



District 35 DEC Meeting

January 13, 2018
Mequon

Where is the Toastmaster?



Agenda (morning)



Topic	Leader	Time	Start
Welcome	Keith	5	10:00
Club Building update	Rozaline	10	10:05
Club retention	Rozaline	10	10:15
Monona Terrace and Division TLIs	Ed	15	10:25
What Did You Say?	Cindy	20	10:40
Contest promotion	Ed	15	11:00
Leadership Nominations	Keith	5	11:15
Fall Conference Replacement	Ed	15	11:20
Social Media update	Jackie Breezer	10	11:35
Lunch		30	11:45

Agenda (afternoon)



Topic	Leader	Time	Start
District Success Plan - status			
Club growth/retention programs	Rozaline	10	12:15
Membership programs	Rozaline	10	12:25
Club Quality programs	Ed	10	12:35
Other initiatives	Keith	5	12:45
Area and Division contest roundtable	All	30	12:50
Pathways update	Ed	15	1:20
Other	Keith	5	1:35
30-60-90 day actions	Keith	15	1:40
Q&A / Wrap up	Keith	5	1:55
Conclude			2:00



Club Building Update

Rozaline Janci
DEC Meeting
January 13, 2018



The District Mission

“We build new clubs and support all clubs in achieving excellence.”



Club Building Update

Help from Area Directors and Division Directors

- ▶ Area Director Visits
- ▶ Corporate Clubs
- ▶ Club Mentors
- ▶ Follow up with Leads



Club Retention

Rozaline Janci
DEC Meeting
January 13, 2018



Club Retention

We have currently identified 27 coaches for the clubs that are struggling with less than 12 members

We are working on assigning coaches to a few more.



Club Growth/Retention Programs

- ▶ Seed the Lead Program - \$10 - \$185 depending on how far the lead progresses through chartering
- ▶ Club Coaching - \$100 for each coach that successfully completes the assignment



TLI Updates

Ed Thelen, DTM
DEC Meeting
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List of Division TLIs

- ▶ DFAB (ABDF) – January 20th & February 15th
- ▶ Central – February 10th
- ▶ Eastern – February 11th
- ▶ Northern (N1 & N2) – February 24th
- ▶ Northern (N3) – February 10th
- ▶ Western – February 24th



District TLI – Monona Terrace

- ▶ Registration open to everyone as of this week
- ▶ Bus for ABDF – Eventbrite registration
- ▶ Working on transportation for some other Divisions if possible
- ▶ Volunteers needed for registration – speak with Registration Chair Jason Feucht



Schedule - Morning

- ▶ 8:30 – Registration/Networking
- ▶ 9:30 – Start of TLI
- ▶ 9:45 – Gary Schmidt – Secrets of Successful Leaders
- ▶ 11:00 – Pathways Team – Pathways Update
- ▶ 12:00 - Lunch



Schedule - Afternoon

- ▶ 1:00 – Panel Presentation – Clubs that Made a Turnaround Facilitated by Yvonne Lumsden-Dill
- ▶ 2:00 – Gary Schmidt – Toastmasters Makes Your Dreams Come True
- ▶ 3:00 – Teresa Hutton - Creating a Club Vision Statement with Gamestorming
- ▶ 4:00 – Wrap-Up/Announcements
- ▶ 4:30 - Adjournment



What did you say?

Cindy Laatsch
DEC Meeting
January 13, 2018



Speech Contests – 2nd Round

Ed Thelen, DTM
DEC Meeting
January 13, 2018



Overview

- ▶ Resources Already Provided
- ▶ Steps to Take in Preparation
- ▶ Reminders for Area/Division Contests



