

District Success Plan

Team Composition

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

District Director: Dawn Frail

Program Quality Director: Wendy Williamson

Club Growth Director: Aneeta Pathak

Administration Manager: Andrew Horberry

Finance Manager: Christine You

Public Relations Manager: Janice Lawr

Immediate Past District Director: Janice Howard

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

Division A Director: Alison Knibb

Division B Director: Richard Abel

Division C Director: Kris McKeown

Division D Director: Mohan Gunarajah

Division E Director: Kris Nelson

Division F Director: Bibi Anief

Division G Director: Angela Ho

Division H Director: Kevin Lax

Division I Director: Alex Alarcon

District Parliamentarian: Tim Sulisz

District Director's Ass't: Heather Haigh

Ass't Public Relations Manager: Andrew Mertens

District Statistician: Karim Premji

Club Kickoff Chairs: Rita Burke, Janet Heidker, Dianne Sutherland

Club Sponsor/Mentor Chair: Michelle Allick

Club Coach Chair: Azad Hamid

Club Lead Chair: Elton Brown

Training & Education Chairs: Rhonda Mauer & Dave Bachan

Pathways Chair: Tony Nelson

Contest Advisor Chair: Bob Weese

Workshop Bureau Chair: Justin Edenbaum

Stage Time Co-Chair: Kendra Shimmin

Conference Chair: Karen Goodyear

Conference Co-Chair: Maria Maruskinova

District Leadership Committee Chair: Janice Howard

Youth Leadership/Speechcraft Chair: Elton Brown

District Podcast Producer: Victoria Nguyen

Corporate Club Chair: Allan Madonik

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?*

At the District level, we espouse the core values of Toastmasters International of Respect, Integrity, Service and Excellence. 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.

Team Operating Principles

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

Collaboration: As a team, we encourage innovation and new ideas and work together to achieve the district mission.

Respect: We value honesty and expect all members of the district leadership team to interact with integrity and respect.

Trust: Trust is earned by follow-through on commitments, by being true to your word, and by respecting confidentiality.

Accountability: We expect team members to be accountable for their actions and request help when needed to meet their commitments.

Best Practices: We intend to adhere to best practices as set out by the Toastmasters program.

Potential Obstacles

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

Conflicting personal commitments impact time management and availability. Those commitments including jobs, families and other commitments, all of which should be respected.

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.)*

DEC meetings held 5 times during the year; 4 in-person, 1 virtual.

Quarterly Division Director/Trio meetings.

Bi-weekly Trio calls; quarterly in-person meetings

Bi-weekly Division Director/District Director calls.

Quarterly Trio/Finance Manager budget updates.

Monthly Trio/PRM meetings

Team Interactions and Behavioral Norms

How will decisions be made?*

In most cases, decisions will be made through ongoing discussion and agreement of the District Core Team. We will seek to understand all viewpoints, even and especially, dissenting ones. On the rare occasion that a consensus cannot be reached, the decision will be made by the District Governor.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on. Goal setting and planning will occur face-to-face where the free exchange of ideas will be encouraged. Status updates and goal reviews will occur over conference calls. We will also encourage open and immediate communication via email, text and phone.

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. The Trio will communicate via telephone on a bi-weekly basis and via email throughout the week. Communication among all members of the team, including Chairs, committee members, and DEC members is encouraged. Respect for leaders' personal lives is paramount and whenever possible, communication will be limited to weekdays.

How will the team resolve differences of opinion?

Critical to resolving differences is to be willing to communicate and to understand all side of the situation. In-person and/or live voice communication methods are considered more effective than email when dealing with conflict.

Toastmasters governing documents will be a foundation for learning and understanding proper conduct, rules, and guidelines.

WHQ will be contacted for assistance in interpretation of policy and how it specifically applies to current situations. Opinions and advice given by WHQ will be shared so everyone can learn and grow.

How will the team support one another?

The team will work toward consensus. We will encourage different viewpoints especially when contradictory to general opinion. Once a decision is reached, the entire team will support the decision regardless of their position on the issue.

Regardless of role responsibilities, other team members will assist the others when needed. To facilitate this, all team members are encouraged to ask for assistance when needed or wanted.

Encouragement to achieve leadership and communication goals and constructive feedback on growth areas.

How will the team ensure equitable participation when completing activities?

The District Calendar sets our plans, events and activities. Leaders are expected to follow through on their commitments. We acknowledge there isn't an equitable division of duties, however, we are all committed to the District Mission and to the achievement of our District's goals as a team.

How will team members be held accountable for their responsibilities?

We will set and track milestone goals in major projects. We will meet to review the goals and adjust plans as needed.

Monthly reports to DEC, each other and extended team members.

In situations where team members are unable to meet the expectations and/or commitments of the role, efforts will be made to assist or replace as is appropriate.

