

District Success Plan

Team Composition

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

Joseph Skoda, DTM - District Director
 Clarisse Kresser, DTM - Program Quality Director
 Deborah A. Allmon, DTM - Club Growth Director
 Vanneca Phelps, DTM - Administration Manager
 Patrick Chandler, DTM - Finance Manager
 Eric Browning, DL4 - Public Relations Manager
 Dennis Ham, DTM, PDG - Logistics Manager
 Katy Porter, DTM, PDG - Parliamentarian
 Jamuna Ramnath, DTM, PDD - Operations Chair
 Flora Turner, DTM, IPDD - District Leadership Committee Chair

Division Directors:

Div A - Greg Crawley, DTM
 Div B - Paul Kistler, DTM
 Div C - Tan Pham, IP3
 Div D - Chris DeCollibus, DTM
 Div E - Elizabeth Gould Morse, ACB, CL
 Div F - Chris Hempleman, DTM
 Div G - Greg Mauro, EC3

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

Area Directors:

A1 DTM Michelle Galaz-Miller
 A2 ACS, CL Suzanne Gysler
 A3 DTM Corey Cofield
 A4 ACG, ALB Steve Menke
 A5 CC, CL Shelli Shealey
 A6 Carolyn Moore

B1 ACG, CL Caroline Doll
 B2 ACB, CL Sergio Vargas
 B3 DL1 Maria Robles
 B4 EC5 Virginia Norris
 B5 MS2 Anna Sehati

C1 IP2 Nico Martin
 C2 DTM Julia Bach

C3 PM4 James Riske
C4 MS1 William (Chip) Stark
C5 CC Mark Frankcom

D1 DTM Lisa Marrone
D2 DTM Donna Chandler
D3 EC3 Jose Legaspi Ledezma

E1 CC Grace Hartell
E2 IP1 Anna Romero
E3 IP5 Esron Gates

F1 DL2 Ramika Lawson
F2 DTM Jackie Alford
F3 EC1 Ladi Asgill
F4 IP5 Gary Miller

G1 DL5 Anthony Olivo
G2 ACB, ALB Robert Croeni
G3 ACB Sarah Tolmachoff
G4 DL3 Kevin Lopez

Audit Committee Chair - Wayne Sebera, DTM

Conference Chair -
Contest Chair - Clarisse Kresser, DTM PQD

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?*

Respect
Integrity

Service
 Excellence
 Recognition
 Kindness

Team Operating Principles

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

Commitment to the members to provide an awesome Toastmaster experience
 Transparency, respect, positive environment, professional, enthusiastic, collaborative, fun
 Expectation that all team members uphold the district's core values and serve as role models within the district.
 Commit to continuously provide a safe, supportive and learning environment and experience for each team member to promote further development in leadership, communication skills and self-confidence to efficiently use conflict resolution skills.

Potential Obstacles

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

Uncertainty of continued Virtual Meetings - vs - In-Person Meetings

- Potential Hybrid Meeting Challenges
- Lay-Offs of Corporation Toastmasters Employees
- Internet/Camera Stability
- Dues NOT being paid due to restrictions on going out
- For those members waiting out the restrictions of meeting in person - Possible continued virtual meetings into the future How do we entice them to return with virtual meetings?
- Economic downturn due to pandemic causing layoffs --- these members are financially strapped and may not have financial means to pay dues even though they may see value of Toastmasters program
- Individual differences or preferences in communication styles --- we need to identify ways we can improve team communication at all levels.
- Different cultures at all levels (e.g., club level, area, division, district), including history (e.g., things that have happened in the past or things have "usually been done") may pose as barriers to change or slow progress.

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.)*

- Pre-scheduled meetings Of trio every week with invite to other Leadership Team members to join us at least once a month.
- Currently the Trio meets weekly on Fridays from 11:30 am - 12:30 pm.
- Other meetings with advisors scheduled in advance and on going as needed.

Meeting with Division Directors and Trio the third Sunday of each month from 5 to 6 pm.
Meetings will start and end on time. Division Director meetings will be recorded.