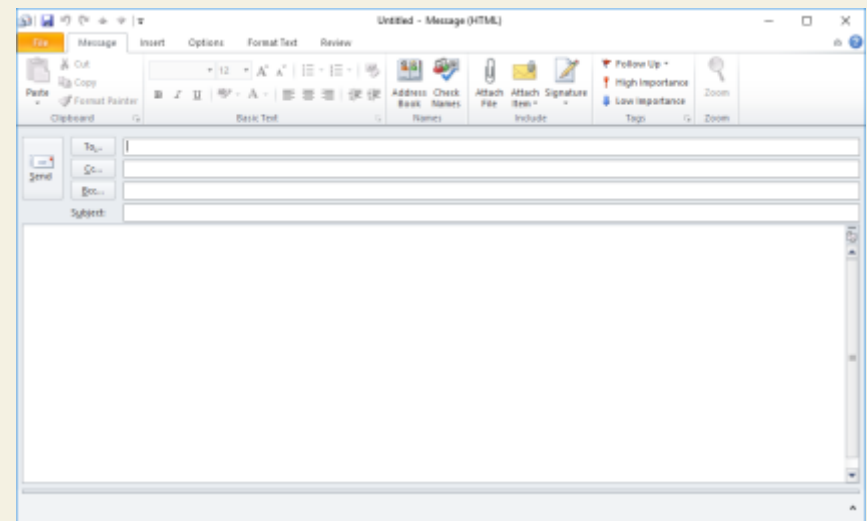
Use Resources

- ▶ Speech Contest Rulebook
- ▶ Ask one level up
- ▶ Judy Bauer – contest rule questions



Initial Gathering

- ▶ E-mail essentials of contest
 - Time, date and location
 - RSVP Information (contestants and attendees)
 - Need for volunteers





If You Aren't Getting Enough Responses...

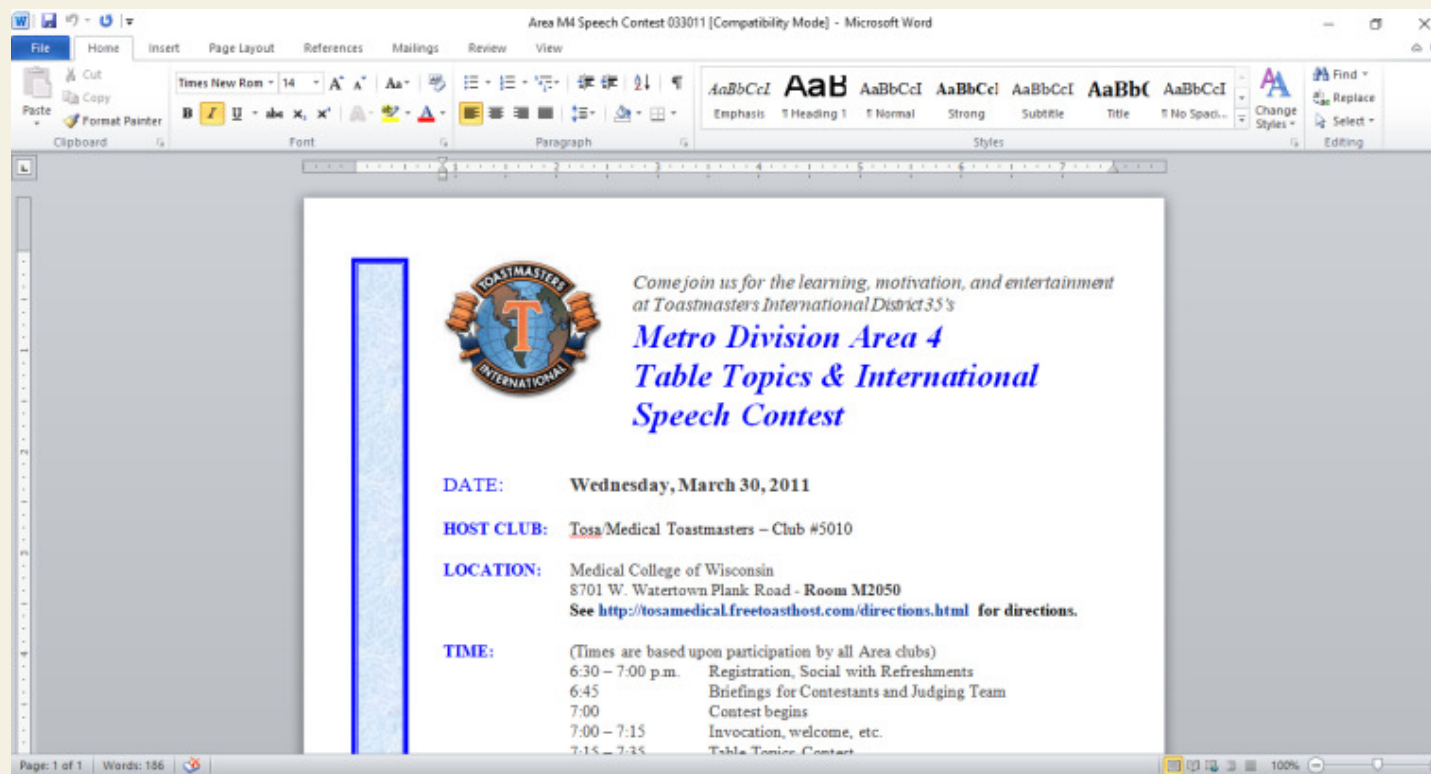
- Get on the phone!





