



District 35 DEC Meeting

March 17, 2018

Portage, WI

Where is the Toastmaster?



Agenda (morning)



Topic	Leader	Time	Start
Welcome	Keith	5	9:30
Deputy Area Directors	Keith	5	9:35
Spring convention update	Ed	15	9:40
Leadership Lessons	Keith	20	9:55
Pathways update	Ed	15	10:15
Fall Conference replacement	Keith	5	10:30
Transition planning	Keith	20	10:35
Contests	Ed	5	10:55
Candidates showcase	Keith	5	11:00
Club Building update	Rozaline	10	11:05
Center Stage	Keith	20	11:15
Lunch		30	11:35

Agenda (afternoon)



Topic	Leader	Time	Start
Area Councils	Deb Martin	10	12:05
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
District alignment committee	Keith	5	12:50
Other	Keith	10	12:55
30-60-90 day actions	Keith	15	1:05
Q&A / Wrap up	Keith	5	1:20
Conclude			1:25



Deputy Area Directors

Keith Cumiskey



Deputy Area Director

- ▶ Serves by appointment by an area director
- ▶ Can perform several tasks, including, but not limited to
 - Assist organizing speech contest
 - Join in club visits with area director
- ▶ “Try-before-you-buy” approach to serving as area director
- ▶ Members interested in serving as area director next year can still email forms to [Jim Hughes](#), District Leadership Committee Chair



Spring Conference Update

Ed Thelen, DTM
DEC Meeting
March 17, 2018



Conference Theme

SAVE THE DATE

A TOASTMASTER
WEARS MANY HATS

May 4&5, 2018

Crowne Plaza - Milwaukee Airport



Important Dates

- ▶ Registration is **open!** Please promote to your clubs. Deadline: 21-April
 - Ensure that clubs sign up
 - Promote the luncheon and dinner sessions – great way to network and celebrate!
- ▶ Marketplace submissions: *Closed*
- ▶ Education session submissions: *Closed*



Area/Division Director Registration

- Tip for entering Eventbrite codes

A screenshot of the Eventbrite "Select Tickets" modal window. The window has a title bar with "Select Tickets" and a close button. Below the title bar, there is a red rectangular box highlighting the "Enter Promotional Code" link. The main content area lists three ticket options, each with a quantity selector (set to 0) and a "Show Info" link. The first ticket is "Club Member - (Club has registered)" for FREE, with sales ending on May 4. The second ticket is "Club Member - Before April 21, 2018" for \$45.00, with sales ending on April 21. The third ticket is "Club Registration - Before April 21, 2018" for \$90.00, with sales ending on April 21. A "CHECKOUT" button is located at the bottom right of the modal.

Select Tickets	
Enter Promotional Code	
Club Member - (Club has registered) FREE	0 ▾
Show Info	Sales end on May 4
Club Member - Before April 21, 2018 \$45.00	0 ▾
Show Info	Sales end on April 21
Club Registration - Before April 21, 2018 \$90.00	0 ▾
Show Info	Sales end on April 21
CHECKOUT	

Formal dinner attire - Saturday

- ▶ Officers will need to plan for a formal dinner on Saturday! And don't forget...formal attire can also include a fancy hat!





Program advertising

- ▶ A great way to thank your Toastmasters team, promote a business, and/or celebrate an achievement!
- ▶ Your ad will be printed in color and will be displayed in every program!
- ▶ Cost varies per size...please reach out to Julia.Boss@GE.com to learn more!



Proxies and Voting

- ▶ You have a vote as a District Council member in your role
- ▶ Club President and Vice President Education are part of the District Council
- ▶ One of those club officers not present – a proxy must be filled out for another club member to vote
- ▶ If you are a voting member – expectation is to attend the Business Meeting and not another event



Proxy Form

Toastmasters International, District 35 Fall Conference Proxy
May 5, 2018, Crowne Plaza, Milwaukee, WI

Club Name: _____ Club No: _____

I hereby appoint _____ to vote as Club
proxy at the Convention stated above.

Signed: _____ Title: **Club President** Date: _____

Toastmasters International, District 35 Fall Conference Proxy
May 5, 2018, Crowne Plaza, Milwaukee, WI

Club Name: _____ Club No: _____

I hereby appoint _____ to vote as Club
proxy at the Convention stated above.

Signed: _____ Title: **VP Education** Date: _____

Want to Help?

- ▶ We're still looking for volunteers to introduce education sessions!