Team Interactions and Behavioral Norms

How will decisions be made?*

In meetings of trio involving advisory attendees, only trio votes will be considered.
Feedback and input from the extended team of District 33's leadership will be sought on an as needed basis.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.
Our Team uses emails as primary source of communication. But, phone calls, texts and now Zoom Virtual meetings will also be used. We also have at our disposal a Constant Contact (email) account, website and facebook page to spread information to ALL District members.

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.

Trio has regular meetings every week on Friday (11:30am)

Trio meets with other Board members First Wednesday (6PM)

Trio meets with Division Directors every 3rd Sunday

Division Directors have their own meeting (communication) protocols in place

How will the team resolve differences of opinion?

Collaboration and compromise. Honest discussions with measure of how this benefits our members as the criteria for decision. If there are personal differences open and honest discussions are encouraged.

How will the team support one another?

Recognize the strengths in each of the leader team members. Recognize important personal moments with virtually and mailed cards. Recognize District 33 accomplishments and attempts with Recognition achievements and effort.

How will the team ensure equitable participation when completing activities?

Expectation that leaders will complete their own role and if needed can reach out for assistance.
Communication of District program and activities prior to the event or meeting and consultation of program presentations or items to be emphasized need to be completed at planning stage. Each trio member shall be consulted for input.

How will team members be held accountable for their responsibilities?

Positive feedback when they have successfully completed their responsibilities. Inquiry of help needed to achieve their responsibilities should be provided as well. Make Toastmasters international deadline part of every meetings discussion and make it a priority In achievement in achievement

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

Cards, Trophies, Certificates, Ribbons will be given at Formal and Informal times. Our leaders have Polo shirts with our Vision this year: "District 33 Developing Leaders One at a Time." This helps bring Unity and Camaraderie to our team.

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.)*

COVID 19 arrived in early spring 2020 requiring the District to encourage clubs to switch to virtual meetings. Club meetings, Speech contests and spring conferences were decided on individually to continue in a virtual format or to wait for when we can meet again in person. Those that continued meeting virtually are the clubs that in many times thrived and succeeded through renewal period. We had a major paid club downward adjustment reflected in the Number of paid clubs. Though we lost members and clubs, we have an opportunity to use this as an advantage of this year's success potential.

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.)*

District incentives are being continued from last year with very little adjustment. The strategy is to allow the constancy of the incentives to be better understood by the member and club leaders. There is a current commitment by our current team of future District Directors to keep this consistency going for next two years.

An old, successful Distinguished club website program is being revived to enable clubs to interface with Toastmasters international find a club which allows guests to see club websites and club meeting information. This will enhance the ability of club leaders to bring in new members.

Early submission and Year in advance tuition renewal will be marketed to club leaders.

Community collaborations with local libraries to create an event which attracts speakers with skills and motivation that might benefit from Toastmasters membership will be promoted.

Increase marketing efforts in all goals of the district to include Area director club visit reports one month in advance, division director recognition of Area director reports, Club renewal to the eight member minimum recognition, Recognition for adding recognition for adding one new member for the October 1-October 31 period.

Ongoing Promotion and Recognition of the triple star Member and the triple star club award.

Action 1

Distinguished club website program

Action 2

Early and one year in advance tuition renewal

Action 3

Collaboration with a library storytelling event

Action 4

Recognition of club that adds at least one new member between October 1 and October 31.

Action 5

The triple star member and club award,

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.) *

Use marketing recognition to create desire to achieve stated goals. Expand our marketing capabilities by tapping into club Public Relations officers and creating a public relations leadership pool headed by our District Public relations officer.

Assignments

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

Create a team and assign each action to a chairman.

Action 1*

Distinguished Club Website Program - Reynaldo Feliciano

Action 2*

Early and one year in advance tuition renewal - Ying- Ming Lee

Action 3

Collaborate with a library story telling event - Debbie Allmon

Action 4

Recognition for each club that adds one new member between October 1 and October 31 - Twila Stout

Action 5

Promote the triple star member and club awards - Kevin Williams. -And Action 6 membership building - Gregg Wilkerson

Timetable

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

See details

Action 1*

Start: September 1, 2020

Action 2*

Start: August 1, 2020

Action 3

September 10 planning starts with event planned for second Thursday in January and Third Saturday in May.

