

**Slated Candidate:** Barbara Laane

**Toastmasters Education Level:** Presentation Mastery Path Complete, 2nd level completed Team Collaboration. Cumulative Toastmasters Education Level: 5

### **MY GOAL:**

- Personal Goal:** Obtain my DTM, become a more experienced and servant leader.
- Goal for fellow Members:** Become fully engaged in Pathways and develop speeches from Pathways levels; encourage more members to obtain an educational completion level of at least 2 in order to compete in the International Speech contest; Encourage clubs to get their club members to DTM level.
- Goal for my Club:** Steady club growth and retention of members.
- Goal for my Division:** Every club retains 8 or more members; members use Pathways with their speeches. Number of DTMs awards increases by 15%
- Goal for District:** Grow clubs and membership as well as train more members to take on new roles, so the same people aren't filling the same volunteer roles. Offer new and exciting value added programs for members and ensure more avenues for publicity are taken.
- Goal for Committees:** Train new members to grow participation across clubs

### **MY VISION for DISTRICT 30:**

- Ensure areas engage regularly with clubs to ensure they are engaged and working on member retention and growth.
- Offer regular scheduled training programs in a variety of different paths: speaking, networking, career development, leadership
- Engage speakers quarterly to offer enhanced training programs.
- Grow more committees to offload the burden on the trio to other capable members that can assist in leadership.
- Regularly recognize outstanding achievements from members via newsletters, special breakfast and dinner events along with awards.

### **ACTION PLANS:**

Goal 1: Achieve Distinguished District. At least 40% of your club base is Distinguished, net membership payments grow by at least 1.5%, and a net overall club increase is at least 1.5%.

Goal 2: Achieve Select Distinguished District. At least 45% of your club base is Distinguished, net membership payments grow by at least 3%, and a net overall club increase is at least 3%.

Goal 3: Achieve President's Distinguished District. At least 50% of your club base is Distinguished, net membership payments grow by at least 5%, and a net overall club increase is at least 5%.

Goal 4: Achieve Smedley Distinguished District. Achieve Smedley Distinguished District. At least 55% of your club base is Distinguished, net membership payments grow by at least 8%, and a net overall club increase is at least 8%.

### **Actions:**

1. Form and Staff Retention Chair position with dedicated members whose purpose is to ensure members have at least 8 members or more; hold regular monthly meetings with the retention chair to monitor progress.
2. Form and staff Extension Chair position whose purpose is to grow new clubs through leads and demonstration meetings. Regularly meet with the Extension Chair to monitor and ensure quality of program and periodically attend demonstration meetings.
3. Meet monthly with Area and Division Directors and ensure they complete club visit reports, offer encouragement/support for membership retention.

4. Form and staff Club Sponsor Committee and meet monthly with committee members to ensure success of program.
5. Form and staff Club Retention Chair and Club Coach Committees and meet monthly with committee to support and ensure success of members.
6. Regularly monitor clubs losing members and develop proactive approaches to keeping members in good standing at clubs by encouraging club visits and special meetings with experienced district leaders.
7. Monitor weekly the member points and schedule regular follow ups with clubs needing assistance in meeting goals.
8. Work closely with the Program Quality Director to develop Pathways speakers/trainers that can meet with clubs struggling with Pathways to encourage and assist in the use of Pathways.

**To ACHIEVE / MY THOUGHTS & PLANS:**

- Membership Retention
- Membership Engagement
- Embracing Pathways
- Quest for Club's Engagement for becoming Distinguished
- Recognition Plans
- Creating Excitement & Quality