Leadership Lessons

Keith Cumiskey
DEC Meeting
March 17, 2018



District 35 Pathways Update

Ed Thelen, DTM
District 35 Executive Committee
March 17, 2018



Pathways Rollout Updates

- ▶ Pathways rollout continues worldwide
- ▶ Region 3 & 5 (District 35), February 13
- ▶ Regions 1 & 11, launch March 20
- ▶ Regions 4 & 13 Pathways Guides are in the process of visiting clubs ahead of the anticipated rollout on April 24
- ▶ Region 8 & 9 club visits are already underway before the final rollout on May 15



Pathways Rollout Updates

- ▶ More than 45,772 members have enrolled in Pathways — representing 29% of the members where Pathways is available
- ▶ More than 48,852 paths have been initiated
- ▶ The average adoption rate is 29%
- ▶ 99.5% of all users chose an online path instead of working in printed materials.



Active Virtual Support Sessions

- ▶ Every club in District 35 has designated Pathways Guide conducting online support
- ▶ Chief Ambassador extends sessions to all officers and members, not restricted to Base Camp Managers
- ▶ Badger Meter (prospective club) had visit on February 19 – already supported by Guide
- ▶ New Eaton club will have visit on March 20 by Tom Gust, then supported by Chief Ambassador



What can we do in our District roles?

- ▶ Help encourage adoption of Pathways by asking folks:

“What learning path have you selected?”

- ▶ Remind the clubs to attend the Virtual Support Sessions being conducted – support for Pathways ends in May!!!
- ▶ Encourage clubs to provide evaluation forms for the first 3 projects in the club (that's 5 evaluation forms)



(Must be Logged in) Select “Welcome”



The image is a screenshot of the Toastmasters International website. At the top, the navigation bar is dark red. On the left is the Toastmasters International logo, a globe with the text 'TOASTMASTERS INTERNATIONAL' and 'WHERE LEADERS ARE MADE'. To the right of the logo is the text 'Welcome, Kathy' in yellow, followed by a shopping cart icon, and links for 'Logout', 'Find a Club', 'Start a Club', and 'Contact Us'. A search bar is on the far right. Below the navigation bar is a horizontal menu with links: 'About', 'Pathways', 'Education', 'Membership', 'Leadership Central', 'Resources', 'Magazine', and 'Events'. A yellow arrow points from the text '(Must be Logged in) Select “Welcome”' to the 'Welcome, Kathy' link. Below the navigation bar is a large banner with a collage of photos of people speaking and listening. Overlaid on the banner is the text 'EVERY TOASTMASTER'S JOURNEY STARTS WITH A SINGLE SPEECH' in large white capital letters. At the bottom of the banner is the text 'START YOUR JOURNEY' in large white capital letters.

TOASTMASTERS INTERNATIONAL

WHERE LEADERS ARE MADE

Welcome, Kathy

Logout | Find a Club | Start a Club | Contact Us

Search

FIND A CLUB

About | Pathways | Education | Membership | Leadership Central | Resources | Magazine | Events

EVERY TOASTMASTER'S JOURNEY
STARTS WITH A SINGLE SPEECH

START YOUR
JOURNEY

Welcome, Kathy
Logout
Find a Club
Start a Club
Contact Us

WHERE LEADERS ARE MADE

[FIND A CLUB](#)

[About](#) | [Pathways](#) | [Education](#) | [Membership](#) | [Leadership Central](#) | [Resources](#) | [Magazine](#) | [Events](#)

[Home](#) / [My Toastmasters](#) / [Profile](#)

Kathy Lynn Shine,
DTM

[Club Central](#)

Member Summary

MEMBER NUMBER
332628

Account Information
Edit

ADDRESS
HOME PHONE
PRIMARY EMAIL

Enrolled in 2 paths

[Go to my transcript >](#)

Click on “Open Curriculum ”



Innovative Planning

Due: No Due Date Status: In Progress

Open Curriculum



Leadership Development

Due: No Due Date Status: Registered

Open Curriculum



Click on “Activate”, then “Launch”

INTERNATIONAL

Leadership Development

Options

0%

CURRICULUM PROGRESS

Leadership Development

○ LEVEL 1

○ LEVEL 2

○ LEVEL 3 >

○ LEVEL 4 >

○ LEVEL 5 >

0% **Level 1** ⓘ

Completed: 0 Min Required: 4 Total Items: 4



Ice Breaker
Status: Not Activated **Due:** No Due Date
This foundational project is designed to introduce you to your club and the skills you need to begin your Toastmasters journey.



