

# District Success Plan

## Team Composition

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

Manuel (Manny) Reyes, District Director  
Lynda Starr, Program Quality Director  
William Markert, Club Growth Director  
Margarita Estrada, Public Relations Manager  
Subhash Harmalker, Financial Manager  
Janette Alexander, Administration Manager  
Alex Volyand, Logistic Manager

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

Anne Gilson, Destination DTM  
Victor Martins, District Chief Judge  
Su Brooks, Training Coordinator  
Ainsley Reynolds, Parliamentarian  
Rachel Nuber, Clubs, and Members Awards Chair  
Thomas Somers, Webmaster  
Janice Buffalow, Immediate Past District Director  
Division directors - 9  
Area Directors -37

## 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?\*

RISE

Every member matters  
servant leadership  
leaders help others to lead  
transparency  
fun  
self-development  
engagement

## Team Operating Principles

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

focus on members  
respect  
proactive empowerment  
try something new  
open communication  
continuous progress  
reaching new ceilings

## Potential Obstacles

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

everyone has own priorities  
ideas not always feasible  
lack of follow-through  
miscommunication  
budget  
Toastmasters/life balance  
people step beyond roles  
disbelief  
fear of change  
self discouragement

## 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.)\*

Executive team (D83XT) meets weekly on Sundays via phone, monthly in person, and as needed at meetings, everyone has a chance to express opinions and provide updates  
Proactive Empowerment, every officer's opinion is considered and discussed on its merits  
Try something new. We will not be stuck to how we did things previously  
Open to change even when that means being uncomfortable trying new ideas or processes.

## Team Interactions and Behavioral Norms

How will decisions be made?\*

Democracy rules when possible. Sometimes it will be necessary for an executive decision  
A final decision will be based on what is best for members as a whole, not any specific individuals  
All decisions implemented are open to being re-assessed and re-evaluated until provide value-add to most of the members  
There are no right or wrongs, but inaction is off the table

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.  
email, phone, text, depending on situation and immediacy of response needed and in-person

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.

weekly phone calls for DXT

be cognizant of people's work and life schedules, when Toastmasters clubs meet

How will the team resolve differences of opinion?

consider what is best for the district as whole and its members, not based on any specific individuals  
what elements most closely associated with district mission and Toastmasters core values

How will the team support one another?

with respect and appreciation, step in to help one another as needed so that no one is over-worked or overwhelmed, provide feedback in non-threatening way

How will the team ensure equitable participation when completing activities?

each person will be assigned tasks based on their Toastmasters role, interests and skills along with time constraints and ability to meet deadlines

How will team members be held accountable for their responsibilities?

deadlines, reporting on weekly calls

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

district incentives, acknowledgement on calls, emails

## **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.)\*

District 83 lost over 800 members last year. The District is located in a fairly high density populated geographic area. Numerous activities compete with the Toastmasters educational program, making it challenging to retain membership. A significant number of clubs are struggling with 12 or fewer members. These clubs are reluctant to request a club coach because they believe it reflects a failure in the leadership team. To be successful, clubs need to ensure they are delivering the very best value to our members. In addition, New Jersey is one of the most expensive areas of the country to live in. People and corporations are leaving the state because of the heavy tax burden. Some of the corporations that stay are downsizing their workforce. Payments tend to arrive late for both dues cycles. Many corporations require an invoice when paying dues for company members. For younger members, the dues payment process at the club level is onerous. Many of them don't use checks and few clubs are prepared to accept credit card or other electronic forms of payment. In summary, we need to improve the value proposition for our members and work with all clubs to streamline the payment process

### **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.)\*

A great deal can be learned by reflecting on the value proposition provided by your club. To promote this initiative, the district will be encouraging all clubs to evaluate their health with respect to the "Moments of Truth." One of the six characteristics suggests that clubs need to be at charter strength or better to conduct effective meetings. The district will also encourage clubs to share best practices by visiting other clubs. District 83 will exploit technology to grow membership and the number of clubs. We will invest in an internet marketing campaign to attract potential members to our website landing page, one designed specifically for visitors that will explain the Toastmasters educational program and highlight the features and benefits. Our Public Relations Manager will expand our social media footprint to increase public awareness of the Toastmasters educational program. The district is encouraging the use of "Meet-up", an online platform which allows people with similar interests to meet and share ideas. Our organization must also streamline the dues renewal process. Corporate clubs shouldn't have to ask for an invoice to renew members. Our theme for the year is ProActive Empowerment. We should arrange for all corporate clubs to receive invoices in advance of the dues renewal dates to facilitate timely payments. The district will also explore electronic payment technologies that will make paying dues easier for members, particularly the younger generation. Cumulatively, these actions are expected to result in a 6% increase in membership by year-end.

