

District Success Plan Summary

2015-2016

District 07

District Success Plan

Team Composition

Name the members of the district's core team.

District Director - Michelle Alba-Lim
 Program Quality Director - Leanna Lindquist
 Club Growth Director - Erik Bergman

Name the members of the district's extended team.

Public Relations Manager - Becky Holm
 Finance Manager - Jill Ward
 Administration Manager - Thomas Knapp
 Club Extension Chair - Rodger Cook
 Division Directors
 Area Directors

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?

We share Toastmaster International's core values of integrity, dedication to excellence, service to the member, and respect for the individual. As members of a global organization, we understand that INTEGRITY is paramount and crucial for the district's long-term success. We will not intentionally, willingly, or knowingly compromise integrity in the pursuit of any goal, no matter how attractive or rewarding it may be. In the words of our CEO Daniel Rex, "It is better to keep your integrity and lose, than to give up your integrity and win." We will pursue excellence as a journey, not a destination. To best serve our members, we will engage in two-way communication, listen actively, and respect their needs and desires. We also espouse the values of leading with love, namely: patience, kindness, trust, unselfishness, truthfulness, forgiveness, and dedication.

Team Operating Principles

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

Team principles are: expectations, collaboration and trust.
 Expectations: 1) Team members will contribute. We will feel free to express opinions without fear of retaliation. We will be valued for our achievements. 2) Team members will communicate with one another. 3) Team members are cooperative. We will be more productive if we work with one another. 4) Team members problem solve. We will focus on getting things done correctly and efficiently. 5) Team members are learners. We will share our expertise and train new team members.
 Collaboration: 1) We work to develop our skills. 2) Rather than looking at our shortcomings we look at our strengths. 3) Our self reliance and experience is valued. 4) We will operate as a cohesive unit.
 Trust: We believe that our team mates will act with integrity in a competent manner.

Potential Obstacles

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

Our core team needs to consider the following challenges or potential obstacles:
 * TIME/AVAILABILITY - The DD and the CGD are both working full-time and therefore neither one can devote more than 2-3 hours a day to Toastmasters on a regular basis
 * DISTANCE/GEOGRAPHY - The DD lives three hours away from the PQD and the CGD, therefore face-to-face meetings need to be planned and scheduled well ahead of time and in accessible venues.
 * BEHAVIORAL/COMMUNICATION STYLES - We will recognize that each member of the core team has a different behavioral and communication style.

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.)

To process tasks, discuss issues, and deal with other district business, the core team will schedule weekly phone calls every 2nd, 3rd, 4th and 5th Monday from 8:30 to 9:30 p.m. The core team will also meet before or after district events. Generally, communication will take place through email or phone calls. Texts may be used for short messages. The District Director will communicate with the Division Directors through email or phone call at least once a month to discuss division-related issues, respond

to questions, and coach/mentor the latter. As a general practice, trio members will copy each other on email exchanges with division and area directors. The core team will schedule and conduct quarterly conference calls with each division team.

Team Interactions and Behavioral Norms

How will decisions be made?

The core team will strive to make decisions by having each team member express his/her thoughts on the topic at hand. We will do our best to practice the values and principles described above. We will be especially aware that as unique individuals, we have different ways of communicating and processing information. We will strive to make decisions based on available data. Ultimately, if no consensus can be reached after reasonable discussion and deliberation, the District Director will make the decision.

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

The team's primary mode of communication is email. For lengthy discussions involving pros and cons, and nuances difficult to capture through email. The second preferred mode is phone call; the third is face-to-face meeting. Due to the geographical constraints mentioned earlier, where possible face-to-face meetings will be synchronized with district or division events.

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.

We will have weekly phone calls of the trio and two DECM conference calls (in addition to DECM meetings at district conferences). We will have frequent email conversations as needed and will call in case of urgent or complex communications.

How will the team resolve differences of opinion?