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

Appreciation brunch
District incentive program
DEC meetings
Of the year awards

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.)*

The District fell short by 132 members to earn the Distinguished District. Late payment history translates into few members, lower DCP points and a lower percentage of club officers attending training for the full year. Across the district, membership payments usually arrive close to deadline with clubs scrambling to meet goals. There are approximately 36 clubs with 3-12 members and approximately 66 clubs with 13-19 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 creating a contest promoting early submission of dues.)*

(1) Our objective is to bring all clubs that have 8 -19 members to charter strength thus achieving the standard of excellence for a healthy and dynamic club. (2) Ensure Corporate Clubs are on track with their membership dues, educational goals and club officer training. (3) Meetup sponsored by the District to help open clubs in the respective Divisions to grow membership. (4) More outreach events to generate the Toastmasters awareness hence can see a boost in membership. (5) The open house has been repeatedly the best venue to bring in more members. All five club challenges are designed to grow membership, enhance the member experience and improve retention. Additional focus on struggling and corporate clubs through the District Director's personal outreach program.

Action 1

Develop the Club Advocate Chair program to strengthen membership by reaching the charter strength

Action 2

Develop the Club Corporate Chair program to keep corporate clubs on track and strengthen membership

Action 3

Meetup accounts assigned to the 9 Divisions to support open clubs

Action 4

October 1 to 31 Toastmasters month and Proclamation - club open houses across the district

Action 5

Partner with Saatchi and Saatchi to develop a digital advertising campaign to grow membership district-wide. Campaign to include choice to use LI as social media platform, parameters for target audience, what is measured and meant by "impressions" and "clicks."

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.) *

Our Division and Area Directors have been empowered to help clubs, their officers and members with ideas for membership building. The district will share materials and experiences during our DEC meetings that they can then pass along to their club officers and members. Need to do inventory materials that we have in stock prior to ordering more materials.

Budget approval to be sought for Saatchi & Saatchi.

Assignments

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

See below

Action 1*

Club Growth Director

Action 2*

Club Growth Director

Action 3

Trio + PRM + Division Directors

Action 4

Trio+PRM+Division and Area Directors

Action 5

Trio + PRM

Timetable

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

See below

Action 1*

WHQ establishes timeline and tracks results.

Action 2*

WHQ establishes timeline and tracks results.

Action 3

September 1 to June 30, 2020

Action 4

October 1 to 31

Action 5

mid-September; ongoing

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.)*

20 clubs chartered in 2018/2019 and 8 clubs were suspended. Members are reluctant to build new clubs when maintaining the viability of existing clubs continues to be a challenge.

Three clubs have already indicated they are closing this year and we have 20 clubs with < 10 members. University clubs continue to struggle with the academic and TM calendars being out of sync.

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.)*

We rely on leads from WHQ and members. Incentives to start new clubs are in place. We have appointed a Lead Generation Chair (LGC) who will work closely with the CGD in identifying qualified leads. The LGC has a team in place, Lead Ambassadors for each Division who will work closely with Division and Area Directors. Expectations set with each Area Director to proactively seek to start a new club in their area. District Director to embark on corporate publicity campaign plus media (TV & radio) blitz; Publicist on PRM team

Action 1

New club leads will be followed up quickly and efficiently to ensure high percentage of new prospects charter in a timely manner

Action 2

Sponsors and mentors will be trained on how to create and maintain a new club with an emphasis on positive support and education

Action 3

Training sessions will be held so Division and Area Directors understand how to find and start new clubs including kick-off meeting process and Toastmasters International requirements

Action 4

Social media campaign to increase awareness of Toastmasters in the community and corporate environments through outreach events

Action 5

Exhibit at the annual HRPAC conference

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.)*

The Club Growth Team will work to ensure new club leads are turned into charter clubs as quickly as possible. This will be accomplished with the support of Area, Division, Sponsors and Mentors who will all be

trained to be able to contribute to the process. We will review the effectiveness of local advertising as an outreach method.

Assignments

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

See below

Action 1*

Club Growth Director + Club Lead Generation Chair

Action 2*

Club Growth Director + Club Sponsor/Mentor Chair + PQD

Action 3

Club Growth Director / Demo Meeting Chair + PQD

Action 4

District Social Media Chair

Action 5

Club Growth Director and team

Timetable

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

See below

Action 1*

Current Toastmasters year

Action 2*

ongoing

Action 3

ongoing

Action 4

ongoing

Action 5

January 22 to 24

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.)*

District 60 has not achieved Distinguished status since 2012/2013 when it was Select Distinguished and every Division was Distinguished. A decline in Distinguished clubs over the following years led to only 2/9 Divisions

and 47% clubs achieving Distinguished in 2017/2018. During this past 2018/2019 Toastmasters year, District 60 has implemented many strategies to reverse the decline through a focus on marketing, building new clubs, increased communication and more on-line resources for clubs and members. In 2018-2019 Toastmasters year we met our Paid Clubs and Distinguished Clubs goals but just missed our Paid Membership goal by 132 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 governors on the Distinguished Club Program.)*