Action 4

Start Marketing Sep 10

Action 5

Starts July 1 through Spring Conference in May 2021. Action 6 starts August 31, 2020 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.)*

In the 2019-20 year, District 33 became a smaller district with realignment and splitting so that we could form District 115. With realignment, our district budget has also become smaller and there is a lot of uncertainty on how lack of memberships will affect this year's budget. COVID-19 hit and markedly impacted membership renewals and growth district wide for membership payments and club growth.

Challenges: Need for emphasis with Club Sponsors to ensure foundations of success for corporate clubs are set in the beginning and followed through during the chartering process. This includes, but not limited to, securing corporate leadership agreement on the support to be provided to the club, explaining and setting expectations of what "must" be in a Toastmasters Education Program for the corporation (such as executive board training/club officer training) ("Begin as you intend to continue," as stressed in DTM Pat Johnson's book "A Handbook for Building and Sustaining Vibrant Toastmasters Program in Corporations").

The district has also had challenges with some corporate clubs. Several of the struggling clubs are primarily corporate clubs whose members (or officers) have not fully supported aspects of the Toastmasters Program, such as participating in district offered club officer training and attendance to district conferences. The district's struggling corporate programs have voluntary participation and is not integrated into the company's personnel review system (performance evaluation). In addition, there is not a strong "corporate champion" internally that district officers can connect with. This has added to the challenges the District is currently experiencing with sustaining and strengthening corporate club/programs.

Another challenge resulting from COVID 19 has been the corporate layoffs and work from home mandates that some corporations have required on their employees. Layoffs have significantly reduced membership renewals and/or resulted in a significant drop in membership attendance to virtual club meetings. In some situations, some corporate clubs have ceased all club meeting activity.

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.)*

In 2019-20, District 33 lost 10 clubs. The district missed the membership payment Distinguished number by 225 payments. While much of this was attributed to COVID-19, the emphasis in 2020-21 in the first quarter is to

emphasize and promote membership payments and membership recruitment. Once the new members and payments are secured, efforts can focus on membership retention.

Another strategy is one that has been used successfully in Division A, Area A-5. Members that pay Clubs Dues can have their dues waived for an Annual membership who renew for a year at time (versus 6 months). This has been a successful strategy that the Club Growth Director will strongly promote (and emphasize), particularly in the "triple cap" period.

Action 1

Promote new club growth and support the leadership and training capacity within the district by chartering advanced clubs to support Club Growth and Club Coaching Program

Action 2

Promote the strategy with clubs that assess club fees to waive club fees for members that renew for a year at a time.

Action 3

In collaboration with the District Trio Team, create and implement district incentives that support and promote club growth, increase membership payments and support struggling clubs.

Action 4

Follow-up on new club leads from 2019-20 to assess viable new club leads and pursue with the Club Extension Committee. Generate a continuous "inventory" of new clubs throughout the year to ensure new club leads for the upcoming year.

Action 5

Provide training and support for all committee members, particularly those supporting new clubs and the Club Coach Program.

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

District Director, Program Quality Director, Public Relations Manager

Other District Administrative Team --- Finance Manager, Administration Manager, Logistics Manager

Division and Area Directors

Toastmasters International marketing materials --- including new club kit (pdf copies and use of printed material placed in TI branded folders)

Assignments

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

Committees and Chairs that support club growth and struggling clubs:

-- Committee for Suspended Clubs --- Pete O'Bryan

- Club Retention Committee - Pete O'Bryan, Chair
- Committee for Renewal of Membership Dues --- Ying-Ming Lee, Chair
- Committee on Membership Building --- Gregg Wilkerson, Chair

Action 1*

Recruit and appoint Committee Chair for committees supporting club growth and struggling clubs

Action 2*

CGD and committee chairs develop and implement procedures for their respective focus area

Action 3

CGD and Committee Chairs will recruit new Club Sponsors and Club Mentors for new clubs and Club Coaches to support struggling clubs qualifying for the Club Coach Program.

Action 4

Action 5

Timetable

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

Year round throughout the Toastmasters year.