The core team will undergo the DISC assessment <http://bit.ly/1NTAozi> to help discover each team member's communication and behavioral preferences. Following the DISC assessment, the core team will schedule a face-to-face meeting where the DISC results are shared freely and discussed candidly. Understanding why a teammate behaves or communicates in a certain way (and why) will help maximize understanding when team members express perspectives that differ from each other. If necessary, the team might invite a neutral third party to help achieve resolution among core team members.

How will the team support one another?

Each team member has a role to play. Our team is confident that each member will fulfill his or her duties to the best of their ability. If a team member is unable to complete a task the other team members will assist, or help find someone who can assist. Team members will provide each other with feedback and encouragement because we are all in this together.

How will the team ensure equitable participation when completing activities?

District leadership roles have so many duties that there is ample opportunity for each district leader to undertake and complete tasks successfully. Whenever one leader needs help or advice, the others should do all they can to assist as needed.

How will team members be held accountable for their responsibilities?

The District Leadership Handbook clearly explains the job descriptions for the core team. Each team member's first priority is to make sure the projects he or she is in charge of are being addressed effectively, and to ask for help if needed. Through regular meetings and frequent communications, we will help each other keep our many projects on track through reminders, suggestions, ideas and hands-on help as required.

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

The year-end "Celebrating Success" (renamed from "Celebration of Leadership") in September will honor leaders from across the district. This year it has been expanded to include all members and encourage them to pursue leadership roles at all levels. The trio will look into fresh ways to honor those who serve at the District level to inspire others to step up to district service.

Goal 1: 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.)

Our District put forth a tremendous effort to reach Distinguished status by year's end - and we did. Our base payments stand at 6,395. Our club base rose from 170 to 176. Our District lost 6 clubs and started 12. We have 55 clubs eligible for club coaches; we will work hard to assign coaches and save these clubs. We expect that a few clubs will disband with the next dues cycle. Our large geographical area

(nearly equal to the entire state of Oregon) is a challenge. Division I, for example, is large yet has a small population and its cities are far apart. We have many "one-club towns" that lack close neighboring cities to draw on for coaches, mentors or other support. We have an ongoing issue with some clubs that are Toastmasters in name only: They do not use manuals, attend officer training or participate in District activities. Some of them are content to stay this way and resist change.

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-Attract younger members. The millennial age group (those age 20-30) are still underrepresented in our District.
 2-Provide training and inspiration to VPs of membership.
 3-Build up our bench of mentors and coaches and expand our mentoring and coaching program.
 4-Make Toastmasters more visible at public events.
 5-Offer contests and incentives to build membership and honor clubs that achieve DCP awards or other distinctions.

Action 1 We will continue efforts we began this past year to engage with and attract millennials. This includes focus groups at TLI, increased social media outreach and offering events aimed at millennial interests.

Action 2 We will proactively reach out with helpful information and support for the club officers who most influence the decision to join or remain a member. Webinars and regular email tips and tricks will be among our tactics.

Action 3 We'll encourage clubs to assign a mentor to each new member to help ensure engagement and build for a long-term stay with the club. This strong personal connection can be at the heart of a rewarding, valued and sustaining commitment to staying a Toastmaster. Well-mentored members will take on roles, present manual speeches and be ready for leadership roles at the club level. For club coaches and mentors we will recruit and train veteran members who seek to earn ALS credit.

Action 4 We will show up and be seen at more public events around our District. To our ongoing appearances at job fairs or education fairs we will add marching in parades to show the fun, social aspect of Toastmasters. The goal is to be seen by people who might otherwise not know about us, but who can benefit from membership. We want to be visible in more ways and in more places across our District.

Action 5 With a range of contests and incentives, we will encourage individuals and clubs to build and sustain membership and achieve DCP awards. Prizes may include Toastmaster-related DVDs, books, manuals or club supplies.

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 directors and gift certificates to the Toastmasters store.)

The District carries over ample funds to meet its marketing goals for the year. Our webinar and conference call tools are covered by a subscription to GoToMeeting. We also use freeconferencecall.com. Our Voices newsletter, now in its second year, will promote District events and acknowledge achievers. A newsletter committee is well-established to plan and execute the publication for the coming year. We continue to investigate venues for TLI and District conferences that offer the best value and services at an affordable price (or for free).

