

DISTRICT, DIVISION & AREA DIRECTORS' PLANNING & SUCCESS ROAD MAP TO ACHIEVING EXCELLENCE (Revised 6/21/17)

DIVISION DIRECTOR'S PLANNING & SUCCESS ROAD MAP TO EXCELLENCE:

- I. Team Building Exercise... Stress Team work
- II. Practice Sound Leadership Principles that Encourages Individual Growth
- III. Review Division Director and Area Director Responsibilities (District Leadership Handbook, Page 36-39)
- IV. Review District Timeline (District Leadership Handbook, Page 22-25)
- V. Review Distinguished Area Program (District Recognition Handbook, Page 13)
- VI. Review Distinguished Club Program and Club Success Plan
- VII. Review Distinguished Division Program, page 19)
- VIII. Review Toastmasters International Recognition Program (District Leadership Handbook, Pages 42-43)
- IX. Complete Division and Area Success Plans
- X. Set Specific Division Membership, Club Growth, Area Goals & Overall Expectations
- XI. Setup Training Sessions to help AD understand the Following
 - a. DCP
 - b. Moment of Truth
 - c. Importance of Tracking Educational Goals
 - d. Distinguished Performance Reports
 1. Go to <http://www.toastmasters.org/>
 2. Click on "Leadership Central"
 3. Click on "Distinguished Performance Reports"
 4. Select District 14 from "Select a District" dropdown arrow
 5. Select "Division & Area Performance" tab for an overview of Division / Area record
 6. Select "Club Performance" tab to get an in-depth view of the performance of your Division / Area clubs.
- XII. Prepare tracking process to track progress of goals
- XIII. Schedule Regular Executive Committee Meetings, Time and Follow up Dates with meeting recap.

DIVISION EXPECTATIONS TO ACHIEVE EXCELLENCE:

- Fulfill (5) Division Director's Responsibilities
- Fulfill District Mission (3 new club leads per Division by September 15th)
- Attend Area /Division Training (Allowance of 2 missed meeting at most)
- Monitor division paid club performance
- Establish relationships
- Encouraged to set Division goals
- Encouraged to complete Division Success Plan
- Encourage all ADs to perform club visits at 100 percent (complete 1st round by Sept. 15th and 2nd round by March 15th)
- **Distinguished Division program**
 - Qualifications: no net club loss
 - Distinguished clubs equal to at least 40 percent of the division's club base = **Distinguished Division**
 - Distinguished clubs equal to at least 45 percent of the division's club base = **Select Distinguished Division**
 - Distinguished clubs equal to at least 50 percent of the division's club base plus net club growth of one = **President's Distinguished Division**

AREA DIRECTOR'S PLANNING & SUCCESS ROAD MAP TO EXCELLENCE:

ELEMENTS OF A STRONG CLUB ARE:

1. Implementation and Practice of Moments of Truth
2. Maintaining Membership at Minimum of Charter Strength (20 members)
3. Tracking of Education and Leadership Goals
4. Emphasizing the Importance of Overall Distinguished Club Program
5. Emphasizing Continuous Membership Promotions
6. Active and Committed Executive Committee

HOW DO ADS HELP CLUBS SUCCEED?

1. By Maintaining Year-Round Involvement
 - Conduct effective club visits
 - Visit clubs as often as possible (not just the district mandated 4 visits)
 - Conduct productive club president contacts each month
 - Encourage ongoing membership program
 - Help clubs develop solutions and strategies.
 - Encourage Club to connect on Social Media
 - Emails: Remind / inform clubs of important dates, events, and success tips
 2. By helping clubs maintain focus on DCP
 - Six educational goals
 - Two membership goals
 - One 2-Part club officer training goal
- One 2-Part on-time club officers list and dues renewal goal

The CVR is based on the Moments of Truth, which measures 6 qualitative aspects of a club:

1. First Impressions
2. Membership Orientation
3. Fellowship / Variety / Communication
4. Program Planning / Meeting Organization
5. Membership Strength
6. Achievement Recognition

ATTITUDE: You're in the Customer Service Business Now!

- Respect the unique character of each club.
- One size does NOT fit all:
- Respect club officers.
- Commit to an attitude of service.
- Encourage/ support/ serve clubs and club officers.
- Supplement officer training.
- Be a problem-solving resource.

CLUB VISITS

- Visit each club at least four times: twice between July 1 and November 30 and twice again between January 1 and May 31. (complete 1st round by Sept 15th and 2nd round by March 15th)
- Visit clubs as often as possible in order to become familiar with the club culture
- Ensure that every club is focused on Distinguished Club Program.
- Moments of Truth

1. SET THE DATE

- Call the club president or major positive influencer
- Establish a cordial relationship.
- Request to visit on a specific date and to meet with the officers afterwards or before the meeting.
- Explain that you will be reviewing their Club Success Plan and that you will send him/ her a copy of the form.

- Request that club officers attend the meeting prepared to complete the DCP ... portion of the form.
- Ask if there are any specific club challenges.
- Ask for 2-3 minutes at the beginning of the meeting to make announcement.
- Request speech time in advance.
- Confirm the conversation in an email with the CVR form attached, and CC your District Director and your Division Director.

2. DO YOUR HOMEWORK!

- Be familiar with the names of the club officers.
- Know how the club's current-DCP status.
- Know which-members have earned educational awards. (Suggest sending each one a congratulatory email.)
- Know how many officers attended COT.
- Check to see if they have a club website with up-to-date meeting information on the home page.
- Know whether they use social media

3. PACK YOUR BAG!

- The Moments of Truth chart (Quality Club Standards) to help you focus your observations of the club.
- A blank CVR form for notes during your meeting with the Executive Committee.
- Second through fourth visit: A copy of the previously submitted CVR.
- The Club Leadership Handbook
- Your CL Manual; you may be asked (or volunteer) to fill a meeting role.
- If you are giving a prepared speech or Series presentation: Your speech manual or the Series evaluation page, and your introduction.

