

# District Success Plan

## Team Composition

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

District Director Rose W. Bradford

Program Quality Director Jo Idoux

Club Growth Director Chandra Munagavalasa

Administration Manager Robert Bailey

Finance Manager Rae Ann George

Public Relations Manager Terrie L. Green

Immediate Past District Director Kathryn R. Kest

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

Logistics Manager Jennifer Nelson

Webmaster Harold Eaton

Social Media Chair Avishek Roy

Audit Chair David Rebeles

Alignment Chair Balaji Madana

PQD

DCP Chair Sally Boyd

Club Officer Co-Chairs Jennifer Guhlin, Becky Noe, Keith Romaine, Elizabeth Ruiz and Zenia Shipp

CGD

Club Extension Samantha Traylor & William Keaton

Club Quality Basma Kakoun & Sujatha Srikanth

Club Retention Corporate Pamela McCown

Club Retention Community Steven Jones

Club Retention Coaches Marshall Carter & Otto Fanini

Club Sponsor Chair Latonia Jones

Speechcraft Chair Cynthia Abdon

Youth Leadership Chair Soraya Mohammed

## 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?\*

District 56 will operate under the same core values of Toastmasters International, Integrity, Respect, Service and Excellence. We will lead with integrity in everything we do. With "Members Matter Most" as our motto, we will have a mindset of discovery, where creativity and seeking new knowledge are foremost. By our words and actions, we will create a caring environment for everyone to develop and learn.

## Team Operating Principles

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

In addition to our core values, we will communicate openly with each other. We will make each other aware of happenings in our respective areas to ensure we all have the same knowledge and can speak with one voice. We will strive for inclusivity and transparency.

## Potential Obstacles

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

While two of us are retired with flexibility in our schedules, one member is a full-time employee. Consideration and respect must be given to work/life balance priorities, coupled with understanding of time constraints that will occur. The COVID pandemic has caused us to have total distanced communication which can leave much to the imagination. Sometimes facial expressions (or lack thereof) and body language can easily be misinterpreted. We must learn to lean on each other first and reach consensus as issues and emergencies arise.

## 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.)\*

Trio will meet weekly via Zoom on Thursdays at 4:30pm CST and communicate as often as needed throughout the week. Core team (Cabinet) will meet monthly via Zoom on 2nd Tuesdays at 7:30pm CST. Other groups will be added to meetings throughout the year (Area Directors, Staff and Mentors).

We will communicate via text, phone calls and emails.

We will build teams and delegate tasks, trusting members to perform assignments well. We will provide clear, concise instructions and be careful not to micro manage team members.

We will adopt attitudes to coach, mentor and teach all team members.

Rose is available from 10am - 9pm Monday - Friday. Friday end time is 5pm. Both Jo and Chandra have flexible schedules.

## Team Interactions and Behavioral Norms

How will decisions be made?\*

When "situations" arise, we will immediately make each other aware of circumstances at hand and carefully analyze it to arrive at a solution agreeable to all.

We will speak with one voice.

Rose prefers to be reached in the following manner: calls, texts and then emails.

Jo would prefer the following: texts, calls and emails.

Chandra prefers texts, emails and calls.

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

Until further notice, all meetings and training sessions will be virtually via Zoom. We will communicate via phone, text and email.

Rose prefers to be reached in the following manner: calls, texts and then emails.

Jo prefers the following: texts, calls and emails.

Chandra prefers texts, emails and calls

We will communicate to the District via our Website, Email Blasts and Text Alerts.

We are hopeful that we will be able to resume face-to-face meetings - desire is to do so at least quarterly as a Core Team.

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.

During the COVID pandemic all meetings and training sessions will be virtually via Zoom.

Trio will meet weekly on Thursdays.

DEC and Cabinet members will meet monthly on second Tuesdays.

We will communicate via phone, text and email as often as desired or needed.

How will the team resolve differences of opinion?

We've agreed to give "space" as needed and allow a 24-48 hour cool down period.

We will come to the table with conversations that have the member in mind.

Once decisions are made, we will adopt it as our personal recommendation - will speak with one voice.