Assignments

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

1-Outreach to millennials will be managed by the CGD, assisted by selected members of that age group.
 2-Training of club VPMS is assigned to Division and Area directors through club officer training or through others presenting at TLI. Ongoing email outreach will be coordinated by the CGD.
 3-Mentoring efforts are under the CGD who is building a team of experienced leaders to mentor at the club level. Training will involve webinars and outreach via the Voices newsletter.
 4-Public events are managed by the CGD, with teams being formed to lead and participate in categories such as parades, job fairs and so on. Events will be promoted via social media and the Voices newsletter.
 5-Contests and incentives will be led by the CGD in consultation with the PQD as to what worked or did not work last year.

Feedback generated from millennials at TLI will be analyzed by the CGD to see what events,

- Action 1 activities and approaches can attract this age group into Toastmasters. Millennials who are Toastmasters will be recruited to serve on a millennials marketing and events committee.
- Action 2 Training is underway and the CGD will follow up before the TI training deadlines to ensure maximum participation and encourage clubs to reach or exceed the DCP goal of 4 officers trained.
- Action 3 The CGD is recruiting club mentors and coaches. A club coach and mentor program coordinator has been recruited to manage this effort.
- Action 4 The CGD is planning parade participation with a co-leader. Marchers and a car and driver have been identified for the first parade. Supplies, marketing materials and signage are being assembled.
- Action 5 The CGD will work with last year's Lt. Gov Marketing to plan contests and incentives.

Timetable

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

- 1-An action plan for millennial outreach and engagement will be drafted this winter.
- 2-Official training of VPMS will be complete for the TI deadlines. Regular email outreach to VPMS will begin this fall.
- 3-Recruiting of coaches and mentors is underway and ongoing. A coordinator to run this program has been recruited.
- 4-The first public event was in August, a local parade in Portland. Members who participated in this event will form the nucleus of a group that can help at other parades for next spring and summer's parade season.
- 5- Contests and incentives are in the planning stage and will be aligned with District goals.

- Action 1 Action plan in the fall for District leader review.
- Action 2 Trailing to be complete per TI guidelines. Email outreach to VPMS to begin in fall.
- Action 3 Coach and mentor recruitment is ongoing; a program coordinator is in place.
- Action 4 Parade planning is in process. Most parades will be in the 2016 spring and summer seasons.
- Action 5 The first membership renewal contest has been completed. The first contests and incentives will be in place to announce at the Fall Conference in November.

Goal 2: Club Growth**Situation 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.)

Our District put forth a tremendous effort to reach Distinguished status by year's end. Our club base rose from 170 to 176. Our District lost 6 clubs and started 12. We have 55 clubs eligible for club coaches; we will work hard to assign coaches and save these clubs. We expect that a few clubs will disband with the next dues cycle. Our large geographical area (nearly equal to the entire state of Oregon) is a challenge. Division I, for example, is large yet has a small population and its cities are far apart. We have many "one-club towns" that lack close neighboring cities to draw on for coaches, mentors or other support. We have an ongoing issue with some clubs that are Toastmasters in name only: They do not use manuals, attend officer training or participate in District activities. Some of them are content to stay this way and resist change.

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 appoint-ing a club extension chair to pursue leads and scheduling demonstration meetings.)

- 1-We will offer an incentive program that turns a new club lead into a demonstration meeting and a meeting that turns into a chartered club.
- 2-The District will look to build on the current roster of corporate and expand the number of niche clubs. Corporate clubs with multiple offices will be recruited to start clubs in their other locations.
- 3-The club extension chair will assist the CGD in pursuing leads and converting them to demo meetings and chartered clubs.
- 4-Director and TLI training will emphasize how to identify a lead and the importance of doing so.
- 5-We will review our current list of corporate clubs as a source of potential new clubs at their other offices.