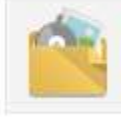
Activate



Evaluation and Feedback
Status: Pending Prior Training **Due:** No Due Date
This project addresses the skills needed to give and receive feedback. You will learn about giving, receiving and applying feedback.



Researching and Presenting
Status: Pending Prior Training **Due:** No Due Date
This project addresses strategies for selecting a topic, suggestions for research and methods for producing a well-organized speech.



Level 1 Completion—Leadership Development
Status: Pending Prior Training **Due:** No Due Date
Use this resource to help you through the process of requesting that your vice president education approve your completion of Leadership Development...





Fall Conference replacement

Keith Cumiskey
DEC Meeting
March 17, 2018



Fall Conference replacement plans

- ▶ Direction from Toastmasters International
 - No District level contests in Fall (new)
 - No contests that do not lead to a District contest (existing rule)
 - Business meeting must be virtual and conducted prior to September 30 (new)
- ▶ Survey input – December
- ▶ DEC input – January
- ▶ District forum open for discussion for last six weeks
- ▶ Present options for vote at the upcoming District Council meeting – advisory to next year's leadership team



Proposed three options

1. Early December TLI (similar to Monona Terrace)
2. Live webinar – online education presentations, keynote speeches, etc.
3. Division events – Education sessions, networking, keynote speakers, etc.

Reminder ... conferences are revenue neutral. These options either have to pay for themselves or other programs in the District reduced or eliminated.



Transition planning

Keith Cumiskey
DEC Meeting
March 17, 2018



Speech Contests Update

Ed Thelen, DTM
DEC Meeting
March 17, 2018



Speech Contest Overview

- ▶ Current Review
- ▶ Reminders for Area/Division Contests



Positive Feedback About the Contests

- ▶ Greater participation in combining areas – glad most have taken advantage of this
- ▶ Most have been well run
- ▶ Doing well with timing
- ▶ Use of materials provided



Areas for Improvement with Contests

- ▶ Certificates of participation
- ▶ More contestant participation – at least figure out why certain clubs aren't participating
- ▶ Continue to work on getting more people involved in other roles
- ▶ Speech quality



Reminders – Contest Planning

- ▶ Promote the event – don't just send out e-mail – calls, flyers, Facebook
- ▶ If you need help – ask! (Sooner than later)



Contest Attendance - Quad

<u>Date</u>	<u>TLI/Contest</u>	<u>Quad Attendance (as of 3/16/18)</u>
3/22/2018	A2	Ed, <u>Rozaline</u>
3/24/2018	E1	Keith
3/24/2018	C1, C2, C3, C4	Ed
3/24/2018	W1	<u>Rozaline</u>
4/6/2018	F	Cindy
4/7/2018	Western	Ed
4/13/2018	A	Ed
4/13/2018	B	Keith, <u>Rozaline</u>
4/14/2018	Northern	<u>Rozaline</u>
4/14/2018	Central	
4/14/2018	Eastern	
4/20/2018	D	Ed, <u>Rozaline</u>



Candidate Showcase

Keith Cumiskey
DEC Meeting
March 17, 2018



Candidate Showcase

- ▶ Friday night at Spring Conference
 - Comments and interviews
 - All district officer candidates – nominated or floor
 - Optional, not mandatory
- ▶ Led by a moderator
- ▶ District leaders may submit questions to Keith Cumiskey by April 29th (specify if a question is to be directed to a particular office or all candidates)
- ▶ Questions are not shared with the candidates in advance



Format

- ▶ Each candidate will be allowed a 2 minute prepared statement
 - Before interview questions, or
 - After interview questions, or
 - Split before/after interview questions
- ▶ Unopposed division director candidates will have a 3 minute interview
- ▶ Trio and opposed division director candidates will have a 6 minute interview

Candidates will be prepped on format in advance



Club Building Update

Rozaline Janci
DEC Meeting
March 17, 2018



Club Building Update

► Need 6 more clubs
To meet the Paid club
Goals. – 3 clubs will
Charter in March



Paid Clubs	
Base	To Date
128	126
Goals	
Distinguished	132
Select Distinguished	135
President's Distinguished	139

