



## AREA DIRECTOR

As area director, you serve as the direct liaison between the district and the clubs.

The **District Administrative Bylaws** provide for the selection of area directors either by appointment by the district director or by election by the area councils. Toastmasters International recommends that district directors appoint area directors.

Area directors conduct club visits twice a year within their respective areas to understand and support club needs. In turn, these visits help district leaders understand how to support and meet the needs of each club. It is important that area directors have the support they need to serve clubs. The success of the district depends on it.

Area directors are eligible for re-election or re-appointment for one succeeding term only. Ideally, area directors have served as members of a district council. See **District Administrative Bylaws, Article VII: Officers**.

### ▲ AREA DIRECTOR RESPONSIBILITIES

#### Guidance

As area director, you are responsible for leading your area by serving the needs of clubs.

In order to understand clubs' needs, the area director contacts club presidents monthly to discuss their performance in the Distinguished Club Program.

The area director also discusses district training and other district events with the area clubs.

As area director, you follow up on items identified during previous contact with club presidents.

#### Area Council

The area director is the area council chair and holds at least two area council meetings each year.

At area council meetings, the area director discusses each club's plans and goals in the Distinguished Club Program and reviews attendance at club leader training.

For a full list of area director competencies, visit [www.toastmasters.org/districtleadercompetencies](http://www.toastmasters.org/districtleadercompetencies).

## Area Director Resources

*Serving Clubs through Visits: A Guide for Area Directors* (Item 219)

[www.toastmasters.org/219](http://www.toastmasters.org/219)

*How to Build a Toastmasters Club* (Item 121)

[www.toastmasters.org/build](http://www.toastmasters.org/build)

*Club Leadership Handbook* (Item 1310)

[www.toastmasters.org/1310](http://www.toastmasters.org/1310)

*Toastmasters International District Recognition Program* (Item 1490)

[www.toastmasters.org/1490](http://www.toastmasters.org/1490)

*Distinguished Club Program and Club Success Plan* (Item 1111)

[www.toastmasters.org/1111](http://www.toastmasters.org/1111)

*Speech Contest Rulebook* (Item 1171)

[www.toastmasters.org/1171](http://www.toastmasters.org/1171)

*Training Club Leaders* (Item 217)

[www.toastmasters.org/217](http://www.toastmasters.org/217)

### Area Director's Club Visits

Make at least two club visits per club per year:

Assess club membership and its leadership's willingness to grow.

Determine who fulfills education achievements and when these are completed.

Submit the Area Director's Club Visit Report online.

### Area Progress

The area director participates in area director training provided by the district.

The area director reports regularly to the division director and district leaders on area progress.

If the number of clubs in the area falls to fewer than four or grows beyond six, the area director contacts district leaders immediately.

### Distinguished Programs

It is the area director's responsibility to motivate and assist each club in the area to become Distinguished.

### Area Speech Contests

As area director, you are responsible for coordinating area speech contests. You may ask the division director for assistance in planning these events.