How will the team support one another?

We will strive to not have events that conflict with each other.

We will be present at all events as District representatives and will lend full support as needed.

We will bounce things off each other prior to planning and publishing events.

How will the team ensure equitable participation when completing activities?

We will coordinate and plan our calendars to ensure events don't conflict or compete for member support.

How will team members be held accountable for their responsibilities?

By providing clear instructions and expectations. Providing definite deadlines and scheduling follow up dates to share progress or setbacks -

establish SMART Goals.

We're fortunate that our Admin Manager keeps immaculate records and has a system in place that helps keep us on track.

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

We will identify and highlight achievements via our Website and social media platforms. We will acknowledge successes in our monthly communication from the Trio. We will give digital and physical awards. Annually at the Spring Conference and Year-End celebration, will highlight members and leaders for their service. We will provide encouragement and acknowledgement (online and in public) whenever possible.

## 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.)\*

With the substantial COVID-19 impact on our community, our District has lost members and clubs. We anticipate the numbers will decrease before it gets better. Challenges include: Members do NOT like the impersonal, virtual meeting format, high unemployment (large oil and gas population in Houston); business is not allowing groups to meet in person; the economy has bottomed out; corporate clubs are closed/downsizing; technology hurdle for many members; and our world's largest medical center is at capacity during this pandemic.

### 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.)\*

Our primary strategy this year will be to focus on club and member retention.

Create several incentives in many fields of membership growth (i.e. adding additional incentives on top of Toastmasters International's Awards)

Smedley Award,

Talk up Toastmasters, and

Beat the Clock incentives.

Reimbursing a small amount on the Open Houses will certainly help in clubs to conduct their Open Houses and gain members as a result of the Open House.

Action 1

Retain at least 8 club members for entire year. Offer incentive to the first 50 clubs that pay double dues for 8 members before Sep 30, 2020 - receive \$100 TI gift voucher from District 56. (\$5,000)

**Action 2**

Retain at least 16 club members for entire year. Offer incentive to the first 20 clubs that pay double dues for 8 more members before Sep 30, 2020 - receive \$50 TI gift voucher from District 56. (\$1,000)

**Action 3**

Promote Open Houses. The first 100 clubs conducting Open Houses will receive \$25 in reimbursement from District 56. (Max 2 Open Houses per club) (\$2,500)

**Action 4**

Ensure membership growth thru Open Houses. If a club gains 3 or more new members as a result of Open House, the first 100 clubs will receive \$25 in reimbursement from District 56. (\$2,500)

**Action 5**

Additional incentives on top of Toastmasters International's Smedley Award, Talk up Toastmasters, and Beat the Clock incentives (\$3,000)

## 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.) \*

Club retention and club extension committee. They meet separately once a week via virtual meetings. Additional meetings as and when required.

Marketing materials for prospective club (Informational and Demo Meetings)

Branded token gifts to prospects

## Assignments

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

Club retention (Pamela McCown for corporate clubs and Steve Jones for community clubs) and

Club extension committee (Samantha Traylor and William Keaton) are responsible for existing clubs and new clubs respectively.

Club retention committee assigns a scaffolding member (see Goal 2: club growth) to struggling clubs

**Action 1\***

Utilize PRM Team and District communication to encourage clubs to pay double dues for 8 members or more with incentives of \$100. If 8 more are added, an additional \$150 per club. This will ensure that the member will be the club until the end of the Toastmasters year and the club remains in good standing.

**Action 2\***

Utilize PRM Team and District communication to encourage clubs to conduct an Open House and work on gaining new members. Incentives of reimbursement of \$25 . Additional \$25 if three or more members are added as result of the Open House.

**Action 3**

Utilize PRM Team and District communication to encourage clubs to work towards Toastmasters International's Smedley Award, Talk up Toastmasters, and Beat the Clock. Incentives will be added of \$50 for first 50 clubs to achieve these goals.

**Action 4**

Promote friendly competition among Area and Division Councils regarding achievement of TI membership campaigns

**Action 5**

## Timetable

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

Encouraging clubs to pay double dues for 8 members or more will start in Aug 2020.

