

## District Mission and Purpose

The district mission is to build new clubs and support all clubs in achieving excellence.

The district purpose is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the district, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters education program by:

- ▶ Focusing on the critical success factors as specified by the district educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its individual members.
- ▶ Providing effective training and leadership-development opportunities for club and district officers.

## Area Director Role

As area director, you serve as the direct liaison between the district and clubs. You identify opportunities for clubs in your area to improve and provide support from the district, helping clubs retain and build membership through positive member experiences. To do this, you perform club visits, maintain regular contact with club presidents and help your area and the clubs in it earn Distinguished recognition. To accomplish all this, area directors build teams, which often include area council members, among others.

## Team Composition

Name the members of the area's core team.  
(These include the area director, area council members and others.)

Name the members of the area's extended team.  
(These may include such people as the assistant area director and club-building committee members.)

Area Director: Area Director's Name  
Club Officers (Pres/VPE/VPM): AZ/CR/CSC/  
DESEAA/JPMC DTC

Remaining Club Officers and Members as needed

## Values

Toastmasters International's values are integrity, respect, service and excellence. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' values provide a means of guiding and evaluating the organization's operations, planning and envisioned future.

What are the area's core values?

Area 11 values commitment, the organization, growth, and service - all while having fun and in no particular order.

## Team Operating Principles

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

1. We respect and support each other.
2. We have confidence in our District leadership.
3. We focus on solutions rather than the problem.
4. We communicate disagreements with respect and a willingness to change for the good of our clubs and Area 11.

### Potential Obstacles

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

Corporate club members who are disconnected from Toastmasters as a whole.

### 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.)

We will meet on the first Wed of each month to discuss agenda items (inc. District business) in addition to any other business presented by team members.

### Team Interactions and Behavioral Norms

How will decisions be made?

Team decisions will be made by consensus taking into consideration requirements of TI. District decisions will be addressed and implemented accordingly.

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

Our primary method of communication will be the monthly meeting. Secondary communications will be sent via email. Additionally, the quarterly newsletter will be used to disseminate information and important notices not captured up to the date of the newsletter.

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.

See above.

How will the team resolve differences of opinion?

Depending on the topic of the disagreement, in general, differences will be resolved by consensus after careful, respectful, open discussion.

How will the team support one another?

The team will support one another by participating in activities and discussing and sharing best practices as needed.

How will the team ensure equitable participation when completing activities?

For combined club events (ie Area Contest), each club will be assigned to a particular aspect of the event.

How will team members be held accountable for their responsibilities?

Team members will be given checkpoints that will be reported weekly (as appropriate) up to the date of the event.

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

Team members will be given Certificates of Appreciation, be acknowledged in the newsletter, and receive a small token of gratitude.

**Starting Number**

5 Club base

**Qualifying Requirements**

No net club loss

Submission of the Area Director’s Club Visit Report for 75 percent of its club base for first-round visits by November 30 and for 75 percent of its club base for second-round visits by May 31

4 Club base x 0.75

**Goal: Distinguished Clubs and Club Growth**

Distinguished 3 Club base x 0.5

Select Distinguished 4 Club base x 0.5 + 1 Distinguished club

President’s Distinguished 5 Club base x 0.5 + 1 Distinguished club + 1 club

### Situation Analysis

What is the current situation in the area? What percent of area clubs are typically Distinguished? Do members understand how to achieve success? Does the area have special challenges? (One situation might be that members in the area don't know how to achieve success. Another situation might be that the district has identified three solid new club prospects.)

Sixty (60) percent of Area 11 clubs are typically Distinguished. Two clubs (one corporate [AZ]/one community[CSC]) struggle with low membership levels although they achieve sufficient goals to be distinguished. A particular challenge is encouraging AZ Officers to participate in training. Not one AZ Officer felt it necessary to participate in training this season. Despite that, they still expect to receive assistance from a Club Coach. CSC members are very enthusiastic about succeeding and are willing to do what it takes to make that happen. CSC has already begun working on a few ideas we generated during a discussion after one of my visits.

### Strategy

What actions will the area take? What has worked in the past? What has not? What new programs or incentives could the area implement? How will the area promote existing programs? How have other areas been successful? What could the area do to stretch this goal? (The strategy might include actions, such as promoting the Distinguished Club Program during club visits, contacting club growth directors for club leads and scheduling demonstration meetings.)

As Area Director (AD), I am encouraging all my clubs to extend themselves beyond the usual club meeting and get involved in all TI has to offer. I am encouraging them to seek unique opportunities to promote their club and generate visitors. I am not really sure what was done in the past as the previous AD did not believe any of the clubs were struggling. Other clubs have increased promotional activities to generate interest in their clubs.

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| Action 1 | Promote current District and Toastmasters incentives with regard to club growth and member development.  |
| Action 2 | Contact the CGD regarding potential new clubs in Area 11   |
| Action 3 | AD to strengthen relationship with AZ officers with goal of encouraging participation in winter TLIs and Toastmasters events external to the club. |
| Action 4 | Encourage clubs to participate in local community events (ie Women's Summit)   |
| Action 5 | Contact District Leadership for promotional items.   |

### Resources

What people, equipment, meeting places and money does the area 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 club presidents and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

We always have our District Leaders as information resources. Also, we currently offer incentives for Open Houses and DCP goal achievements. If necessary, we can contact other clubs, local businesses, etc for donations of equipment or items if needed. We need to order the free marketing materials when placing orders to TI for club ribbons, incentives, etc. We have one meeting place for area activities that is typically used for multi-club events but will reach out to other club members for potential alternative meeting places. One club member (P. Zotter at AZ) needs to chair a membership campaign.

### Assignments

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

See below for each action listed above

Action 1	Area Director and Club Officers
Action 2	Area Director
Action 3	Area Director and AZ Officers
Action 4	Area Director and Club Officers
Action 5	Area Director

### Timetable

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

See below

Action 1	Ongoing
Action 2	Completed
Action 3	Ongoing. AD Will staff a table w/ AZ Officers at the upcoming Women's Summit at AZ in Sept.
Action 4	Ongoing
Action 5	Completed

## Additional Goals

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

### Goal

What specific, measurable, attainable and relevant additional goal can the area meet?

NA

**Situation Analysis**

What is the current situation in the area? Do members understand how to achieve success? Does the area have special challenges?

NA

**Strategy**

What actions will the area take? What has worked in the past? What has not? What new programs or incentives could the area implement? How will the area promote existing programs? How have other areas been successful? What could the area do to stretch this goal?

NA

Action 1

Action 2

Action 3

Action 4

Action 5

**Resources**

What people, equipment, meeting places and money does the area 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?

NA

**Assignments**

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

NA

Action 1	
Action 2	
Action 3	
Action 4	<b>Signatures</b>
Action 5	

**Timetable**

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

NA
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Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

Area director	Date
Team member and role	Date
Team member and role	Date
Team member and role	Date
Team member and role	Date
Team member and role	Date
Team member and role	Date