#### Action 1

Encourage clubs to conduct "Moments of Truth" evaluation and recognize clubs with significant net growth in membership.

#### Action 2

Promote participation in the "Traveling Gavel" program, a program which encourages clubs to visit other clubs and participate in their meeting.

#### Action 3

Invest in an internet marketing campaign.

#### Action 4

Encourage clubs to use "Meet-up" as a tool for attracting new members.

#### Action 5

Streamline dues renewal process for all 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 governors and gift certificates to the Toastmasters store.) \*

To achieve this vision, the Club Growth Director, Club Retention Chair, District Director, Program Quality Director, Public Relations Manager, Finance Manager, Administrative Manager, Division Directors, Area Directors, and club officers will need to buy into the plan. The key to success will be communicating the plan and securing their commitment. Frequent reminders will help keep the team focused on bringing the District's vision to fruition.

## Assignments

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

The Club Growth Director will oversee the marketing vision and direct the internet marketing campaign. The Club Retention Chair will promote club adoption of "Meet up", monitor club payments and identify clubs which are lagging behind in the process. The Public Relations Manager will increase public awareness of the Toastmasters educational program by increasing our social media footprint. The Administrative Manager will convey this vision throughout the district by use of mass emails.

Action 1\*

Club Growth will encourage units to conduct "Moments of Truth" program and develop incentive for those units that show notable improvement in membership and/or program.

Action 2\*

Club Growth Director will refamiliarize clubs with Traveling Gavel program and incentives available for participating in program.

Action 3

Club Growth Director will oversee development of internet marketing campaign.

Action 4

Club retention chair will assist clubs with implementation of "Meet-up."

Action 5

Club Growth Director and Finance Manager will explore options for streamlining dues renewal payments.

## Timetable

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

Actions 1 and 2 communicate program elements to clubs. Progress for Action 1 will be tracked by net growth in club members. Action 2 will be tracked by how frequently the Traveling Gavel is passed from one club to another. Progress will be tracked through incentive requests. Action 3 is ongoing, but the implementation of the campaign will be tracked when landing page goes live. Action 4 has already been communicated during TLI and first DEC meeting and is discussed at our informal meetings with Division/Area directors. Action 5 will be ongoing and may result in recommendations to World Headquarters for changing dues payment process.

Action 1\*

Communicate initiative and incentive to units by 9/14/2018.

Action 2\*

Refamiliarize clubs with Traveling Gavel program by 9/7/2018

Action 3

Begin work with marketing professional by 10/1/2018. Preliminary conceptual work has already begun. Target date for rollout is 11/1/2018.

Action 4

"Meet-up" has already started and Club Retention Chair is already working with units to guide them in program implementation.

Action 5

Ongoing throughout the year.

## 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.)\*

Clubs come and go for a variety of reasons. Membership in all clubs is a function of the quality of the club program. Corporate clubs decline because business leave the state or downsize the workforce. In community clubs, membership declines when people move out of the area.

### 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.)\*

Club growth director will be using two club extension chairs; one for corporate clubs and one for community clubs. The goal is start at least 18 new clubs with a net gain of at least 10 clubs by year end. This will be accomplished by following-up on leads insightly, tailoring presentations for corporate clubs using business terminology, getting a list of major corporations with Toastmasters clubs and contacting subsidiary branches within the District's geographic area of responsibility and by looking for potential opportunities in underserved areas within the District.

#### Action 1

Log into Insightly at least 3 times per week, identify opportunities and forward information to club extension chairs for initial contact.

#### Action 2

Provide corporate extension chair with copy of Pat Johnson's titled, "A Handbook for Building and Sustaining Vibrant Toastmasters Programs in Corporations.

#### Action 3

Solicit volunteers and organize demonstration teams by Divisions within District 83.

#### Action 4

Provide incentives for potential clubs to charter within 30 days of the demonstration meeting.

#### Action 5

Follow-up with corporations sponsoring clubs to ensure we are providing a service that meets their needs.

