

District Success Plan

Team Composition

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

Jim Kennedy, DTM - District Director
Doretha Pair, TM, Program Quality Director
Marilynn Vaughan, TM - Club Growth Director
Ina Brown-Mitchell, TM - Administrative Manager
Joyce Laswell, TM - Finance Manager
Kristine Vey, DTM - Public Relations Manager
Vicky Lyle, TM - Logistics Manager
Melissa Parks, TM – Parliamentarian
Tishaun Harris-Ugworji, DTM – Immediate Past District Director

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

Melvin Carter, DTM - Division A Director
Carla Davis, TM - Division B Director
Lawrence Nichols, TM - Division D Director
Drusilla Pair, TM and Frederica Ricks, TM - Co-Education Committee Chairs
Cassandra Sabo, DTM - Webmaster
Charles Gates, DTM, PRA, PDD - 2025 District 66 International Contest Chair
Lynne Claiborne, DTM - DTM2B Committee Chair
Jessica Cotman, TM - Pathways Committee Chair

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?*

Character, Purpose, Member Support, Superior Club Quality, and Fun. Our purpose as leaders is to inspire and support the members of District 66 to strive to achieve excellence. We will perform our duties with Character and Integrity. We will provide our

members with the support that they need to achieve their goals. We will create an atmosphere that is enjoyable and fun. Together, WE are Unstoppable.

Team Operating Principles

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

To be a team focused on the principle of servant leadership; to encourage our members to strive for excellence; to be of good character and integrity; and to create a safe environment where leaders can learn and grow. We are team goal oriented and supportive of our fellow team members.

Potential Obstacles

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

Operating in a blended environment (both in person and on-line).

Conflicting commitments (Toastmasters vs. Personal/other professional commitments).

Members must believe before they can achieve. Members must have high expectations of their leaders and themselves.

Accountability - We must all hold ourselves accountable for achieving our personal and professional development goals.

Conflicting Goals (Division vs. Area vs. Club vs. Personal). Leaders must focus on serving others before ourselves. If we help others get what they want, we will automatically get what we want. Our members are our customers.

In order for the District to succeed, the Divisions, Areas, Club, and individuals must succeed.

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.)*

The District Trio will meet on the first and third Thursday of every month at 6PM, while the District Trio and Managers will meet every 2nd and 4th Thursday of the month at 6PM. The District Executive Committee (DEC) will meet every first Monday of the Month for Reports at 7PM and every second Saturday of the month for education at 10:30AM.

Team Interactions and Behavioral Norms

How will decisions be made?*

Decisions will be made in a collaborative manner. Suggestions are welcome from all. All opinions are respected and no one will be belittled.

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

We will communicate outside of our Trio, Trio and Managers, and District Executive Committee (DEC), and District Council Meetings via email, text, or telephone.

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 District team will communicate in person or via Zoom as outlined above. Monthly District updates to members will come via newsletter and newsflash updates via email and the District 66 website. Meetings on specific topics (i.e., Speech Contests, Division level training, etc.) will occur as needed.

How will the team resolve differences of opinion?

Differences will be resolved collaboratively. If there are competing interests, a vote will be taken among District Leadership. The tie breaker vote will be by the District Director. All decisions will be made in a transparent and ethical manner.

How will the team support one another?

We are one team. The Division and Area Directors are the closest to the clubs and will always have priority. If a DEC Member cannot meet an obligation, another team member will cover.

How will the team ensure equitable participation when completing activities?

During the DEC Meeting, we will have a report of activities from each Trio member, District Manager, and Division Director as well as key District Committees. Virtual Zoom calls will be recorded and the Administrative manager will distribute the meeting minutes. All District activities will be transparent.

How will team members be held accountable for their responsibilities?

All district metrics reports will be available on the District 66 website. As leaders, we influence each other and hold each other accountable. Integrity includes doing what you commit to doing. This is a volunteer organization and when we make certain commitments, we are expected to uphold our obligation. That being said, if a team member is not upholding their responsibilities, the District Director will discuss it privately with the individual. If things do not improve, the District Director holds the right to ask the individual to step back from his/her duties.

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

Excellence will be acknowledged by incentives from the Toastmasters store, certificates of achievement, as well as newsletter, website, and social media spotlights.

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.)*

Membership payments serve as a key indicator of how effectively a District is fulfilling its mission. Last year, District 66 saw a notable upswing in year-end membership payments, with an 8.84% increase, and a 5.48% growth in total paid clubs. While there was growth in membership payments last year, they tend to arrive close to deadline.

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 strategy focuses on building strong clubs and driving club excellence, supported by a proactive marketing team and trained sponsors, mentors, and coaches. We're targeting Millennials and Gen Z to enhance the demographics across our clubs, by creating clubs tailored to their career and professional goals, and promoting generational diversity across all clubs in D66. To accelerate momentum, we've launched a year-round Open House campaign featuring "snack-size" training sessions such as The Speaker's Toolbox

and Impromptu Speaking (for Table Topics). These focused, high-impact sessions are designed to attract prospects by offering immediate value and a glimpse into the Toastmasters experience, positioning the Open House as a powerful tool for member recruitment, engagement, and retention. The CGD will lead growth incentives tied to the Smedley Award, Talk Up Toastmasters, and Beat the Clock. Additionally, our Echoes of Excellence campaign will encourage former Toastmasters to rejoin and will highlight past members' contributions, encouraging them to return and continue achieving within Toastmasters. These efforts are reinforced with ongoing incentives to sustain engagement, bolster retention, bring value to members, and meet our membership and club growth goals.