Encouraging clubs to conduct an Open House and work on gaining new members will start in Aug 2020.

Encouraging clubs to work towards Toastmasters International's Smedley Award will start in Aug 2020.

Encouraging clubs to work towards Toastmasters International's Talk up Toastmasters will start in Feb 2021.

Encouraging clubs to work towards Toastmasters International's Beat the Clock will start in May 2021.

#### Action 1\*

Notify and educate Division Directors about the membership drives and incentives

#### Action 2\*

Announce the incentives during the DEC and District Cabinet meetings

#### Action 3

Post frequent reminders and achievement status of member campaign successes.

#### Action 4

#### Action 5

## 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.)\*

Due to COVID-19, several clubs have lost several of its members and they are on the verge of collapsing. We anticipate the number of struggling clubs will decrease before it gets better. The reasons vary from club to club. However, the most common issues are the virtual meetings where the members do not see most of the Toastmaster's value.

### 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.)\*

Our primary strategy this year will be to focus on club and member retention. Focus on establishing a scaffolding committee with members who are passionate, highly experienced, and great with building membership and club growth. We have to think out of the box as what worked in the past is not effective during this time. We will continue to rely on Area Directors and Councils to assist in this endeavor. The importance of Area Council participation cannot be overstated.

#### Action 1

Determine which clubs need support and form a Scaffolding team and

#### Action 2

Assign members to clubs needing support. Ask stronger clubs to mentor weaker clubs to add support.

#### Action 3

Increase knowledge of Toastmasters in the community by 50% by developing a strong presence in the media to compliment the launch of our new Website. Use all media forms we have at our disposal, Meet up, Twitter, Facebook, local newspapers, etc.

#### Action 4

Ensure social media platforms are Toastmaster branded, up-to-date, and detailed with guidelines for our members to understand and follow when posting internally and externally..

**Action 5**

Continue to provide District incentives that encourage/acknowledge individual and clubs while in support of our District mission.

**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).)\*

Club Retention Committee - Pamela McCown and Steve Jones

Scaffolding Committee - in progress - former District leaders are currently targeted.

CRC will meet weekly and steward the Scaffolding committee. The plan is to determine which clubs will serve as our pilot to develop a detailed action plan. The Retention committee will build teams from the pool of past District Governors/Directors, Club Growth committee members, the Trio, and other talented members in our District.

**Assignments**

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

Pamela McCown will head the Corporate Retention team; while Steve Jones will lead the Community Retention team. Assignments are pending based upon the pilot program.

**Action 1\***

Club Retention Committee will compile a list of struggling clubs assisted by Division Directors

**Action 2\***

Scaffolding member will be assigned to a struggling club

**Action 3**

Scaffolding member works with the club and the Club Retention Committee until Club begins to regain members

**Action 4**

PRM team to investigate purchase of software that posts news/events to all platforms (Hootsuite) and develop process to receive and share District and Club activities.

**Action 5**

Website Contractor to brand all social media platforms by September 30, 2020

**Timetable**

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

1. Recruiting scaffolding team has already begun - foretasted completion date late August
2. As soon as the club retention committee identifies a struggling club, a scaffolding member will be assigned
3. Scaffolding member works with the club as long as they need the support. So the duration of some clubs may be longer than others
4. PRM team investigation is in process and process procedures are in draft form.
5. Branding of social media sites 70% complete.

\*\* Chandra The progress is tracked using the club membership ?? I may have separated this from what it references

**Action 1\***

Recruit passionate, highly experienced, and great with building membership and club growth

**Action 2\***

Assign scaffolding member to the struggling clubs - in progress

**Action 3**

Scaffolding member works with the assigned clubs as long as the club needs them

**Action 4**

Work closely with Public Relations team to escalate improved district wide communication efforts

**Action 5**

## 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.)\*

The current state of the District looks sustainable on paper; however, we have at least a dozen clubs at risk of folding right out of the gate. We currently have 185 paid clubs after adding 16 new clubs and losing 19 clubs last year. We had 79 Distinguished Clubs recorded last year, earning "distinguished" status in this one measurement.

