

***Toastmasters – District 18
District Council Report 09/24/2023
Division Directors, Public Relations Manager, Finance Manager, Trio***

Beth May: District 18 Public Relations Manager (Acting)

Topic	Discussion	Action	Responsibility
Current Status	<p>The District Public Relations Manager (PRM) is responsible for coordinating publicity efforts in the district. By establishing and maintaining lines of communication between the district and its members, as well as between the District and the public, the District PRM works to increase awareness of Toastmasters through all available media.</p> <p>The District Public Relations Team provides:</p> <ul style="list-style-type: none"> • Informative monthly newsletter • Professional website that includes district calendar • Event information on Eventbrite and Meetup • Social media presence on Facebook, Twitter (X), Instagram, Meetup, LinkedIn, and YouTube • Recognition of achievements at the division, area, club, member, and officer level (from district officer to club officer) 	<ul style="list-style-type: none"> • Assess current public relations support to District 18 and identify potential improvements to increase efficiency and member engagement. • Continue to collaborate with DEC Members to promote (internally and externally) events, training opportunities, and achievements, and to report other newsworthy items. • Attend Region Public Relations Manager calls. • Attend District Executive Committee meetings. • Attend District Council meetings. 	Public Relations Team
Progress toward meeting goals	<ul style="list-style-type: none"> • Newsletter released on schedule (1st of each month), with new features (e.g., View as Webpage) and positive feedback received from readers. • Website updates in progress. • Posts made to social media. • Ad hoc email blasts released through Constant Contact with open rate higher than industry average. • Started addressing issues with Constant Contact (e.g., bounced emails from corporate domains) • District Communications Plan is being developed to support District 18’s mission of supporting all clubs in achieving excellence. 	<ul style="list-style-type: none"> • Recruit and appoint motivated individuals to Public Relations Team. • Consider establishing TikTok presence and phasing out Twitter (X) presence. • Collaborate with DEC to establish data management procedure for District 18. • Collect and analyze metrics for measuring public relations success at the district level (e.g., email open, click, and bounce rates, social media post impressions, etc.). 	Public Relations Team, DEC Members

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Issues affecting progress	<ul style="list-style-type: none"> Recent resignation of the Acting PRM, Rosann Hamilton (role reassigned, and transition in progress) Need for additional volunteers for Public Relations Team Limited budget for public relations (traditional forms of advertising such as ads in malls, radio, and television, are expensive). Limited experience by District 18 in marketing and social media. 	<ul style="list-style-type: none"> Recruit additional members to PRM Team Encourage newer Toastmasters (who joined Toastmasters in the last two years) to volunteer on specific projects, to develop a leadership pipeline. Partner with Club Growth Director for mutually beneficial marketing strategies. Partner with Program Quality Director and Division Directors to provide additional training to VPPRs on marketing, social media promotion, writing press releases, etc. 	PRM, DD, CGD, PQD, VPPRs, Division Directors
Division/Area Goals	<ul style="list-style-type: none"> Collaborate with Division Directors, Area Directors, and Club VPPRs to promote district events to members. Collaborate with Division Directors, Area Directors, and VPPRs to promote club success stories (e.g., individual achievements, contest results, club achievements, and other success stories). Provide support to Club VPPRs, to promote Toastmasters to club members and to the public. Support includes helping them access PR resources and helping them to comply with Toastmasters International branding rules. 	<ul style="list-style-type: none"> Attend District Director/Area Director meetings. Solicit achievement information from Division Directors, Area Directors, and VPPRs. Collaborate with CGD for District incentives associated with VPPRs. Support communication activities by PQD (e.g., for training opportunities) and CGD (e.g., for demo meetings). Identify opportunities to promote Toastmasters to external audiences. 	PRM, Division Directors, Area Directors, VPPRs
Respectfully Submitted by: Elizabeth (Beth) May, District 18 Public Relations Manager (Acting)			