4. OTHER TIPS!

- If applicable, give your speech introduction to the TMOD and your speech manual / Series evaluation sheet / CL manual to your evaluators.
- Arrive early to meet/schmooze with officers and members

5. Observe

- Observe the club atmosphere before, during, and after meeting
- Don't forget to notice:
 - How guests are welcomed?
 - Did the meeting start /end on time?
 - Are meeting roles filled before the meeting? ¹
 - Are members prepared for their roles?
 - Does someone personally speak with each guest after the meeting?

6. WHEN YOU ARE INTRODUCED AS A GUEST (not as a speaker):

- Offer warm remarks.
- Briefly explain the role of the AD.
- Tip: Practice giving a 1-minute explanation so you may deliver it smoothly.
- Promote upcoming events.

7. TRANSITION TIME: Between the club meeting¹ and your meeting with the officers

- Remember: club officers will¹ need to attend to members before they can meet with you.
- Use this time to:
 - ✓ Collect your manuals from your evaluators and offer your thanks.
 - ✓ Get your materials ready for your meeting with the officers.
 - ✓ Speak with members.
 - ✓ Begin identifying future leaders.

8. THE REAL MOMENT OF TRUTH! MEETING WITH THE EXECUTIVE COMMITTEE

- Begin by praising what went well during the club meeting.
- Thoughtfully work through each section of the CVR.
- Refer to your notes as necessary.
- Diplomatically repeat questions until you receive a positive answer.
- Take time to explore solutions to their challenges.

MINIMUM CLUB STANDARDS (Policies and Protocol, Policy 2.0)

- Meetings are held at least 12 times per year.
- Regular meetings are conducted in person.
- Members work toward communication awards.
- Members give oral manual speeches and evaluations.
- Members have the opportunity to develop and practice leadership skills and earn leadership awards.

SUBMIT THE CVR ONLINE

- Complete and submit the Area Director's Club Visit Report (CVR) within 48 hours of your visit.
- You cannot save your online work. Session times out in 60 minutes, so set a loud timer for 45 minutes, finish your report before 60 minutes and submit.
- Since there is a time limit and some fields have a maximum character limit, best way to save time and edit your words by:
 - Enter the information on the copy of the CVR on your District 14 flash drive.
 - Be concise! Some fields have limited space!
 - Save the form to your computer: Club Name, Date of Visit
 - This way, you'll also have an easy-to-read copy to refer to during your next monthly contact and to print out for your next club visit.
 - Access District Central and choose: Submit Club Visit Report
 - Copy/ Paste: copy information from your file and paste to the online form.
- **CVRs are not accepted in December or June. Please submit the first round visits before Sept. 15th and the second round visits before March 15th.**
- Automatic copies are sent to: You, the club president, and the District Trio.

MONTHLY CONTACT WITH PRESIDENTS

- Refer to previous CVR
- Discuss Club's DCP performance
- Follow up on items identified during previous contact
- Discuss District Training and upcoming District / Division / Area events
- Send an email to the contact confirming highlights of your discussion, and copy your Division Director.

KEEP IN TOUCH WITH ALL CLUB OFFICERS

- Information emails
- Deadlines
- Upcoming events
- Incentives
- Meeting/ Speaking/ Leadership tips
- Notice & reminder of Area Council meeting
- Club-specific emails (?)
- Quarterly newsletter (?), with photos

AREA EXPECTATIONS TO ACHIEVE EXCELLENCE:

- Fulfill (6) Area Director's Responsibilities
- Fulfill District Mission (1 new club leads per Area)
- Attend Area /Division Training (Allowance of 2 missed meetings)
- Monitor area paid club performance
- Establish relationships
- Encouraged to complete goals
- Perform club visits at 100 percent ((complete 1st round by Sept. 15th & 2nd round by March 15th)
- Encouraged to complete Area Success Plan
- **Distinguished Area program**
 - Qualifications:
 - no net club loss
 - submit area directors club visit report for 75 percent of its base for first round visits by November 30th and 75 percent of base for second round by May 31st
 - **District is requesting 100 percent of CVRs**
 - Distinguished clubs equal to at least 50 percent of the area's club base =
Distinguished Division
 - Distinguished clubs equal to at least 50 percent of the area's club base plus one more Distinguished club =
Select Distinguished Division
 - Distinguished clubs equal to at least 50 percent of the area's club base plus one more Distinguished club and a net club growth of one =
President's Distinguished Division

DISTRICT EXPECTATIONS TO ACHIEVE EXCELLENCE:

- District Leadership fulfill Responsibilities
- Fulfill District Mission
- Establish relationships
- Set District Goals
- **Distinguished District program**
 - Qualifications:
 - Submit the Division and Area Directors Training Report to World Headquarters by September 30th showing that 85 percent of division and area directors were trained.
 - Submit the District Success Plan to World Headquarters by September 30th.
 - Three percent increase of membership payments base, three percent increase of club base and Distinguished clubs equal to at least 40 percent of the district's club base =
Distinguished District
 - Five percent increase of membership payments base, five percent increase of Club base and Distinguished clubs equal to at least 45 percent of the districts Club base =
Select Distinguished District
 - Eight percent increase of membership payments base, eight percent increase of club base and Distinguished clubs equal to at least 50 percent of the district's club base =
President's Distinguished District

The undersigned hereby acknowledge receipt of the District, Division & Area Directors' Planning & Success Road Map to Excellence and understand the contents.

Signature

Date