With the substantial COVID-19 impact to our community, our District has lost members and clubs. This has drastically impacted our number of Distinguished Clubs last year. We anticipate the numbers will decrease before they get better.

Challenges include:

- member payments difficult without ability to make their own payments within Club Central;
- members do NOT like the impersonal, virtual meeting format,
- high unemployment (large oil and gas population in Houston);
- business are not allowing groups to meet in person;
- businesses blocking the use of Zoom and other video conferencing tools;
- economy has bottomed out;
- corporate clubs are closed/downsizing;
- technology hurdle for many members;
- our world's largest medical center is at capacity during this pandemic.

### 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.)\*

The District will continue to focus on quality, experiential training for Club and District Officers. We will continue to offer incentives that help us achieve our District mission, including adding new incentives to focus on club quality and Distinguished Club Program. Incentives are:

- 1). Plan for Success - the first 50 clubs that send a copy of their completed Club Success Plan, signed by at least four officers, and a photo of the team working on the plan by September 1st to awards@tmd56.org will receive \$25 in Toastmasters International gift certificates. (\$1,250)
- 2). Super 7 Award - the first 25 clubs that has all 7 Club Officers trained in both rounds (June-August and November-February) will receive a Super 7 ribbon and \$50 in Toastmasters International gift certificates. (\$1,250)
- 3). Super Achiever Award - the first 50 Club Officers that attend 3 or more electives from the D56 Online Leadership Electives program between Jun-Aug or Nov-Feb will receive \$15 in Toastmasters International gift certificates. Limit one award per Club Officer, excludes multiple officer roles. (\$750)
- 4). Club Quality Highfliers - any club with 10 or more educational awards posted in Club Central by December 30th will be eligible for a drawing and

a chance to win one of the prizes below. The drawing will be held at the first January Club Officer training. (\$225)

1st Place – \$100 in Toastmasters International gift certificates

2nd Place – \$75 in Toastmasters International gift certificates

3rd Place – \$50 in Toastmasters International gift certificates

5). Pathways Trailblazer Award - the first 25 members who complete a new Pathways path will receive a Pathways pin. (\$137.50)

6). Step Up Award - your club will receive \$50 in Toastmasters International gift certificates if you meet one of the qualifications below:

\*Your club was not Distinguished last year and you step up to achieve Distinguished or Select Distinguished by June 30th

\*Your club was Distinguished last year and you step up to be Select Distinguished by June 30th (\$2,350)

7). Presidents Club Award - any club that achieves at least 9 Distinguished Club Program goals and either 20 members or an increase of 5 members

from the membership base by April 30th will receive \$100 in Toastmasters International gift certificates. (\$6,500)

8). Triple Crown Award - any member who achieve 3 educational awards in a Toastmaster year (July-June) will receive a Triple Crown Pin and

recognition at the annual Spring Conference. Limit one per member. (\$1,500)

-Developing our Area and Division Councils remains a high priority.

-We have introduced a NEW Online Leadership Electives program to complement our Club Officer Training. This program offers FREE, optional, continuing education electives to our Club Officers, giving them the tools needed to be successful communicators and leaders.

-This is a transitional year as the legacy program has been phased out and our sole Educational program is now Pathways. We need to focus on offering Pathways and Base Camp Manager electives for at least the first three month of the year.

-The Pathways adoption rates are not the best - new members rate is only 47%. We must focus on helping members embrace and flourish in Pathways.

#### Action 1\*

Transition from TLIs to Club Officer training and add in new electives for Club Officers to choose from.

#### Action 2\*

Build Framework for new Online Leadership Electives, identify electives required to start, and schedule trainers/events.

#### Action 3

Post new incentives (i.e., Plan for Success, Step Up Award, Super Achiever Award, Step Up Award, etc.) that promote club quality and Distinguish Club Program.

#### Action 4

Post, monitor and award incentives throughout the year.

#### Action 5

Promote and execute Division and Area Councils.

## 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 Program Quality Team, including chairs, co-chairs, past District Governors/Directors, trainers, as well as other talented members of our District are all resources at our disposal. While we have multiple corporate and community meeting places identified and previously used, all in person events have been cancelled or discouraged. Once meeting locations open up, it may be challenging to reserve the necessary rooms for our events.

