

District Success Plan Summary**2015-2016****District 35****District Success Plan****Team Composition**

Name the members of the district's core team.

Rhonda Williams, District Director
 Cindy Laatsch, Program Quality Director
 Keith Cumiskey, Club Growth Director
 Ed Thelan, Administration Manager
 Sue Kohut, Finance Manager
 Barbara Weisenberger, Public Relations Manager
 Craig Carpenter, IPDG
 Nancy McCulley, Vince Treague, Julia Boss, Mark Nienow, Irv Snider, Heidi Schreiner (Div Directors)
 Jennifer Leny, Laura Croft, Aundrea Price, Dave Dopkins, Bruce Bitter, Leah Strutz, Maria Armbrust, Yvonne Lumsden-Dill, Jay Kieckhafer, Kevin Krebs, Jaki Van Valin, Scott Kazin, Lois TeStrake, Raneef Graf, Patti Wills, Albert Thomas, Fred Debelack, Cindy Algiers, Theresa Flynn, James Karon, Robert Lambert, Larry Van Dyn Hoven, Brenda Michels (Area Directors)

Name the members of the district's extended team.

Laurie Baker, Club Extension Chair
 Peggy Lee Hanson, District Webmage
 David Kocol, Social Media Manager
 Christine Piela, Newsletter Editor and Twitter Manager
 Ken Bjorkquist, Conference Site Selection Committee Chair
 Tom Rozga, Audit Committee Chair and District Parliamentarian

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?

Our team values are aligned the the Toastmasters core values.

Team Operating Principles

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

One principle we are trying to exemplify is encouragement to try new things in a safe environment. We try to let everyone know that they are valued team members and we respect their risk-taking. We'd rather see someone try and fail than be paralyzed by fear of failure.

We also encourage questions. No question is off limits and there are no dumb questions.

We are very transparent regarding district operations, success planning and budgeting. Any member can question our direction and make suggestions.

Leadership growth is our over-riding objective.

Potential Obstacles

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

We have trouble meeting face to face due to the geographic size of the district. There is a district-wide issue with finding locations that satisfy people who do not want the added time required to drive to events.

We've also struggled after a major realignment last May due to many clubs moving into different areas and divisions.

We continue to have some areas and divisions that function more cohesively than others. It has been difficult for many years to find leaders in some areas due primarily to the locations of the clubs being spread out.

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 DEC meets at least every other month in person and exchanges information through conference calls and email in between. Communications with the extended team are usually one-to-one emails

and are as needed. The Trio and IPDG generally communicate weekly via Sunday evening conference call.

Team Interactions and Behavioral Norms

How will decisions be made?

Decisions will be made by the person responsible for the area of responsibility. Decisions with a larger impact will generally be discussed, but final decision-making authority will rest with the person in charge. This is consistent with our principle of leadership development

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

Email
Teleconference
Mail

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.

Other than the weekly Trio conference call and other calls scheduled on an as-needed basis, communication is done primarily through email since this is generally efficient. Individual phone calls are done if it is easier to communicate by phone than email.

District financial reimbursements are generally scanned documents that are emailed, but the checks are mailed back and forth for signatures.

How will the team resolve differences of opinion?

We will work toward consensus, but when it cannot be achieved, the Trio member in charge of the responsibility will have the final word. If the area of responsibility is not clear, the District Director will make the final decision.

How will the team support one another?

We'll run new ideas past each other for feedback and to get different perspectives. We cover for each other when one is over run with responsibilities and deadlines, or unable to otherwise handle their responsibility. We've demonstrated that we speak with one voice for a unified message.

How will the team ensure equitable participation when completing activities?

We've been dividing tasks up front. If we need help from one another, we'll ask for assistance or an extension of time.

How will team members be held accountable for their responsibilities?

Each office is responsible for the areas of the mission that fall particularly to the office. The District Director bears ultimate responsibility for any failings.

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

We will give them audible praise and thanks as often as we are able to acknowledge, both publicly and privately.

Goal 1: 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.)

Growth last 2 years with 12.4% and 5.29%. 2014-15 we added 1077 new members (245 were charter members). Member renewals were 3480. We do well w/ retention compared to neighboring districts & clubs worldwide.

Slow dues renewals: Our great retention(80% of our base)comes at a cost. Each year at Oct. renewals, about 1/3 of our members slip into "graced" status. Most do renew again but our district/club officers expend a lot of time contacting the members who have not paid expending time.

New member growth: Other challenge is new member growth. Base of 113 clubs gained 832 new members. or ave. of 7.36 members per club. If we increased the ave. to 8 members per club times our base of 117 clubs, we would yield 936 new members this year. If we were able to add those new members before Oct. we would also increase the member payments to 2 per member assuming all renewed.

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.)