- Action 1 We have forms distributed to officers and directors that capture information about potential leads. The CGD and other leaders will train on and use the new TLM system for enhanced tracking and follow-up on leads. Incentives will be announced at events and via the Voices newsletter.
- Action 2 A committee of CDG, club extension specialist and others will examine potential corporate leads and create a plan of how to reach them. A group of volunteers with sales experience will present our capabilities at these companies.
- Action 3 We have a club extension officer with several years of experience in this role. He will train on the TLM system for lead tracking and follow-up. Several veteran Toastmasters have been identified to call on corporations about starting their own clubs.
- Action 4 District trio will emphasize the importance of starting new clubs and built it into officer and director training. We will reinforce this message throughout the year and follow up with officers and directors for their best ideas for new clubs and to help with demo meetings.
- Action 5 CGD will emphasize the value of niche clubs and encourage current members to start their own niche community 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 a club extension committee, a demonstration team and infokits@toastmasters.org.)

The District carries over ample funds to meet its marketing goals for the year. Our webinar and conference call tools are covered by subscriptions to GoToMeeting. We also use freeconferencecall.com. Our Voices newsletter, now entering its second year, will promote District events and acknowledge achievers. A newsletter committee is well-established to plan and execute the publication for the coming year. We continue to investigate venues for TLI and District conferences that offer the best value and services at an affordable price (or for free).

Assignments

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

The CDG is in charge of the incentive program that rewards a new club lead that results in a demonstration meeting and a demo meeting that turns into a chartered club. The CDG and club extension officer will look to build on the current roster of corporate and expand the number of niche clubs. They will also identify companies with corporate clubs and multiple offices to approach about clubs in their other locations. The club extension chair will assist the CGD in pursuing leads and vetting them as appropriate for demo meetings and chartered clubs. Trainings for Directors and club officers will emphasize how to identify a lead and the importance of doing so. CGD will order new club kits and other TI supplies needed to promote the program.

- Action 1 The CDG will create an incentive program that rewards a new club lead that results in a demonstration meeting and a demo meeting that turns into a chartered club.
- Action 2 The CDG and club extension officer will manage leads and help build the current roster of corporate clubs and expand the number of niche clubs.
- Action 3 CDG and club extension officer with the help of others will also identify companies with corporate clubs and multiple offices to approach about clubs in their other locations.
- Action 4 CGD will emphasize the value of niche clubs and encourage current members to start their own niche community clubs. He will promote this approach in Voices newsletter and other communications.
- Action 5 CGD will order new club kits and other TI supplies needed to promote the growth of new clubs

Timetable

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

1-An action plan for millennial outreach and engagement will be drafted by the CGD for District leader review this fall. The millennials marketing and events committee will be organized before the end of 2015.
 2-Official training of VPMS will be complete for the TI deadlines. Regular email outreach to VPMS will begin this summer.
 3-Recruiting of coaches and mentors is underway and ongoing. Recruiting a coordinator to run this

program is underway with the goal of filling it by September.

4-The first public event is in August, a local parade in Portland. The members who participate in this event will form the nucleus of a troupe that can expand this to other parades to be identified for next spring and summer's parade season.

5- Contests and incentives are in the planning stage and will be aligned with District goals. The first will be in place to announce at the Fall Conference in November.

- Action 1 The need to generate new club leads is being emphasized year-round. The monthly newsletter will reinforce this message. We are asking for leads at all networking and training events.
- Action 2 CGD and club extension officer are currently working together on club leads; learning how to use the new TLM system is underway for CGD, and will begin soon for the club extension officer. The CGD is following up with officers on their pledges to turn in a club lead as each date rolls around. Niche clubs will be encouraged in our regular news channels of social media and newsletter. Developing new niche clubs will be encouraged in our regular news channels including social med
- Action 3 CGD, club extension officer and team members have been in contact with each other about leads and the manner in which they will follow up on them.
- Action 4 Training opportunities are underway with club officers across the District.
- Action 5 The CGD will work with last year's Lt. Gov. Marketing to plan contests and incentives, to be announced in November at the fall conference, and as needed to support ongoing District programs and goals.

Goal 3: 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.)

2013-2014 we lost 15 clubs, membership was down by 48 and we were 6 Distinguished clubs short. In 2014-2015 we had a net gain of 10 clubs, an increase of 289 members and 4 more clubs than needed to be Distinguished. We are proud to say we ended the year as a Distinguished club. 40 - 45% of our clubs are Distinguished each year.