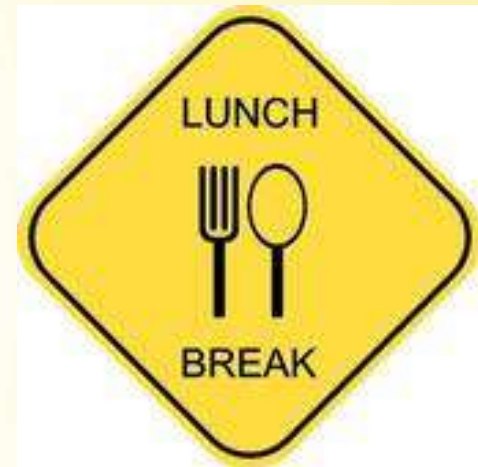


Center Stage

Keith Cumiskey
DEC Meeting
March 17, 2018



Lunch





Area Councils

Deb Martin, DTM
E2 Area Director
DEC Meeting
March 17, 2018



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



The District Mission

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



Club Retention

We have currently identified 28 coaches for the clubs that are struggling with less than 12 members

We have monthly coach calls to share ideas to help clubs and 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



Membership Payments

We have less than 15 days to
Get our dues in.

43 clubs have paid for atleast
8 of their members and clubs
are in good standing.

We need your help!



Payments	
Base	To Date
4,829	3,073
Goals	
Distinguished	4,974
Select Distinguished	5,071
President's Distinguished	5,216



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



Talk up Toastmasters

- ▶ Ozaukee Toastmasters (3)
- ▶ Waukesha Toastmasters Club(3)
- ▶ DJAB(3)
- ▶ Capital City Club(3)
- ▶ Credit Union Center TM Club(3)
- ▶ Prairie Swale Club(3)
- ▶ NM Speaks!(6)



Talk up Toastmasters

- ▶ CNH Industrial Toast Team(7)
- ▶ Kenosha Toastmasters(3)
- ▶ Superiorland Toastmasters Club(3)
- ▶ Reedsburg Area Club(3)
- ▶ 3M Menomonie Toastmasters(3)
- ▶ Ayres Associates Toastmasters Club(3)



Distinguished Clubs

- ▶ Member feedback
- ▶ Toolkit of Distinguished Club resources
- ▶ Focus on advanced members
- ▶ Tiered incentive program
- ▶ Knowledge/information on a timely basis



Other goals

- ▶ Website
 - New calendar
 - Forums(requires logon to post, but not to read)
 - Club Coaching
 - Pathways
 - Fall Conference alternatives
- ▶ Leadership Pipeline – Cindy Laatsch to kickoff today
- ▶ Document repository – Matt Wuteska developing website to accommodate



District alignment

Keith Cumiskey



District alignment

- ▶ Districts are required to review alignment of clubs/areas/divisions annually
- ▶ District Director appoints Committee Chair – Andy Little
- ▶ Committee presents proposal for District Council vote at Spring business meeting
- ▶ The trio is currently reviewing the initial proposal and will begin socializing with the impacted divisions today



Other

Keith Cumiskey



Perfect attendance record

The following have attended all 10 DEC meetings (including June training, two teleconferences and District Council meeting)

Kelly Huttelmaier	Jennifer Zhang
Kris Pool	Kathy Glaser-Brown
Ronda Borowski	Robert Wall
Dick Hawley	Barbara Cate
	Jason Feucht



Other

- ▶ Area and Division Director of the year nominations
 - Criteria priorities
 1. Performed the role as defined
 2. Exceeded in the role as defined
 3. Additional service to the District
- ▶ Nominations close **March 23** (send to Keith Cumiskey)



Other

- ▶ Share the information discussed at this DEC meeting with your clubs



30-60-90 Days



Your next 30 days (mid April)



- ▶ Continue Area/Division Councils
- ▶ Plan and conduct division contests (March 26 – April 22)
- ▶ Continue 2nd round of club visits (and file reports)
 - 43 of 128 completed reports
 - Include deputy area directors
 - Review resource material from Toastmasters International
 - Identify struggling clubs (earlier is better)
 - Identify next year's leaders
 - Dues renewal reminders (by March 31)
- ▶ Promote Spring Convention
 - May 4-5
 - Crowne Plaza Milwaukee airport
 - Register yourself (area directors complementary lunch)

Your next 60 days (mid May)



- ▶ Complete club visits
- ▶ Schedule transition discussion with your successor
- ▶ Remind clubs - officer elections (first meeting in May) and submit list to WHQ
- ▶ Beat the Clock promotion (May/June membership drive)
- ▶ Follow up on low-paying clubs (less than 8 members)

Your next 90 days (mid June)



- ▶ Complete transition plan with your successor
- ▶ Follow up on low-paying clubs



Q & A



Next DEC Meeting

- ▶ Date: Saturday, April 21, 2018
- ▶ Time: 10:00 am – 2:00 pm
- ▶ Menasha Public Library, 440 First Street
Menasha, WI 54952
- ▶ Hosted by Eastern Division
- ▶ As always, lunch provided