Action 1

Launch Open House Campaign and offer The Speaker's Toolbox and Refining Your Craft of Impromptu Speaking "snack-size" training to recruit new members.

Action 2

Offer campaigns incentives (chance for a gift certificate for Toastmasters store) for the Smedley Award, Talk Up Toastmasters and Beat the Clock to recruit new members.

Action 3

Launch Echoes of Excellence campaign to encourage former Toastmasters to rejoin.

Action 4

Along with PQD, promote annual Moments of Truth session to all clubs.

Action 5

Launch bi-monthly CGD Collaborative Growth Sessions. One session will be devoted to Division and Area Directors and club executive committee members to promote club excellence, knowledge sharing, and to foster innovation and a growth mindset.

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.) *

CGD bi-weekly Collaborative Growth Sessions, TI Resources and training materials related to club growth and club excellence, Trainers, Facilitators, Club Success Plan, Zoom accounts, and incentives.

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 leads the charge, with strong support from the Marketing Committee, District Director, Program Quality Director, and the District Executive Committee. Together, we share the collective responsibility to champion club excellence, drive innovative club-building strategies, and cultivate a growth mindset across the district. By modeling and promoting collaboration at every level, we'll create an environment where creativity thrives and sustainable growth becomes a shared achievement.

Action 1*

The Club Growth Director (CGD) will spearhead an Open House Campaign using the D66 newsletter, managed by the Public Relations Manager (PRM), and integrate this effort with the Club Coach initiative. Each member of the Marketing Team has been tasked with supporting 5+ clubs, utilizing a standardized script to encourage clubs to plan and host open houses regularly throughout the year. Club Coaches will closely monitor and report on the impact of these open houses on both recruitment and retention, ensuring data-driven insights for future strategies.

Action 2*

The CGD will launch Smedley Award (Aug 1 - Sept 30), Talk Up Toastmasters (Feb 1 - March 31) and Beat the Clock (May 1 - June 30) campaigns to recruit new members and make membership building a club team effort - through the D66 newsletter and MailJet communication. Conduct after action reviews after campaigns and initiatives to document learning and make needed adjustments.

Action 3

The CGD will launch Echoes of Excellence through the D66 newsletter and a tips sheet (on the D66 website) and track results with recruiting former members, through Area and Division Directors. This can be noted in the club visit report.

Action 4

The CGD will collaborate with PQD to offer Moments of Truth training and promote annual Moments of Truth sessions through Area Director club visits. This will be integrated in the CGD and PQD monthly reports. Moments of Truth can be noted in Area Director club visit report.

Action 5

The CGD will send email to Division and Area Directors and club officers with dates for the bi-weekly Collaborative Growth Sessions. These sessions will delve deeper into issues that emerge during monthly meeting format.

Timetable

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

July 1, 2024, through June 30, 2025. Progress will be tracked through: (1) a project plan that reports deliverables, results, and successes; (2) monitoring the dashboard; (3) area director reports; and (4) monthly status update at DEC meetings.

Action 1*

Ongoing

Action 2*

Ongoing

Action 3

Ongoing

Action 4

Ongoing

Action 5

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.)*

Club growth includes both adding new clubs and strengthening existing clubs. During 2023-2024, D66 ended with 79 clubs. However, one club in Division A will be closing during 2024-2025. In terms of membership, while 26 clubs (33%) have 20-plus members and 29% have 13-19 members, 30 clubs (38%) are eligible for a club coach. Looking ahead, with the new Toastmasters International policy requiring a minimum of 100 clubs per district, District 66 faces the challenge of adding at least 30 sustainable clubs to reach that benchmark and offset any potential attrition. This will require a focused and energetic club-building initiative, driven by our comprehensive market analysis plan and valuable leads that we anticipate through TLM.

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 strategy focuses on building strong clubs and driving club excellence, supported by a proactive marketing team and trained sponsors, mentors, and coaches. This strategy encompasses both Goals 1 and 2. The Marketing Analysis Plan identifies We have launched a club coach initiative to strengthen 30 clubs by helping them increase their membership, improve the quality of their club meetings, and attain distinguished or higher status. We are also targeting Millennials and Gen Z to enhance the demographics

across our clubs, by creating clubs tailored to their career and professional goals, and promoting generational diversity across all clubs in D66.

Action 1

Club building initiative - include goal of building 30 new clubs in the Market Analysis Plan. Fourteen (14) are specific community/corporate clubs. The remaining 16 will be determined by the Division and Area Directors in collaboration with the CGD and Marketing Team.