Time to Advertise!

Create a flyer





Organizational Resource

List of Helpers

Division Spring Contest Plan 2018 Template - Microsoft Excel

Division International Speech Contest								
Date								
Role	Division Dir. Name	Area 1 Area Dir.	Area 2 Area Dir.	Area 3 Area Dir.	Area 4 Area Dir.			
Signs / Flag	Division Director		Name					
Timing Devices (2)		Name		Name		Area 1	International Speech	1st P
Stop Watches (2)			Name		Name	Area 1	International Speech	2nd F
						Area 2	International Speech	1st P
Agendas	Division Director					Area 2	International Speech	2nd F
Certificates / Trophies	Division Director					Area 3	International Speech	1st P
Contest Forms	Division Director					Area 3	International Speech	2nd F
Flyer / Reservations	Division Director					Area 4	International Speech	1st P
Make Awards	Division Director					Area 4	International Speech	2nd F
Refreshments	Division Director							
Tie Breaking Judge (Secret)								
Welcoming	Division Director							

Ready | Plan | Membership HMDD18 | Attendees | Count: 8 | 100%



Organizational Resources

Project Plan

Division Spring Contest Plan 2018 Template - Microsoft Excel

Task	Deadline	Status	Responsible for (can adjust or delegate)	Name(s)	Comments (Note this is not an inclusive task list, but can be used in conjunction with other sources)
Contest:					
Contest Chair					Assign Contest Chair
Contest Master, Chief Judge					Assign Contest Master, Chief Judge. Inform Contest Master on how much you want them to do.
Public Relations Blitz					To Toastmasters; and local area as appropriate.
Contest Helpers					Obtain judges, timers, ballot counters, sergeant-at-arms, registration and other helpers
Contest Equipment					Make sure we have Timing lights and stop watches for the contest.
Contest Forms					Get from TI for Chief Judge
Identify Contestants					Find out winners of division contests, and runner up
Certificates Participation Appreciation					Order Certificates. See Awards for contest trophies



Organizational Resources

Contest script – help Contest Master

Area Contest Script Spring - 2018

9:00	Area Director	Call to Order (use gavel if needed) SMILE Welcome everyone Allow time for Applause
9:05	Area Director	Introduce Contest Master Allow time for Applause
9:07	Contest Master	Opening Remarks – include a brief personal welcome Warm up Audience (something humorous usually works well) <i>Speech contests are an important part of the Toastmasters International educational program. Speech contests provide:</i> <i>1) An opportunity for speakers to gain contest experience, and to recognize the best speakers as an encouragement to everyone.</i> <i>2) Contests also provide an opportunity to learn by observing the more proficient speakers who have benefited from their Toastmasters training.</i>



Leadership Nominations

Keith Cumiskey



Identifying future leaders

- ▶ During your visit(s) don't just ask "who wants to be a district officer"
 - Many (most) members won't know what that is or why they would want that
 - Those that are interested will likely be proactive
 - Look for potential leadership traits
- ▶ Look for future leaders and approach them



Nominations for District Leadership

- ▶ Now being accepted through January 20th
- ▶ All **elected** and **appointed** positions
 - **Area** and **Division** directors
 - **District Director, Program Quality Director and Club Growth Director**
 - **District Finance, Administration and Public Relations managers**
 - Note ... some positions have prerequisites
- ▶ Email forms to **Jim Hughes**, District Leadership Committee Chair
- ▶ More details on **District website**