Strategy 1: Remind club officers at beginning of August that dues must be paid in September, allowing additional time to invoice members. Ask that they begin the process as soon as possible. At same time offer solutions that make paying dues easier for members: invoicing through Free Toast Host; Venmo or Paypal payment systems; mobile credit card readers like Square, etc. The reminder will be repeated in early February for April dues.

Action 1 Remind Treasurers early in August and February to begin dues renewals

Action 2 Suggest additional payment resources like Paypal, Venmo, Square and invoicing through FTH

Action 3 Provide message campaign to members to pay dues

Action 4 Create incentive plan for early dues renewals

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.)

One-third of the DEC is on Team Member Payments and is providing guidance.
We also have a very active PR team to assist.
We can use out budget to create incentive programs

Assignments

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

Team Member Payments chaired by Rhonda Williams. Other members are Julia Boss, Yvonne & Mike Dill, Ranee Graf, Sue Kohut, Kevin Krebs, Heidi Schreiner, Ed Thelen, Vince Treague, Larry Van Dyn Hoven
Tina Beranik

Action 1 Team supports while chair (in this case Rhonda Williams) executes

Action 2 Team supports while chair (in this case Rhonda Williams) executes

Action 3 Create a message to members to cooperate with the renewal process by respecting the Club Treasurer's time.

Action 4 Keith Cumiskey, Club Growth Director, is running the program and sending updates

Timetable

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

Actions 1 and 2 have been completed for August and need to be repeated in February

Action 1 Done for August. Repeat first week in February.

Action 2 Done for August. Repeat first week in February.

Action 3 Should be included in newsletter and repeated through Aug/Sept and Feb/March

Action 4 In progress and will be repeated in spring. Program runs to October 1 and April 1

Goal 2: Club Growth

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.)

The district chartered 9 clubs and lost 5 . The challenges that the district faces are that members see chartering new clubs to be the lone responsibility of the Club Growth Director, we have several clubs that are failing and we lose almost as many as we charter every year, and our Club Extension Chair works in the SE corridor of the state and not outside that region.

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 appoint -ing a club extension chair to pursue leads and scheduling demonstration meetings.)

One strategy is to find another club extension trainee, and we have identified that person. The other strategies are included in the actions listed.

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| Action 1 | Create Quick Start Guides for (a) Sponsoring a new club (b) Mentoring a new club and (c) Coaching an existing Club. The objective of the guide documents is to create awareness amongst District membership on the 'who, what, when, why, where and how' of each of these three roles. They should be short, catchy, colorful, inviting, accessible and informative. |
| Action 2 | Create and maintain a database of successful club coaches and mentors. Develop a profile for each coach/club. What was the club situation upon taking the assignment? Why did you agree to coach? What steps did you take as coach? What steps did the club take as a result? What was the key to your success? What did you learn as a coach/mentor? What would you have done differently? This database can serve as a resource in multiple ways: a new coach can review and see what others have done |
| Action 3 | Create and deploy a video on how and why to coach a club - Deploy on District website. Resources may be required to have this professionally done, or, possibly find a specialty or advanced club interested in taking this on as a project, or an individual to lead the effort as an HPL project. The idea is to make club coaching less intimidating, more inviting and rewarding. |
| Action 4 | TLI sessions on club coaching - Target completion by December 2015, to be deployed during winter TLI sessions. The coaching sessions we've had at TLI and conferences/conventions have been more Q&A and brainstorming. I believe this needs to be more informative. I have someone in mind to lead this, but haven't discussed with them yet. |
| Action 5 | Appoint a District Club Coaching Chair. There is so much work to be done here, it can be a job in itself. Solicit candidates by email to Division Directors, Past District Governors. Include position description. Highlight benefits of serving as a coach. I have a job description already, have asked two people (regretfully declined) and have a third in mind. The ideal candidate is self-motivated and passionate about club coaching. |

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.)

We have individuals who have the skills needed. We also have ample budget.

Assignments

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

Keith Cumiskey is overseeing the activities.

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| Action 1 | Keith Cumiskey will oversee with Laurie Baker's assistance and perhaps help from an Area Director (Jay Kieckhafer has been named). |
| Action 2 | Keith Cumiskey will oversee completion. We are in process of finding a club coach chair. |
| Action 3 | Keith Cumiskey is seeking a person to lead this |
| Action 4 | Keith Cumiskey |
| Action 5 | Keith Cumiskey |

Timetable

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

Work has begun. We hope to get systems in place by fall. Focus on team-building and generating enthusiasm over the fall dues renewals has limited our time, but we are seeing good results where our resources have been focused.

Action 1	December 31
Action 2	December 31
Action 3	Fall conference
Action 4	Winter TLI
Action 5	Ongoing. Several people have declined. We hope to capitalize on generating interest at the fall conference

Goal 3: 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.)