Success: Individually many quantify success with attending most of the meetings. Not enough members base their success on completing educational goals. Many of our clubs have not made the connection between the Distinguished Club Program and success.

Challenges: 1) Currently about 60 clubs are eligible for club coaches. A good share of those clubs membership numbers are in single digits. 2) Geography: some areas have one club towns with great distances between them. It's a challenge to attract new members, find a coach, visit other clubs and for members of other clubs to visit them. 3) Too many clubs don't use the DCP because it's their club culture.

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 directors on the Distinguished Club Program.)

The District will educate and stay connected with our Directors. Several years ago monthly phone calls with the Trio were held. AGs felt connected and in the know. Topics relevant to the time of the year were presented. It helped keep everyone on the same page. NETWORKING EVENTS: Holding regular networking events was a great way to get our members together, offer additional training and give members an opportunity to conduct an educational session. They involved food and were great fun. WHAT DIDN'T WORK Last year saw the first year in many without networking events or calls with our Directors. No incentives were offered. NEW INCENTIVES: We will promote "Distinguished by April 1st" as a District wide incentive program. All clubs who are Distinguished will be rewarded. Past history shows member incentives have not increased number of ed. awards earned. Will focus more on the club turning out the awards. Recognition will be promoted in our monthly magazine and networking events.

- Action 1 Train Area and Division Directors. Training needs to be ongoing and consistent. I send a weekly Blog "Team Talk on Thursday" to all Directors with updates, reminders and education on a particular topic. We will use Webinars for ongoing training. The first is an orientation to the TI website. We will record and post on our District Youtube channel. We will hold monthly phone calls with the Directors to provide: support, sharing of best practices, positive acknowledgement to keep team motivated

- Action 2 Offer Incentives. We started with an incentive to clubs who held a MOT and submitted an action plan. Two years ago manuals were offered to members earning an educational award. It did not increase awards from previous years. Incentives will be directed to the clubs. 1) Clubs challenged to increase their own awards over last year promoting a "we can do it" attitude. 2) Work with clubs who have not been Distinguished in years if ever. If they can taste success perhaps it will change their culture.
- Action 3 Celebrate and promote the Year of the Quality Club. Clubs will grow when guests and members enjoy a quality educational experience in their clubs. We will use the standards of MOT as a checklist of essential benchmarks for measuring quality of club meetings. We will create a Club Success Committee to work with club leaders to help understand the value of the DCP and other tools offered by TI. They will promote MOT as a measurement for quality club meetings.
- Action 4 Reinststitute networking events. Networking events have been held only in the Portland area. Funds will be made available to hold them around the District. This is a way to provide enrichment and camaraderie to our members. It provides leadership opportunity for our Directors. Historically educational sessions by our members have turned into sessions at TLI or conferences. For those looking to get the most out of their membership and for new members this provides them with something extra.
- Action 5 The PQD sends weekly blogs to all club VPEs. The goals are to educate, encourage and inspire. Many VPEs are new to the role and new to Toastmasters. For example one of the blogs was about holding club contests. It included links to the materials they The PQD wrote one about using the Better Club and Successful Speaking Series to educate their members and provide an opportunity for members to earn advanced awards. Not all VPEs have a resource in other club members, this fills the void.

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 directors and the ***Distinguished Club Program and Club Success Plan*** (Item 1111).)

1)Form a District 7 Training Team. Team will be experienced trainers who will bring consistent officers training to our members. Members of a former club focused on training to help with this. Training can include contests, evaluations, speaking etc. PDGs are a good resource. 2)It has been a goal to create District 7 TV. The District has a video camera, projector and laptop. The IMPDG and PQD trained with the local community TV station. This allows us use of the studio and equipment to record and conduct interviews, trainings and allow members to give speeches. We can check out professional equipment for our use. We can broadcast on community TV. Money is in the budget to pay for venues as needed. We own a video camera and projector allowing us to film educational sessions anywhere. 3) Incentives will be promoted by our Directors encouraging friendly competition between clubs. They will be encouraged to deliver educational sessions to their clubs.