## Assignments



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

PQT Team: Jo Idoux, Program Quality Director

COT Co-Chairs: Jennifer Guhlin (Registration Chair), Becky Noe, Keith Romaine, Elizabeth Ruiz, Zenia Ship

OLE Chair: Elizabeth Ruiz

Spring Conference Chairs: To be announced

Awards Chair: To be combined between the Trio

Action 1\*

Send District wide communications for call for trainers.

Action 2\*

Recruit/select chairs, co-chairs, and trainers; provide opportunity for new members.

Action 3

Train the trainers to be the best they can be.

Action 4

Collaborate with Trio on vision for a shared Awards Chair; eliminate confusion of same title by team.

Action 5

## Timetable

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

All of the above actions are already in progress. The team will analyze surveys and participation to determine change in course.

Action 1\*

Held last TLI on June 13th and then introduced Club Officer Training on July 11th.

Action 2\*

Held train the trainer on July 2th.

Action 3

Review lessons learned and survey results with the team all training platforms within a week of training and at least (3) three days before new event, if possible.

Action 4

Resolve any conflicts as they arise.

Action 5

## Additional Goals

1. The District has created a NEW technical team, Toastmasters Experiential Techies, to address technical challenges within our District.
2. Our alignment is currently being reworked to incorporate moves, adds, and changes.

## 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.)\*

1. Covid-19 has demanded our members get comfortable with technology. While most have quickly adapted, there are many members who either are uncomfortable with technology, do not have technical resources, or simply do not prefer online

meetings.

2. It is anticipated that we will lose multiple clubs this year and we will have to realign the District once again to adapt to the changing situation.

## 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.*)\*

1. Assign a technical response team to address immediate and predicted technical challenges/needs of the District.
2. Assign an alignment committee to determine best options for realignment in our changing landscape.
3. Investigate and budget for additional costs that may be needed to receive full benefits of our new website.

### Action 1\*

Assign a technical response team to proactively research hybrid options to our clubs, research various technical solutions, provide one on one technical member support, and provide District wide technical training.

### Action 2\*

Assign an alignment committee to research, identify and realign clubs within our District that distributes clubs equitably and allows for future growth.

### Action 3

Retain website consultant to assist with new site

### Action 4

Develop social media presence on all major platforms

### 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.)\*

1. Currently we have a Toastmasters Experiential Techies task force meeting regularly to identify and find solutions to our technology challenges across our District. The Online Leadership Electives program is currently offering Zoom electives to help members get comfortable with technology. All meetings will be held on Zoom until further notice.
2. Balaji Manana - Alignment Committee Chair. All meetings will be held on Zoom until further notice.
3. Jonathan Lara - Consultant (\$3,000 has been allocated)
4. PRM Team to to access budgetary needs

## Assignments

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

1. Harold Eaton is the Toastmasters Experiential Techies chair. Members include: Allen Ashe, Elizabeth Stephens, Eric Coy, Lorena Aston, Pamela Williams, Reshma Solano, and Samantha Traylor.
2. Alignment Committee chair - Balaji Manana - members tbn
3. PRM Team - Terrie Green, Harold Eaton and Avi Roy.

### Action 1\*

Identify, prioritize, and then begin addressing District technical challenges.

## Action 2\*

Form a team to review, analyze and recommend logical realignment and boundaries.

## Action 3

Alignment Chair to transition with prior chair and access current challenges

## Action 4

## Action 5

**Timetable**

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

1. The analysis and planning process has already begun and will be ongoing. The Chair will report progress monthly to the District Director.
2. Alignment Committee Chair to begin transition in September 2020. The Chair will report progress monthly to the District Director.

## Action 1\*

Analysis commenced prior to July 1st and will be ongoing. Monthly reports will be made to District Director.

## Action 2\*

Alignment Committee Chair to transition with prior Chair to access current need. Work closely with CGD. The Chair will report progress monthly to the District Director.

## Action 3

## Action 4

## Action 5