Fall Conference update

Ed Thelen / Keith Cumiskey
DEC Meeting
January 13, 2018



Survey results

- ▶ 155 responses - about 8% of members
- ▶ About $\frac{1}{4}$ responders have never been to a conference, another $\frac{1}{4}$ have been to most over the past four years
- ▶ 75% of responders are a member of (only) one club
- ▶ Good geographic representation



Survey results (continued)

- ▶ Main reason for attending – education sessions
- ▶ Secondary reasons – socializing/networking, keynote, contest





Some suggestions

- ▶ District TLI in early December
- ▶ Contest + 2 education sessions
- ▶ Expand content around division contests
- ▶ Leadership summit
- ▶ Video, online streaming event



Social Media Strategy District 35 Toastmasters

1/13/18 Jackie Breezer, PR Manager



Summary

1. D35 PR and Social media goals
2. Current social media presence
3. District content strategy



D35 Social Media Goals

District PR Goals

- 🔒 Establish and maintain lines of communication between the district and its members
- 🔒 Establish and maintain lines of communication between the district and the public
- 🔒 Increase awareness of Toastmasters through all available media

Our D35 social media goals:

- 🔒 Reach as many D35 Toastmasters as possible – 50% participation in social media
- 🔒 Keep members informed of district events
- 🔒 Inspire – with articles and links to thought leaders, Toastmasters, communications, leadership, and public speaking
- 🔒 Connect members in an online community



Social Media Explained



www.UShumor.com



Today's D35 Social Presence

How Many Followers

- 🔒 Twitter 534
- 🔒 Linked In 649
- 🔒 Facebook Page 547
- 🔒 Facebook Group 25 (NEW)

Keeping statistics on which social media platform reaches the most people

Example Statistics:

TLI registration as of 1/11/18

- 101 tickets sold
- 480 total views of eventbrite page
- Facebook Link: 18 visits - 2 sales
- LinkedIn Link: 2 Visits
- Twitter Link: 81 Visits



D35 Content Strategy

We will post each week to all three channels

Guidelines for the type of content that we will post:

- 50% of content promotes Toastmasters events, activities, and programs
- 50% of content to be educational:
- Shares ideas and stories from thought leaders (inspire, “how to”, etc.)
- Topics of communications, leadership, and public speaking

Any Questions?

Contact:

D35 PR Manager

Jackie Breezer

Jackie.Breezer@outlook.com

Cell (414)731-5465





Lunch





District Success Plan update

Keith Cumiskey
Ed Thelen
Rozaline Janci



District Success Plan - Overview

- ▶ Roadmap for our year
- ▶ Collective input from all DEC members through your participation at July DEC meeting and ongoing conference calls
- ▶ Supports the District mission and goals and is supported by the District budget



Paid Clubs

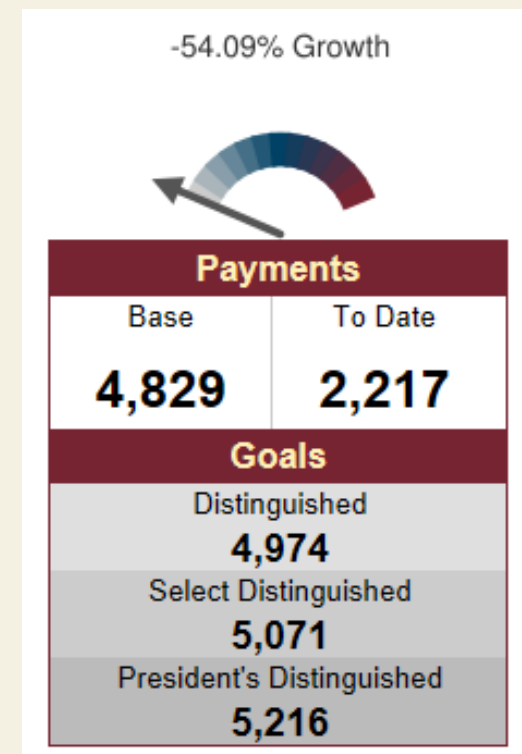
Need 9 more clubs to meet the Paid club Goals





Membership Payments

Need 2,757 membership payments before 6/30





Membership Programs

- ▶ Elite 8 – Add 8 new members in a toastmaster year
- ▶ Renewals - \$50 gift card – Renew 90% of member base (Minimum of 8 members)
- ▶ Net 5 Growth - \$ 50 gift card – End year with Net membership growth of 5+
- ▶ Talk up Toastmasters - \$ 50 gift card – Add 5 new members in February/March



