

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 educational 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.)

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?

Team Operating Principles

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

Potential Obstacles

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

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.)

Team Interactions and Behavioral Norms

How will decisions be made?

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

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.

How will the team resolve differences of opinion?

How will the team support one another?

How will the team ensure equitable participation when completing activities?

How will team members be held accountable for their responsibilities?

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

Starting Number

Club base

Qualifying Requirements

No net club loss

Submission of the **Area Director’s Club Visit Report** (Item 1471) 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

Club base x 0.75

Goal: Distinguished Clubs and Club Growth

Distinguished Club base x 0.5

Select Distinguished Club base x 0.5 + 1 Distinguished club

President’s Distinguished 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.)

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.)

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? (Resources might include club presidents and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

Assignments

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

Action 1

Action 2

Action 3

Action 4

Action 5

Timetable

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

Action 1

Action 2

Action 3

Action 4

Action 5

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?

Situation Analysis

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

Strategy

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Action 2	
Action 3	
Action 4	
Action 5	

Signatures

_____	_____
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

Distinguished Area Program Resources

Listed in order of relevance

<i>Distinguished Club Program and Club Success Plan</i> (Item 1111)	www.toastmasters.org/1111
<i>District Leadership Handbook</i> (Item 222)	www.toastmasters.org/222
<i>Moments of Truth</i> (Item 290)	www.toastmasters.org/290
<i>The Successful Club Series</i> (Item 289)	www.toastmasters.org/289
Area Director's Club Visit Report (Item 1471)	www.toastmasters.org/1471
<i>Serving Clubs through Visits: A Guide for Area Directors</i> (Item 219)	www.toastmasters.org/219
Area and division director training materials	www.toastmasters.org/trainingmaterials
<i>Master Your Meetings</i> (Item 1312)	www.toastmasters.org/1312
<i>Membership Growth</i> (Item 1159)	www.toastmasters.org/1159
<i>Put on a Good Show</i> (Item 220)	www.toastmasters.org/220
District Leader Tools	www.toastmasters.org/districtleadertoolkit
Membership Building	www.toastmasters.org/membershipbuilding
Logos, Images and Templates	www.toastmasters.org/logos
Questions about the Distinguished Area Program	districts@toastmasters.org
Questions about online reports	reports@toastmasters.org