### 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](mailto:infokits@toastmasters.org).)\*

The club growth director will provide leads to club extension chairs. Corporate and community club extension chairs will making contact with potential organizations. Over 25 Toastmasters have volunteered to serve on demonstration teams. Sponsors and mentors will be assigned to help organize clubs and ensure they get off to a good start. The District executive team will forward all opportunities to the club growth director for action. Incentives were established to promote timely club formation. The club new source research chair will research Fortune 500 subsidiaries and look for sponsors in underserved areas.

## Assignments

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

Action 1\*

The club growth director will provide qualified leads to the extension chairs for initial contact.

Action 2\*

Club extension chairs will make initial contact with organizations/groups considering sponsoring clubs.

Action 3

Club new source research chair will identify additional opportunities with Fortune 500 subsidiaries and potential sponsors in underserved areas

Action 4

The demonstration teams will provide demonstrations as needed

Action 5

The executive team will establish incentives to promote timely club formation

## Timetable

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

The goal is to establish 9 new clubs in the first 6 months and an additional 9 clubs by year-end.

Action 1\*

The club growth director is already working with the Insigly contact management system

Action 2\*

Club extension chairs will contact potential business/groups within 3 days of receiving lead.

Action 3

Club new source research chair identify potential opportunities during course of research.

Action 4

Demonstration teams will schedule demo meeting within 2 weeks of request, striving to accomodate businesses'/group's schedule.

Action 5

Incentives have already been established to promote timely chartering of clubs.

# 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.)\*

In 2017-2018, we hit the targets for distinguished clubs, but because of membership issues, the district was not distinguished. We lost clubs and did not cover the losses with new clubs. For 2018-19, we rebalanced the district and if we do not lose too many clubs--we already know of 3 that will go, we will be OK with the pipeline of new clubs. We have Destination DTM to help people complete goals on the traditional program and incentives for migration and fulfilling Pathways levels.

## 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.)\*

Destination DTM is a new program. We are also planning to implement a district-wide mentoring and educational content program.

One of our themes for 2018-2019 is One Level Up and the other is Try Something New

Last year, the district officers did too much on their own therefore this year we are taking more of a committee approach to enable members to grow leadership skills and ease the burden for district XT.

Action 1\*

create Destination DTM committee to aid chair

Action 2\*

create content committee

Action 3

better utilize committees

Action 4

promote district incentives for educational achievement, attending training and TLI, and DCP accomplishments

Action 5

combine speakers bureau with advanced manual programs to create workshops and showcase speakers for clubs needing to fill agenda

## 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).)\*

committees

club extension, resource and quality chairs

training coordinator  
PQD, CGD, DD, IPDD  
club officers  
district recognition chair  
brainstorms with other districts in region

## Assignments

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

DD-overall strategy and recognition

PQD: awards, work with Destination DTM, content committee, training

CGD: membership incentives

Action 1\*

Recognition chair to track accomplishments for incentives

Action 2\*

publish recognition via social media and newsletter, promote at events

Action 3

Area directors to work with clubs on working toward DCP goals

Action 4

Recognition chair to work on recognition events

Action 5

PQD to promote training and assure programs are relevant

## Timetable

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

recognition events: Sep-Nov-Feb-May

Recognition chair: track awards 8/18-6/19

Content: develop social media, blog and workshop content; committees to implement events 8/28-9/19

PQD: training events 7/18-11/18; 12/18-2/19, 3/19-6/19

Action 1\*

assure members understand Pathways and VPs-ed can manage program and transition 7/18-6/19

Action 2\*

help members on traditional path to achieve Destination DTM 7/18-6/19

Action 3

replace conference with workshop events 11/18-4/19

Action 4

Action 5

## Additional Goals

District 83 is committed to getting 40 new Distinguished Toastmasters by June 30, 2020. To reach that Goal the District has appointed PDG Anne Gilson and a team of DTMs to work in organizing those working in the traditional program to align their pending assignments with clubs needs in terms of coaches, mentors, and trainers. Parallel to this initiative the District is going to invest time and resources in preparing a platform of advanced members that will be dedicated to instructing clubs in the use and know-how of the new educational Toastmasters program Pathways. To that effect, a Committee has been put in place that will solicit the help and participation of Pathways Guides and Ambassadors to lead and continue supporting all the Clubs in our District in key components and basics to be mastered in the new program. Localized training/workshops will be planned to ensure all Divisions/Areas are covered to the fullest possible.

