



District 56

Serving Southeast Texas

2021-2022 Area Director Interest and Appointments

In District 56, Area Directors are appointed by the incoming District Director, taking into account the new club alignment approved at the annual Spring Conference business meeting. Areas are required to have between 4 to 6 clubs. Area Directors who successfully complete their term, will receive one year of District service credit.

As Area Director, you serve as the first link in the District leadership chain, the direct liaison between the District and the clubs. The Area Director is the information conduit between clubs, divisions and district leadership. Serving as **resources** for clubs, Area Directors partner as trusted advisors who can help identify club opportunities for growth. You are the District's top customer service agent, serving all clubs with excellence.



Area Directors are guided by a set of essential core values: *integrity, respect, service, and excellence*. These values enable member achievement through club excellence. By practicing our Toastmasters core values in everything you do, Area Directors set themselves up for success. Treat others, like you would like treated, is a golden rule to follow.

Area Directors are appointed based upon their commitment to serve by going above and beyond minimum requirements. In District 56, the first two months of your term, July and August, serve as a probationary period. This allows District 56 to appoint replacement Area Directors when necessary, allowing for those stepping up to receive district service credit.

2021-2022 Area Director expectations are highlighted in the chart below. We need **YOU** to commit to meeting or exceeding these expectations. After reviewing this document in its entirety and if you choose to serve this District as an Area Director, we will ask you to:

- Complete the [2021-2022 Area Director interest form](#) (add your name and other information in the Division you wish to serve).
- You will receive a phone call from the incoming Division Director to discuss the role/expectations.
- Attend a 30-minute meeting with your incoming Trio, incoming Division Directors, and incoming Area Directors on Friday, June 4 at 5:30 pm to review expectations and desire to serve.
- Sign an acknowledgement form stating your intent to serve with excellence and your understanding of the expectations.

District 56 Area Director Expectations

Build Relationships	Area & District Council	Area Director's Club Visits Reports	Area Progress	Distinguished Programs	Area & Division Speech Contests
<p>As Area Director, you are responsible for leading your area by serving the needs of clubs. Building relationships and trust is key to your success.</p> <p>In order to understand clubs' needs, the Area Director contacts Club Presidents or the next available leader monthly to discuss their performance in the Distinguished Club Program, Club Success Plan, Pathways adoption, and any open items.</p> <p>The Area Director also discusses district training and other district events with the area clubs.</p> <p>As Area Director, you follow up on items identified during previous contact with Club Presidents, other leaders or members.</p>	<p>The Area Director is the Area Council chair and holds monthly Area Council meetings (see topics under build relationships).</p> <p>Attend and participate in District Executive Council meetings, which meets at least 4 times each year.</p>	<p>Submits two online Area Director's club visit reports per club per year, within 3 days of official club visit. This allows for immediate feedback on your visit.</p> <p>Assess club membership and its leadership's willingness to grow.</p> <p>Determine who fulfills education achievements and when these are completed.</p>	<p>The Area Director participates in Area Director training provided by the District.</p> <p>The Area Director reports at least monthly to the Division Director and District leaders on Area progress.</p> <p>If the number of clubs in the area falls to fewer than four or grows beyond six, the area director contacts district leaders immediately.</p>	<p>It is the Area Director's responsibility to motivate and assist each club in the area to become Distinguished.</p> <p>The Area Director should train Club Officers on how to find and use the TI dashboard, reports and other resources available to them.</p>	<p>As Area Director, you are responsible for coordinating area speech contests.</p> <p>You may ask the Division Director for assistance in planning these events.</p>

For a full list of Area Director competencies, visit <https://toastmastershouston.com/download/140/district-tool-kit/18067/450s-district-leader-competencies>, page 8.

By August 25, 2021, it is expected that each Area Director complete all Area Visits, complete corresponding on-line Area Visit reports, and one Area Council meeting. Area Directors are to keep an open line of communications with their Division Directors, reporting any challenges or assistance needed.

Area Director Resources

- [District Leadership Handbook](#)
- [Distinguished Club Program and Club Success Plan](#)
- [Serving Clubs Through Visits: A Guide for Area Directors](#)
- [Area Director Resource Library](#)
- [District Officer Training Workbooks](#)
- [Speech Contest Tool Kit](#)
- [Club Leadership Handbook](#)
- [Toastmasters International District Recognition Program](#)
- Your Trio, Division Directors, and Mentors