Action 2

Launch a club coach initiative to assign coaches to the 30 clubs that are eligible for a club coach - developed a script to encourage the club officers, determine their challenges, as well as the good things that are happening along with encouraging them to get a club coach. Initiative also includes recruiting club coaches through an interest survey and from the DTM Cohort.

Action 3

Organize Demonstration Team for demo meetings.

Action 4

Launch bi-monthly Collaborative Growth Sessions. One session will be devoted to the Marketing Team and Division and Area Directors to drive consistent progress and innovation in club building. The intent is to create a focused platform for collaboration on club building and identifying new club leads. These sessions will foster synergy across the teams, streamline efforts, and ensure we remain proactive in driving club growth and expanding our reach.

Action 5

Recruit a Club Growth Communications & Digital Solutions Specialist to lead digital campaigns for club growth, support virtual engagement and collaboration, and develop and mentor clubs in digital presence and content creation.

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.)*

CGD bi-monthly Collaborative Growth Sessions, club sponsors, mentors, and coaches, TI Resources and training materials related to club growth and club excellence, Club Growth Communications & Digital Solutions Specialist, Marketing Trainers and Facilitators, Club Success Plan, Zoom accounts, and incentives.

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 leads the charge, with strong support from the Marketing Committee, District Director, Program Quality Director, and the District Executive Committee. Together, we share the collective responsibility to champion club excellence, drive innovative club-building strategies, and cultivate a growth mindset across the district. By modeling and promoting collaboration at every level, we'll create an environment where creativity thrives and sustainable growth becomes a shared achievement.

Action 1*

CGD to Include 30 top leads in Market Analysis Plan and undertake following actions through Extension Chair and rest of Marketing Committee to track results and impact: (1) track and update TLM daily; (2) deliver comprehensive Club Building training, reinforced by the Club Building Initiative within the Pathways program to ensure practical application and sustained growth; and (3) assign club sponsors and mentors.

Action 2*

CGD and Club Retention Chair/Committee will launch club coach initiative through Marketing Team and assign club coaches to 30 clubs that are eligible for a club coach.

Action 3

CGD and Extension Chair will organize and schedule Demonstration Teams for new clubs.

Action 4

CGD and Marketing Committee will implement, schedule, and facilitate bi-weekly Collaborative Growth Sessions.

Action 5

CGD will recruit a Club Growth Communications & Digital Solutions Specialist to deliver dynamic marketing training designed to spark innovation, equipping clubs/members with cutting-edge strategies and tools to drive creative club growth and engagement and personal growth.

Timetable

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

July 1, 2024, through June 30, 2025. Progress will be tracked through: (1) a project plan that reports deliverables, results, and successes; (2) monthly Marketing Wednesday meetings; (3) weekly one-on-one meetings with Marketing Team members and/or email status updates; (4) monthly status update at DEC meetings; (5) monitoring the dashboard; (6) monitoring and updating TLM; and (7) club sponsor, mentor, and coach reports.

Action 1*

Ongoing

Action 2*

Ongoing

Action 3

Ongoing

Action 4

Ongoing

Action 5

Ongoing

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.)*

During the 2023-2024 year, 36 clubs were distinguished. The challenge of the District is to get more people to use pathways and earn educational awards. Some members are reluctant to use Pathways. There is a need to increase the Pathway adoption rate. There is a need to increase the number of officers trained by at least 10%. Some clubs are not following the program.

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 PQD appointed a Pathways chair to host monthly educational sessions. The PQD appointed a DTM chair to motivate more members to become DTM's. All Area, Division, and District officers will be trained on the Distinguished Club program, and they will pass it on to their clubs. The goal for the District is Smedley Distinguished, so we will need to earn a lot of educational awards. Incentives for Early Achievers and for all officers trained.

Action 1*

Club Officer Training.

Action 2*

Monthly DTM Group Sessions.

Action 3

Train Club, Area, Division, and District Leaders on the Distinguish Club Program.

Action 4

Pathway Training.

Action 5

Host various training and Incentives throughout the year.

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).*

Trainers, Facilitators, Club Success Plan, Membership Development Plan, Zoom accounts, TI Resources and training materials.

Assignments

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

The Program Quality Director is in charge and supported by Training chair and team, DEC, fellow Trio members and past District leaders. All are responsible for working together and promoting pathways and learning elements.

Action 1*

Club Officer Training - Summer Leadership and Winter Leadership- The Education Chair and Program Quality Director are in charge.

Action 2*

Monthly DTM Group sessions- DTM Chair is in charge.

Action 3

Train Club, Area, Division, and District Leaders on the Distinguish Club Program- The Education chair and the Program Quality Director are in charge.

Action 4

Pathway Training- Pathway Chair is in charge.

Action 5

Host various trainings and Incentives throughout the year- Educational Chair and Program Quality Director are in charge.

Timetable

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

The action will begin on July 1,2024 and end on June 30, 2025, it will be tracked by using the dashboards and reports under Daily Reports.

Action 1*

Ongoing

Action 2*

Ongoing

Action 3

Ongoing

Action 4

Ongoing

Action 5

Ongoing