## 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.)\*

One of the greatest challenges facing our District is the understanding by the clubs on the relevance of following the Distinguished Club Program. Members are for the most part focus on their individual challenges and awards attainment that they miss the point that to succeed as clubs they need to ensure more members are reaching their goals and benefitting from being members of the Toastmasters Organization. Leadership practices need to become as important as communication is and the District needs to explore ways to motivate and encourage members to practice beyond their clubs walls. Advanced speakers should do presentations at clubs that have a challenge getting members to speak and mentors should not be limited to the actual club a member is a part of, but club members should be able to ask for help outside their clubs. The understanding that the District is part of the tapestry that involved all of us here in District 83 is paramount and eliminating the sense of boundaries or limitations should be part of the mission if we are to be successful in Building New Clubs and Achieving Excellence in all 164 clubs that constitute us.

## 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.*)\*

As part of the actions that the District will be implementing. We are going to have a number of tasks forces that will be immersed in mapping members with needs to complete their DTM, e.g. being coach, mentors or sponsoring new clubs; with the needs of clubs that for a reason or another find themselves challenge to move up and get more experience talents around them, instructing and providing guidance on planning and reaching specific goals that will make the clubs Distinguish. To achieve these goals the District need to create more networking opportunities and seek for the type of activities that will have members considering how collaboration among them will benefit their clubs. What lessons can each club teach to the other and what best practices will one take from the other. Lastly, the District will partner with other surrounding Districts and clubs in these neighboring Districts to share what has been working and brainstorming ideas.

Creation of Destination DTM with a clear plan to reach 40 new DTMs by end of June 2020

Action 2\*

Creation of Pathways Educational Training and Development committee

Action 3

District Open House and seasonal workshop to bring members together

Action 4

District Officers committees and partnership to collaborate and work together beyond geographical boundaries

Action 5

District 83 Executive Officers to meet with District and Club Officers often and in different set ups

## 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.)\*

The District has a number of Clubs that offer their locations for educational or networking meetings that will be taken into consideration as we develop this District Success Plan. It will be of great benefit for the clubs sponsoring these meetings and the general district population to interact in ways that allow the development of training and practices aim to practice at a higher level communications and leadership. Committees are being considered for Pathways and for those completing their DTMs by end of June 2020. Other areas of opportunities are related to mix and match for mentors and brainstorming sessions designated to ignite teambuilding across clubs and fostering relationship among clubs.

## Assignments

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

Different committees are being set in place that will be supervised and directed by the District Executive Committee, especially, District Director, Program Quality Director, Club Growth Director, Immediate Past District Governors and Directors. Distinguished Toastmasters and advance members.

In that sense, Destination-DTM has started to map Toastmasters resources available to help clubs and finding where the collaboration of both parts will render benefits to both parts. After October 01 Pathways Committee will start training and networking sessions to improve on the learning of the new educational program. Our Public Relations Manager will be organizing events and activities that will give our members opportunities to take communication and leadership roles in organized District activities, workshops and networking events.

Action 1\*

Organized, plan and execute step by step on mapping toastmasters working on their educational awards achievement with clubs and members that need their support and guidance.

Action 2\*

Organized Pathways Committee that will serve as the organizer and planner of all Pathways learning and development activities

Action 3

Create District Open House committee to celebrate a series of workshops, presentations and recognition event on November 17

Action 4

Continue with D83 XT committee meeting with Division and Area Director to train the trainers that will organized and execute on Area and Division Contests

Action 5

Create Annual Conference Committee and expand of Recognition and Awards committee to ensure networking events and recognition are executed on time and as planned.

## **Timetable**

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

Action 1 has already started in June 2018.

Action 2 will kick off on October 01 2018.

Action 3 to be started on October 01 2018

Action 4 has been in place since June 2018

Action 5 has been partially in place since August 2018

Action 1\*

Google document with listing of Toastmasters working on their DTMs is now available and club members can access it to connect or contact advanced toastmasters that could help them

Action 2\*

Pathways Committee has been identified and will start working on plan an execution in October

Action 3

District Executive have started to search stakeholders for these roles

Action 4

These meetings are ongoing

Action 5

These committees are ongoing