Assignments

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

Training Directors will be done by the Trio. A goal is to train Directors so they are better able to promote the benefits of Toastmasters to the members. District Members with particular expertise will lead Webinars which will be used often and posted to D7 Youtube. Last year no training outside of TLI and Governors Training was offered. Directors will play an integral role in offering education to our members. This can be offered at the club level in the form of the Successful Club Series. It will be offered at networking events, webinars and in our monthly magazine. Directors will create local events for members to network and learn. Directors will present or find members to present Webinars. Directors and members will be identified to write articles for monthly magazine. The outcome of all of these education pieces is to 1)let members know what TI has to offer 2) Inspire clubs to raise their game and be proud of their clubs' accomplishments

- Action 1 PQD will identify educational needs of Directors, with input from DD, CGD and Directors. We will identify most qualified person to lead the training. It can be brief during a phone call or a scheduled Webinar. We will be proactive. Division Directors will be empowered to see that clubs receive the training they need. This can be in collaboration with Area Directors who can put together training events for their clubs. Education will also be directed to members.
- Action 2 PQD will oversee the incentives. Directors will understand incentives and how to promote them in the clubs. Incentives will be used to encourage Distinguished Clubs to keep it up, almost Distinguished to do it this time and clubs who haven't to try it out. There will be a focus on clubs not Distinguished in 5 or more years. Directors and club members will write about successes and submit to the District magazine.

- Action 3 PQD will recruit PDG and a member from each Division to serve on Club Success Committee. Division Directors will be asked to self nominate or suggest someone. PDG will chair the committee to determine how and what materials promoting quality clubs will be disseminated. The committee will promote goal setting. Clubs will be encouraged to select a DCP goal and write it on a pledge card. Pledges will be published in the District magazine and on the website.
- Action 4 Networking events will be scheduled by the PQD. The Education Coordinator will invite members to give educational presentations. It will be a way to share best practices. Members needing to give long manual presentations will have an audience. Members will meet Toastmasters from other clubs. Ideas will be shared. Friends will be made.
- Action 5 The blog is written by the PQD. Contributions to blog for District Leaders come from DD and CGD.

Timetable

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

All items have started or will start in October. Training, blogs and networking events will continue throughout the year. The Club Success Committee will be an ongoing project and may take several months to ramp up. How progress will be tracked will be determined by the committee. Incentives will be awarded throughout the year. The ultimate end of all incentives is increase in personal education and leadership awards which leads to Distinguished Clubs. Comparisons to prior years will be made and published. If we see increases in the numbers we will know incentives are helping.

- Action 1 Additional training via webinars has started. They will continue during the year as needed or requested. Various types of training will be offered to Directors and members. We utilize the skills of our members who are working to develop educational tools to improve their clubs. We will utilize these educational opportunities as they present themselves. TLI is scheduled for January.
- Action 2 Incentives have started. First one was for clubs conducting MOT and turning in Club Success Plan. In October will announce "Distinguished by April 1st" incentive. This will be promoted until new stats for April dues come out. In each District Magazine we will track goals met and club membership numbers. Will begin now to target clubs not Distinguished in 5 years or more. 2/22/16, Dr. Smedley's birthday, essays due on What It Means to Be a Quality Club.
- Action 3 This is the year of the Quality Club. Articles are being written each month in the magazine by different members. Members are being recruited now for a Club Success Committee. Goal is to have committee begin meeting by 1/1/16. This will be an ongoing process. Success will be measured by comparing now to historical data. Many of the measurements will be determined on June 30th. October 1 we will track 1st quarter educational awards and promote as the number to beat for next quarter.
- Action 4 A networking event will be scheduled in the Portland metro area in October and held several times this year. Others will be scheduled around the District. They will be booked in advance and agendas promoted. This hasn't been done before.
- Action 5 The Blogs began July 30th once we had all the email addresses and club officer lists. Every attempt is made to email them out on the date stated. They are sent through Vertical Response. The plan is continue through June. After each issue we are able to tell how many members opened the email. The goal is to increase readership.