Distinguished Clubs

- ▶ Tiered incentive programs
- ▶ Timely updates
- ▶ Survey members to determine what motivates them
- ▶ Toolkit for Distinguished Clubs resources
- ▶ Leverage advanced members





Other goals

- ▶ Website
 - New calendar
 - Forums – Club Coaching and Pathways coming soon (requires logon to post, but not to read)
- ▶ Leadership Pipeline – Cindy Laatsch to kickoff this month
- ▶ Address loss of Fall Conference
 - Survey
 - Discussion today
- ▶ Document repository – Matt Wuteska developing website to accommodate



Area / Division Contest roundtable

DEC Meeting
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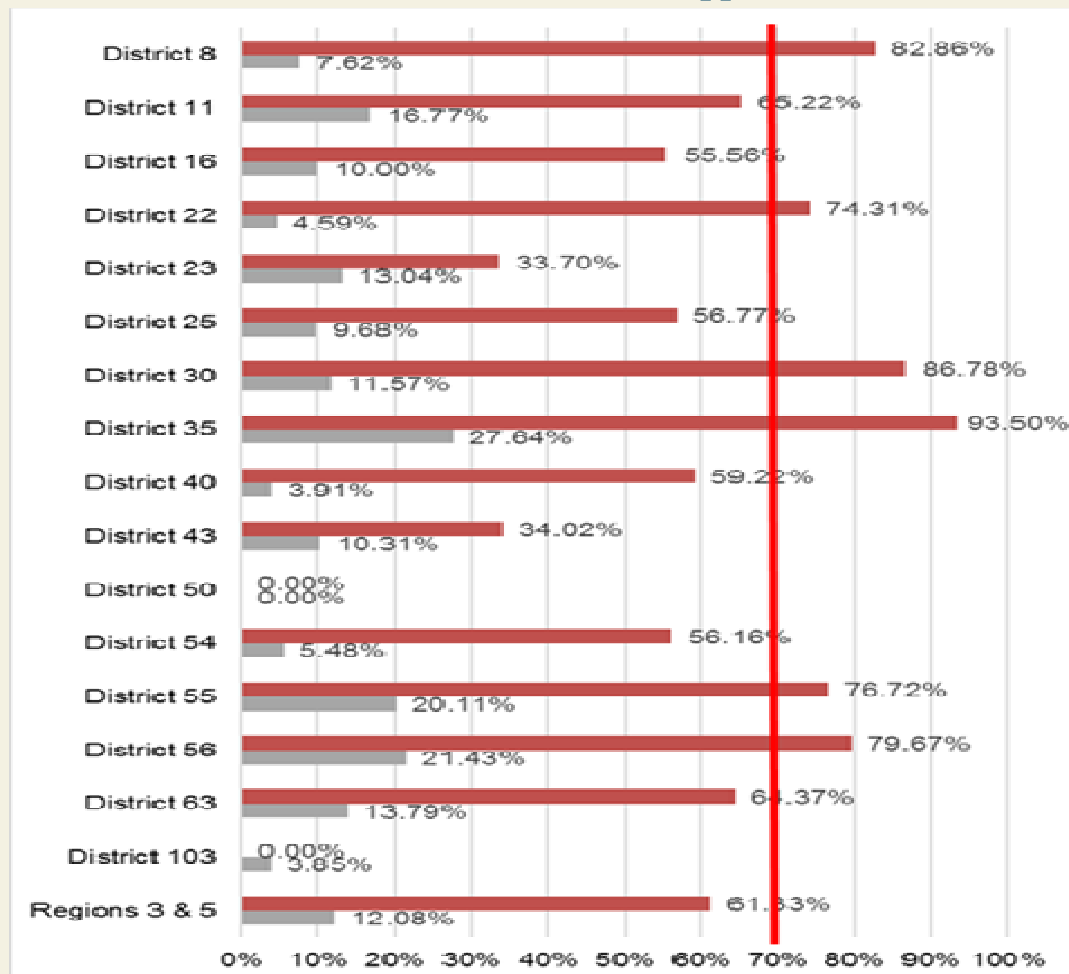