Action 1*

Recruitment of committee chairs (August 2020)

Action 2*

Meetings of Committees, led by Committee Chairs (ongoing)

Action 3

Schedule and implement Launch/Demo Meetings for new clubs in collaboration with the Club Extension Committee as needed in a timely manner

Action 4

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.)*

Current situation

-Club Membership Strength (as of 7/31/2020)

*153 total clubs in District

*10 clubs had 0-5 members

- *34 clubs had 6-10 members
- *41 clubs had 11-15 members
- *35 clubs had 16-20 members
- *25 clubs had 21-25 members
- *5 clubs had 26-30 members
- *3 clubs had 31 or more members

District 33 added four (4) new clubs in 2019-20 :

- Division A, Area A-5: Members Masters Toastmasters (chartered 5/27/19)
- Division A, Area A-6: High Desert Medical Group (chartered 7/31/19)
- Division A, Area A-2: Curemunicators (for Ridgecrest Regional Hospital employees) (chartered 12/26/19)
- Division C, Area A-6: AmeriHome Mortgage (chartered 1/1/2020)

The district does have special challenges that are primarily due to the pandemic. One challenge, at the beginning of the pandemic and stay-at-home orders, clubs were not able to meet in person and had to quickly adjust to meeting virtually. The majority of clubs in the district have been meeting online and have, for the most part, embraced the opportunities and benefits of meeting online for club meetings and participating in trainings. Some of the challenges the district is currently facing are membership renewals due to the widespread economic downturn and unusually high unemployment rates where some members may not be able to renew due to financial hardship.

The other challenge is more members to embrace Pathways, including enrollment in Pathways and completion of Pathways levels and paths for Pathways awards. District wide Pathways enrollment (adoption) rates are about 85 % on average among club officers but enrollment of new members (e.g., those who joined within 3 months and who selected a path) is still low (around 35%). Currently is not a sufficient pool of members experienced in Pathways who are comfortable with supporting members in Pathways, including supporting those through Level 1 completions.

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.)*

Under Program Quality Director role, training and support have been the actions taken. This has worked in the past. With the opportunities presented by the pandemic and members being now receptive to the online format, there will be more training and support opportunities offered using the virtual platform. In July 2020 the District offered several training opportunities for members and club officers in Pathways, club officer roles and responsibilities and other topics, and all were well attended. Other training opportunities for Pathways and launching of the District 33 Leadership Lab model (taken from District 100) will be a new approach implemented in 2020-21. The Leadership Lab model will provide a greater selection of topics that would be covered to benefit members and club/district officers that are designed to support clubs' efforts towards achieving Distinguished Club Program goals --- with each club striving towards President's Distinguished. (CK)

Training and support will target members and officers (club and district officers). There will be a particular

emphasis on providing enhanced training and support for Vice President Education (VPEs) as they are the primary lead for managing clubs' education program and ensuring members are identifying and meeting their communication and leadership goals.

Action 1*

Implement enhanced training and support for all members, club and district officers, with added frequency --- increase in number of training sessions and topics. (CK)

Action 2*

Implement district incentive program to promote membership growth, consistent membership renewals, Pathways adoption and award completion, and club achievement of at least Distinguished or better on or before year end 2020-21. (CK)

Action 3

Implement a recognition program to recognize member and club achievements on a regular and consistent basis.

Action 4

Implement a Member Retention program that provides members with increased awareness of the value of Toastmasters (what's in it for them) and supports clubs' member experience to strengthen a positive membership experience for all meetings.

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 area and division governors and the Distinguished Club Program and Club Success Plan (Item 1111).)*

Program Quality Team: Program Quality Director, Committee Chairs and Committee Members (see "Assignments" section below)

District Trio

District Administrative Team --- Public Relations Manager, Finance Manager, Administration Manager and Logistics Manager

Division and Area Director

Club Vice President Education

Assignments

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

Program Quality Team --- Committees

*TRAINING COMMITTEES

****Pathways Committee --- Identify pathways training needs for different facets of the Districts (e.g., new members, members, Base Camp Managers, support for clubs)' develop training session goals, curriculum; develop schedule (in coordination with other committees where applicable); recruit trainers and facilitators, ensure sessions meet training session goals; evaluate sessions through different tools (including participant and facilitator/trainer evaluations) to improve sessions**