Additional Goals

Answer the same types of questions to reach each additional district goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the district?

Goal

What specific, measureable, attainable, and relevant additional goal can the district meet? (An example of a goal is to add one new division and three new areas.

- 1) The District will become President's Distinguished this year.
- 2) The District will gain one new Division
- 3) All members of the executive committee will commit to earning one education award

Situation 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) D7 was Distinguished last year. We have 4 prospective clubs and many more in the works. Focus will be

on Quality Clubs leading to more Distinguished clubs. Too few of our members know how to achieve success. Too many clubs have lost their way. We are challenged by geography. We have many small communities with one club. We are unable to find enough club coaches. Distance keeps members from attending District sponsored events.

2) We have two areas with much growth that are suitable for splitting.

3) Not all members are motivated to earn educational awards. We believe in lead by example. We are asking all our executive members to commit to earn an educational award.

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) The District will push to expand with new clubs and revitalize challenged clubs. Emphasizing new specialty clubs has worked in the past. Following up on each lead has resulted in 12 new clubs last year. Incentives are offered to those who bring in leads that result in a demonstration meeting and ultimately a new club.

2) Currently three prospective clubs are in one Division that could be divided. Future clubs will need to be placed accordingly to keep the areas as equal as possible. This will mean recruiting another Division Direct for next year.

3) We will promote Club Quality in all ways. This has not been done in the past. One way will be for our executive committee members to commit to earning at least one educational goal. We will promote this from the top down.

Action 1 A marketing plan that includes transit advertising will be implemented for a second year to build awareness across numerous cities. We will use the May 2016 visit of First Vice President Balraj Arunasalam to promote more corporate clubs.

Action 2 Begin talking about the need to split the two largest Divisions to make them more manageable. This will make it easier for the Division Councils to meet, contests to be conducted and trainings to be held.

Action 3 As Executive Committee members talk to members and visit clubs they will let them know that they pledged to earn an education award. Members can be invited to join the pledge.

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 governors, area and division directors, the district website and the district nominating committee.)

The District has adequate budget, meeting places and people to achieve its goal. The Club Success Committee being formed this year

Assignments

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

The District trio will be responsible for promoting the goal of being a Presidents Distinguished District. We need to sell the idea to the Directors who are the boots on the ground and need them to take it to the members.

Action 1 The Trio will promote the the goal of becoming a President's Distinguished Club. Club Growth Director will focus on club and member growth. This will be shared by the Area and Division Directors. The club extension chair will follow up all leads and share with the CGD. The Program Quality Director will focus on member education goals and promoting the DCP. Area and Division Directors will promote it at the club level.

Action 2 The Club Growth Director is ultimately responsible for new clubs. We will need to add new clubs to each of the Divisions that we would consider splitting. All members need to do their part in bringing club leads to the CGD.

Action 3 Program Quality Director will share the importance of all executive committee members earning an education award. Each exec. committee member will need to hold themselves accountable. They will be encouraged to inspire their club members to earn an educational award also.

Timetable

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

- 1) We have 4 perspective clubs. Many more are in the works. Membership recruitment is an ongoing project.
- 2) We will be chartering new clubs soon that will make it more apparent that splitting a Division may be in the best interest of the District.
- 3) Our DEC meetings October 5th. The plan for all members earning an education award this year will be introduced and their assistance requested.

Action 1

We are always on the lookout for the opportunity to start a new club. This task is ongoing and for this Trio the efforts will end June 30, 2016 at 11:59 pm. We chartered a club last year on June 30th. Club coaches will be placed, as requested, in struggling clubs as soon as possible. Retaining our current clubs is given high priority.

Action 2

As new clubs are added to areas the goal of creating a new Division will be considered. When the alignment committee meets this will be added to their agenda. Every time a club is chartered in Division F or H it will bring this goal one step closer.

Action 3

We will begin tracking on October 5th and continue until June 30th or until all Executive Committee members have earned an educational award. Featuring this each month in the District magazine will keep it in the forefront.

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