Pathways Update

Ed Thelen, DTM
DEC Meeting
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District 35 – The #1 Team





Pathways Guides

- ▶ Judy Bauer
- ▶ Craig Carpenter
- ▶ Lori Geddes
- ▶ Tom Gust
- ▶ Jeff McRaven
- ▶ Kris Pool
- ▶ Kimberly Thomas
- ▶ Tom Carlson
- ▶ Jesse Franklin
- ▶ Angela Graham
- ▶ Kelly Huttelmaier
- ▶ Tina Palmgren
- ▶ Kathy Shine
- ▶ Stephen Wittmann



Pathways Ambassadors

- ▶ Wendy Benkowski
- ▶ Theresa Flynn
- ▶ Scott Kazin
- ▶ Sierk Oudemans
- ▶ Kathy Shine
- ▶ Kyna Shnayderman
- ▶ The Skrauss



Calendar of Events Since Last DEC

- ▶ January – Weekly calls for Guides/Ambassadors resume
- ▶ December & January – Pathways Guides presentations occurring
- ▶ January – Chief Ambassador Kathy Shine hosting additional webinars
- ▶ January



Issues/Challenges

- ▶ Scheduling of visits with limited number of clubs
- ▶ Negative word of mouth from seasoned Toastmasters that command authority
- ▶ Finding the right interface to interact about Pathways
- ▶ Technology gap and comfort



Upcoming Items

- ▶ Remainder of January-February – Pathways Guide/Ambassador Visits
- ▶ January & February – Pathways Updates at TLIs
- ▶ February – Launch of Pathways
- ▶ Ongoing – Pathways Guide virtual sessions
- ▶ Ongoing – Ambassador Touchpoints



Other

Keith Cumiskey



Other

- ▶ Gladys Rivera has resigned as Division D Director. She has been replaced by Theresa Flynn.
- ▶ Share the information discussed at this DEC meeting with your clubs
- ▶ Thanks to Deb Martin and Dick Hawley for submitting club visit reports already !



Unclaimed awards

Push to Distinguished – June 2017

Division	Area	Club Name	Eligible for ...
A	2	Wisconsin Club	\$ 50
A	2	Speak Up Milwaukee	\$ 50
B	3	Love of Laughter	\$ 100
C	2	Eastside Madison Toastmasters Club	\$ 100
D	4	Toast of Milwaukee	\$ 50
E	1	Sheboygan Club 2121	\$ 50
W	1	Rolling Hills Toastmasters Club	\$ 100

Clubs could tailor their award to their needs ... these clubs have been contacted multiple times with no response. Suggestions ... Toastmaster gift certificate, Pick-N-Save gift cards, convention registration



30-60-90 Days



Your next 30 days (mid February)



- ▶ Continue Area/Division Councils
- ▶ Confirm club contests are complete by February 18
- ▶ Area contests
 - Schedule, plan, promote
 - Build on success and improvements from Fall contests
- ▶ Begin 2nd round of club visits (and file reports)
 - Review resource material from Toastmasters International
 - Identify struggling clubs (earlier is better)
 - Identify next year's leaders
- ▶ Pathways club training underway. Rollout date TBD
- ▶ Division TLIs - Plan, promote, conduct ... complete by end of February
- ▶ Promote, register and attend Monona Terrace TLI – February 3 (less than ½ of the DEC has registered)
- ▶ Remind potential leaders of nomination deadline – January 20

Your next 60 days (mid March)



- ▶ Conduct area contests (February 19 – March 25)
- ▶ Continue your club visits
 - Include your deputy area directors
 - Focus on dues payments
 - Alert trio to at-risk clubs
- ▶ Plan Division contests
- ▶ Begin promotion of Spring Convention

Your next 90 days (mid April)



- ▶ Conduct division contests (March 26 – April 22)
- ▶ Continue your club visits
 - Include your deputy area directors
 - Focus on dues payments
- ▶ Promote Spring Convention
 - May 5-6
 - Milwaukee airport



Q & A



Next DEC Meeting

- ▶ Date: Saturday, February 17, 2018
- ▶ Time: 10:00 am – 2:00 pm
- ▶ Location: Medical College of Wisconsin, Wauwatosa, WI
- ▶ Hosted by Division A
- ▶ As always, lunch provided