3

Email to members who have completed level 3 and above with information regarding club coach possibilities.

Action 4

Continue to provide monthly club coach mastermind sessions.

Action 5

Meet regularly with Club Extension Team

# 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.)\*

Stats from past years:

2022-2023 34%

2021-2022 27%

2020-2021 32%

2019-2020 44%

2018-2019 41%

2017-2018 40%

2016-2017 44%

## 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.)\*

40% Clubs Distinguished Goal (40 Clubs to achieve this with expecting 100 clubs in D42)

We need 6 % more clubs to become Distinguished above last year's 34% and just close to our average of 45%

Strategy:

- Pathways Orientation

-- Continue holding monthly events

-- Add incentives (i.e., for members who sign up, engagement by advancing levels at a certain time)

- Support DCP in Clubs

-- Club Fitness Incentive - Submit Club Success Plan, Moments Of Truth, Club Roster

-- Go Getter Incentive - 5 DCP points by Jan 31

-- Triple Crown Incentive - (3 Levels)

- Mentorship

-- Every District Leader is assigned a Mentor to follow the Pathways mentor program

-- Area Director's presentation at Clubs about the Pathways mentoring program

-- Pathways Mentoring Program Incentive - Members who complete the Pathways Mentor Program within the year will receive

an incentive

- Training - 85% of officers trained (average 6 of 7 officers trained)

-- 3 Training sessions per training season online (June, August, November, January, February, June) available on weekdays and weekend

- Area Director visit reports completion

-- The first 5 Area Directors who complete their reports in each round will receive an incentive

- Delivery of incentives

-- make it timely

-- ensure Area Directors are sending the ribbons and other incentives (inform them of reimbursement of mailing fees)



Action 1\*

Club Fitness Incentive - Collect Moments of Truth, Club Success Plans, and Club Roster by September 30

Action 2\*

Go Getter Incentive - Clubs achieve 5 DCP points by Jan 30 Recognized

Action 3

Triple Crown Incentive - Awarded District Conference and after June 30

Action 4

Mentorship - Area Directors present Pathways Mentor Program by December 30

Action 5

Training - Coordinate Leadership Training Fall and Winter Training Seasons

## 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 have budget to purchase the incentive items.

The Orientation of Pathway is scheduled as monthly event and led by previous District leader.

Strong club will sponsor Orientation of New Members.

Division Directors to coordinate the Leadership Training Fall and Winter Training Seasons

## Assignments

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

Jacque Schneider leads the Pathway orientation monthly event.

PQD will work on the budget to purchase the incentive items.

The Recognition Chair will be responsible to distribute incentive items to each Division Directors or individuals.

Action 1\*

PQD will work with recognition Chair to award and distribute the incentives

Action 2\*

PQD will finalize the budget by end of August

Action 3

Recognition chair identify what we have and we we need for the year

Action 4

PQD will work with strong club for orientation of new members.

Action 5

Division Directors to coordinate the Leadership Training Fall and Winter Training Seasons

## Timetable

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

All action items have begun in July and will finalize the plan by end of August.

Action 1\*

Communicate with team to understand the challenge and overcome obstacles

Action 2\*

Check out the TI Shop to decide the available incentives by September

Action 3

Add Orientation of Pathway monthly event to District Calendar by September. Monthly promotion on Facebook and email to District leaders to promote monthly.

Action 4

Order the incentive items at least quarterly -by Oct, Jan, April, June

Action 5

Recognize members' achievement in Conference in May

## Additional Goals

Mentoring Program

Area Director Report Incentive

Youth Leadership Program

## 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.)\*

Support for Leaders to help them gain success as AD's and DD's and District Team

Mentorship Path achieved by only two members in District

Area Visit Reports often submitted last minute

Youth Leadership Program last year - around 5 programs

## 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.*)\*

Create Mentorship Committees

Incentives for Area Directors who submit Area Visit Report a month early (e.g., cup, t-shirts, sweaters)

Appoint YLP chair (Mary)

Action 1\*

Assign all District leaders Mentors following Pathways Mentor program as much as possible

Action 2\*

Continue cooperation with communities for the YLP programs.

Action 3

Website reveal and development continues to be current and engaging

Action 4

Area Director Visit Report Submitted 1 month Early in both terms.

Action 5

First 3 completions will receive a Tshirt as special incentive.

## 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.)\*

Mentor with DTM or Leadership experience to help our leaders

Website will continue to add resources for members and be interactive

Incentives for Area Director Visit Reports

## Assignments

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

Mentorship Chair

YLP Chair

Website Committee (PRM), WebMaster and Dispatch Editor

PQD and CGD

Recognition Chair

Action 1\*

Mentorship Chair and PQD

Action 2\*

YLP Chair

Action 3

Website Committee (PRM), WebMaster and Dispatch Editor PQD and CGD

Action 4

DD, PQD and CGD

Action 5

Recognition Chair

## Timetable

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

Mentorship began in June

Website development has been working all last year

Review Club Visit report as early as August until the deadline for each round

Action 1\*

Mentor assigned and communication between mentor and protegee to begin - (June Assignment)(Dec Mentor Checking)  
(June Recognize)

Action 2\*

YLP chair start conducting sessions on YLP and get external party partners

Action 3

Mentor assigned and communication between mentor and protegee to begin - (June Assignment)(Dec Mentor Checking)  
(June Recognize)

Action 4

DD/PQD/CGD

Action 5

Recognition Chair collect reports for incentive October and April)