By June 30, District 60 will have 50% of base clubs Distinguished to achieve our district goal of President's Distinguished. We will do this by promoting the Toastmasters membership building contests through marketing, social media and continue the incentive programs for Distinguished Club success. A key focus will be on member retention by educating club members on best practices of a quality club to enhance the Toastmasters experience. There will be a key focus on all clubs working on the Distinguished Club program educating and tracking DCP in clubs. We will encourage every member to be working on an educational goal. Continued support is needed across the district to help clubs implement and members enroll in Pathways. Our goal is a Pathways adoption rate of 98% by June 30. Incentives to increase Pathways adoption has been enhanced for both members and clubs. We will continue the focus on making education more accessible to members, given the diverse geographical landscape, from dense downtown core to rural areas. We will continue to find new and innovative ways to leverage technology and increase training opportunities. "Every club. Every officer trained" is the District 60 goal and we enhance our club officer training with educational workshops and motivational speakers. Our "7/7 officers trained" incentives inspire club officers to complete their training.

Action 1*

Appoint Training & Educational Co-Chairs to enhance member engagement. Appoint a Distinguished Club Chair to focus on educating and tracking DCP goals in clubs. Provide more Division driven educational live workshops. Continue to build on training sessions via technology (i.e. video, podcast, social media bursts). Increase PR and advertising of these events. Provide take-away tools and exceptional experiences that generate engagement and positive word-of-mouth for future events.

Action 2*

Appoint Pathways Chair to increase member adoption of Pathways. Build a Pathways training team for in club training. Track Pathways adoption throughout the District to ensure all club members start achieving their educational goals through Pathways. Revise the district website to make Pathways information sessions more visible and accessible to encourage repeat viewing and listening. Continually promote Pathways to help members overcome their resistance to the education program.

Action 3

Appoint Workshop Bureau Chair to expand educational workshop offerings across the district. Review current offerings and increase the range of topics that are attractive to clubs and lead to personal and club success. Continue to use TI's program from Speaker to Trainer to encourage members to take their Toastmasters experience and channel it to become a workshop presenter. Promote the existence and encourage the use of the Workshop Bureau via various channels.

Action 4

Appoint a Contest Advisor to work with clubs, areas and divisions to elevate the quality of speech contests leading up to the annual conference. Provide workshops and assistance via tools such as checklists and encourage the use of currently available resources including videos that are easily accessible and focus on core factors for successful contests. Provide new resources as identified

Action 5

Appoint Conference Co-Chairs to plan and execute the annual conference with an emphasis on personal and professional development. Ensure the member experience is positive through relevant workshops and an outstanding venue that will attract members. Provide well executed contests and business meeting. Increase promotion via contests, social media and sharing the benefits and value to conference attendees.

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).)*

The Trio, PRM, Program Quality team, division and area directors share responsibility for helping educate clubs. Continue to engage members and expand their skills and reach beyond the club level for continued growth. Several sub-committees have been established in the PQD team to ensure a successful year. Funding will continue for advanced technology for training and education.

Assignments

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

Program Quality Director and team, Public Relations manager, division and area directors all share tasks at various levels and for various projects in their respective areas of authority. Webmaster to assist with improved website format and capability. Encourage promotion efforts driven by respective Chairs, and PRM / PQD Communications Chair to collaborate on communication plan.

Action 1*

Training and Education Chair, Program Quality Director, DCP Chair

Action 2*

Pathways Chair, Program Quality Director, Division Directors, Pathways Trainers

Action 3

Workshop Bureau Chair

Action 4

Contest Advisor Chair, Program Quality Director, Division and Area Directors

Action 5

Conference Co-Chairs, Program Quality Director, District Director, Contest Advisor Chair, Workshop Bureau Chair

Timetable

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

Other than contest and conference events, these actions will continue throughout the year. Upgrade to the website will occur after careful planning. Major events to be co-ordinated around TI established COT/TLI time frames, with smaller and supplemental events scheduled throughout the remainder of the year and across all areas of the district.

Action 1*

Year round

Action 2*

Year round

Action 3

Year round

Action 4

December to March

Action 5

September to April

Additional Goals

Building on the desire to reach more people in our District, employ additional communication channels including TV & Radio/Internet Radio.

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.)*

We are continuing to try new things as we continue to increase our outreach both with members and non-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 *assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities*.)*

New District podcast, hosted by the District Director, and interviewing various members from across the District.

Educate the corporate environment on the TM program, similar in nature to Pat Johnson's methodology.
TTC advertising - investigate.

Action 1*

District Podcast

Action 2*

Re-design District website

Action 3

Corporate Outreach and publicity project

Action 4

Action 5

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.)*

Scope technology resources required to host a regular podcast.

Assignments

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

See below.

Action 1*

District Director team - Podcast Producer

Action 2*

Recruit website designer and webmaster

Action 3

Trio & PRM

Action 4

Action 5

Timetable

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

see below

Action 1*

System up and running September 15; recruit candidate guests throughout year

Action 2*

July 1 - November 1

Action 3

ongoing

Action 4

Action 5