Toastmasters educational program is an important part of every Toastmaster's journey and is a critical aspect of every club meeting in District 35. The Toastmasters Education Program is based on a proven curriculum that enables you to develop your communication and leadership skills one step at a time. District 35 supports this educational process by supporting these four principles:

- Experiential Learning-In District 35 each member learns by doing; by giving speeches and fulfilling leadership roles. We utilize the "Practice to Proficiency" model of adult learning.
- Self-paced Program-In District 35, each member learns best at their own pace and comfort level
- Peer Feedback-In District 35, we strive to offer honest and supportive peer evaluation - at all levels of the District. The process of offering feedback creating a growing experience in both the person delivering and receiving the feedback.

*Mentoring-experienced members encourage, guide and support all 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 training all area and division directors on the Distinguished Club Program.)

District 35 clubs utilize the Communication and Leadership tracks to support, track and manage club growth, which directly impacts the number of clubs that reach Distinguished Status each Toastmasters year.

Action 1	1) Focus on Club Vice President's Education and Club President - send a monthly email "From the PQD". In this ongoing monthly email series - educational topics, but current and upcoming - will provide focus to club leadership as year unfolds
Action 2	2) Video Presence on www.tm35.org. Working with fellow Trio member and PRO - deliver video's that provide District-wide educational topics. In collaboration with District clubs - offer the opportunity that clubs become SMEs (Subject Matter Experts) on topics relevant to the District.
Action 3	3) Google Hang Outs. Research the use of Google Hang Outs as an "ad hoc" educational tool. These "hangouts" provide an informal and impactful forum to provide focus on educational topics.
Action 4	4) Conference and Convention Follow-up - the culmination of the District 35 Contest seasons are the Fall Conference and the Spring Convention. To gauge response and seek feedback to continually improve these experiences - follow-up each event with a District-wide survey. This survey will seek feedback on the overall experience, as well as feedback on the educational experiences offered.
Action 5	5) Focus on educational development of Area and Division Directors - Deliver an ongoing Educational Topic at DEC meetings for Area and Division Directors. This topic - chosen by PQD and DD - will focus attention and resources to deliver a concise, easily consumed message to District Leadership. In addition, this educational message focused on the current and future state desired for the District on Distinguished clubs.

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).)

Cindy Laatsch, our Program Quality Director, is a Gallup Certified Strengths Coach who can provide team and individual coaching for Leadership Team. This focus on Strengths create the environment where District leaders "lead with their strengths" - supporting personal and professional development - driving back to the Toastmasters goal of the ongoing development of Communication and Leadership skills.
Our Executive Committee is passionate and excited.
We have skilled technology experts in the district who have volunteered to help.

Assignments

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

This effort will be led by Cindy Laatsch

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| Action 1 | Provide overview to DEC of the concept of "leading with your Strengths". Introduce the concept of using Strengths as a tool for District Leadership. |
| Action 2 | Provide Strengths Finder 2.0 to all DEC members - via online experience or book. Gather all Top 5 Strengths from District Leaders to provide a Leadership Map for District. |
| Action 3 | Create Master District Strength Road map - use this as a tool in DEC meetings to discuss leadership, and using Talents and Strengths. In addition, create awareness in leaders to seek out and give opportunities to District Members to have awareness of their leadership strengths. |
| Action 4 | Offer one-one-one coaching to interested DEC members. |
| Action 5 | Cindy Laatsch / Keith Cumiskey / Rhonda Williams |

Timetable

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

Items 4 and 5 are in progress, and item 5 is ongoing. There has been some initial education on item 3. Items 1 and 2 will be focused on following the fall conference.
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| Action 1 | This was completed by September, 2015 DEC Meeting. |
| Action 2 | The DEC was provided all resources for completing the SF process by September, 2015 DEC Meeting |
| Action 3 | Leadership Strengths Road Map is 80% completed - awaiting input from final 20% of the members. |
| Action 4 | One-on-One Coaching initiates in October, 2015 |
| Action 5 | This began in June and is ongoing |

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, measureable, 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've created a strong PR team this year, and one goal is to increase the number of District Facebook "likes". Our goal is 500 by the fall conference.

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 had 2 different pages and there was no regular posting.

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.)

We have identified people who understand that 'liking' does not drive visibility. 'Sharing' is needed. We are posting and sharing.

Action 1 Continue to post relevant content

Action 2 Get people to share content

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 governors, area and division directors, the district website and the district nominating committee.)

We have people, the newsletter, the upcoming conference

Assignments

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

Our PR Manager is leading and apprising us of progress.

Action 1 All district officers are posting

Action 2 Barbara Weisenberger is apprising us of visibility progress, which in turn reminds us to share

Timetable

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

Out first milestone is the fall conference Nov 6, 7th. The new goal will be set after the conference.

Action 1 Fall conference.

Action 2 Fall conference. Progress tracked weekly.

PRINT

SUBMIT PLAN