Pathways Committee Chair and members TBA

****Leadership Lab Committee - Committee Chair and members TBA**

****TLI/Club Officer Training (for 2 TLIs and make-ups) --- Committee Chair and members TBA**

****Division and Area Directors**

***EVENTS COMMITTEES -- Committee Chairs and members TBA**

****Spring Conference**

****Spring Speech Contests (International Speech and other speech contest TBA)**

***OTHER COMMITTEES**

****Member Retention Committee --- Committee Chair and members TBA**

****Talent Acquisition Committee --- Committee Chair and members TBA**

****New Member Committee --- Committee Chair and members TBA**

****Recognition Committee (recognizing members' achievements) --- Committee Chair and members TBA**

Action 1*

For PQD Committees listed above, appoint Committee Chairs, establish Committee goals and deliverables, recruit committee members, and design and implement committee plan.

Action 2*

Committees meeting regularly throughout the year and tracking progress of goals and objectives

Action 3

PQD meets regularly and maintains communication with committee chairs to be briefed on activities to date, committee goal progress, and progress of chair's leadership goals

Action 4

PQD support Chairs (and if needed committees) to resolve conflicts that may arise

Action 5

Timetable

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

For PQD Committees, the PQD is currently interviewing PQD Committee chairs in August. Work has already begun (in July) and committee chairs (and their respective committees) will continue the work and supplement and enhance training opportunities moving forward. Progress will be tracked by Committee Chairs who will be meeting regularly to update the PQD on progress and seek feedback on work plan implementation and adjustments that may be needed.

Action 1*

Implement needed training immediately in July (for example under PQD, basic training on Pathways, club officer and district officer training)

Action 2*

Appointment of Committee Chairs (beginning in July and continue until filled)

Action 3

Appointment of Committee Members (beginning in July and continue until filled)

Action 4

Develop and implement Committee workplan, including identifying committee goals and objectives

Action 5

Implement work plan, evaluate progress, make adjustments as needed to ensure goals for year end are met and are on target

Additional Goals

Realignment Of Areas A1 and A5 into Division A and streamline realignment issues.

Leadership development and leadership path for future district leaders

Promote existing and create more Leadership Opportunities for aspiring leaders and support them in their leadership journey.

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.)*

District 33 has had challenges in recruiting district leaders in a timely manner. For 2020-21 year, there were 9 Area Director positions that were not filled until late July. the main issue appears to be the limited pool of members who are willing and interested in taking on district leadership roles.

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.*)*

Create a "Talent Acquisition" Committee that would be charged with seeking and recruiting "rising" potential district leaders

Implement various recognition activities to highlight member and club achievements on a regular and consistent basis using different platforms and mediums --- social media (Facebook), email to targeted groups, special "new member" events for new members

Create a leadership mentoring and training "program" to prepare these "rising" potential district leaders

Action 1*

Develop a pilot leadership mentoring and training program for "rising" potential district leaders

Action 2*

Under the PQD, recruit a Chair for the "Talent Acquisition Committee"

Action 3

Implement multiple strategies to raise visibility of recognition and achievements of members and clubs.

Action 4

Develop and implement incentives to support district goals, objectives and strategies

Action 5

Talent Awareness Action 6 appointment by CGD committee chairs and recruitment of beginning leaders as members

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.)*

Realignment Chair --- Jamuna Ramnath, DTM, PDD

Past District leaders

District Leaders --- District Trio team, Public Relations Manager

District 33 website -- A recognition section

Assignments

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

Public Relations Manager and PR team

Other district leaders and district team members as needed

Action 1*

Website Enhancement

Action 2*

Utilize different methods of communication district wide to ensure members receive relevant and timely information and recognition

Action 3

Create member videos spotlighting members' testimonies on the value and opportunities Toastmasters provide

Action 4

Continue to support branding compliance district wide to ensure consistent and effective branding of Toastmasters

Action 5

Ongoing use of a variety of social media based Public Relations that inform promote, recognize accomplish District goals.

Timetable

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

Ongoing

Action 1*

September 1, 2020 development of process to follow for web set up established, assessment, action plan, review effect on New membership conversions

Action 2*

Develop and implement other CGD, PQD and Public Relations projects and activities as needed and that are aligned to budget priorities and Toastmasters International finance guidelines and policies, and as approved by the District Executive Committee (DEC) and District Council

Action 3

Action 4

Action 5