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District 33 Reformation

Submitted by

Guy Dawson, DTM
District 33 Director

Reformation Update to
Daniel Rex, CEO Toastmasters International
and
Toastmasters International
Board of Directors
and
Executive Committee

February 2018

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District 33 District Director, Guy Dawson, DTM

I am writing to share my experience in the first year of the reformation process. Currently, District 33 has two Club Growth Directors, one Program Quality Director and one District Director.

After being involved in trios for the last two years of my District leadership experience, I was not sure about how adding an additional member would affect our continuity. I have found that having an additional perspective has been extremely positive and helpful. We are getting a lot of things done because we have an extra pair of hands to help us manage our projects. Introducing two new personalities into the process of running the District is eye-opening in a good way. Our collaborations are producing results that we might not have been able to accomplish without the feedback and insight of an additional member.

I would highly recommend the method that we are using for reforming our District. Gradually growing our group of District leaders has worked well for us so far. I have heard stories about the issues that some Districts have when they add 3 new members to the "Top 3." Adding three new personalities could certainly create unique challenges to the continuity and performance of a District's leadership. Please feel free to contact me if you any additional questions.

Sincerely, Guy Dawson, DTM, District Director

District 33 Program Quality Director, Tim Mullins, DTM

Six months into the reformation process of our District into District 33 and District 115 and I feel equally enthusiastic and optimistic. I sincerely believe that starting the District 33 reformation process with one (1) District Director, one (1) Program Quality Director and two (2) Club Growth Directors in the first year is both an intelligent and beneficial concept.

Going from a trio to a quad (in the first year) then to a quintet (in the second year) is beneficial not only in the short term but in the long term as well because each District will (hopefully) have a District Director that has made their way through each chair and will be that much better equipped to handle each new District when they are formed in July of 2019.

I have no personal knowledge of what Toastmasters International has done in the past when reforming Districts but I feel that the model being used by District 33 should become a model, if not the primary model for future District reformations.

Tim Mullins, DTM Program Quality Director

District 33 California Club Growth Director, Flora Turner, DTM

It is an honor to serve as one of the 2017-2018 Club Growth Director. The training we received during the 2017 Toastmasters International Convention as well as the Mid-Year training just completed, has been invaluable in helping me to perform the duties required in this position. Although for this term, there are two Club Growth Directors, we felt it important to present unified training to the District Executive Committee on club and member retention plus chartering new clubs in support of the District Mission. Until the split, the focus is to continue to grow the entire District. Having one Club Growth Director, however, for each state does provide the dedicated focus needed to meet the goals set by the initial Reformation proposal.

On the California side, we chartered one new club already this term, bringing our total to 155 clubs, with 2 prospective clubs conducting meetings. Two Launch/kick-off meetings are scheduled for February. In addition to the leads being developed by our area and division directors, we have received numerous leads through Toastmasters Insightly system. All of those have been delegated to our California Division Directors to follow-up on with reports due to me by January 31st. We are also working to save the eight clubs which have not met the minimum membership requirement.

Finally, to strengthen our clubs, we are in the process of identifying prospective coaches for the clubs with 12 or less members. We're encouraging members to step up to earn their DTM under the "legacy" program before the Pathways two years end.

Flora Turner, DTMDistrict 33 Club Growth Director (California)

District 33 So Nevada Club Growth Director, Steve Goldstein, DTM

This region of our District 33, Southern Nevada is strong and growing. We have a solid understanding of the District Mission, "We build new clubs and support all clubs in achieving excellence". As Dan Rex our Chief Executive Officer for Toastmasters International has said "use the District Mission statement to guide you".

We are growing clubs. We have chartered one new club in Southern Nevada and have had 4 new club kick-offs, 4 more are scheduled and are working with a team of Chairs on 22 confirmed leads. I have several incentives for smaller clubs and have a PDG Chair that is training club coaches to give assistance to those smaller clubs. Our Top Four District officers work well together as a team and it is great to have two CGD's. The extra person adds to our strength.

We have a Marketing Strategy and six months into this year I see great Toastmasters growing their clubs, having open houses, working the mentoring or starting their mentoring programs. I will be there to give them the tools to achieve all our member, club and District Goals. We are strong and growing.

Steve Goldstein, DTM Club Growth Director – Southern Nevada

Club, Area, and Division Alignment

In November 2017, the District Director requested a review of the Southern Nevada clubs, areas, and divisions for compliance to Policy 7, section 1 Club alignments. On November 30, 2017, fifteen of the sixteen areas had 5 or 6 active clubs. The realignment committee determined realignment was in the best interest of current clubs and new clubs. In Southern Nevada, recruiting Area Directors is much easier when areas have four or five clubs. Each year our Area Directors are trained to add 1 new club per area, thereby supporting the District mission statement. The realignment committee recommended five divisions with 4 areas for a total of 20 areas. Each area will start on July 1 2018 with either 4 or 5 clubs. This realignment will better meet our member’s needs in balancing their career, family, and volunteer efforts as members step up to district leadership. The realignment committee reviewed every club’s 5 year DCP performance, meeting location, meeting day of week, and meeting time. Secondly, the areas / divisions were scrutinized to ensure each area did not have multiple clubs meeting at the same day and time. And lastly, to satisfy club requests to stay or move with the next realignment effort.

The Southern Nevada clubs approved the below alignment at the January 2018 Toastmaster Leadership Institute. Thereby, allowing for the DEC and the district council to approve the realignment at the Spring 2018 Conference. The realignment will take effect on July 1 2018 for the 2018-2019 DCP term. District 33 continues to adhere to Policy 7 District Structure, Section 1, and subsection D, to meet the members needs and for the best interests of all clubs. The five page detailed club listing can be found on the District 33 website under resources or upon request.

Proposed Realignment of Southern Nevada Clubs: Membership numbers are as of December 2017

		# of				# of								# of				# of	
Division	Area	Clubs	Members	Division	Area	Clubs	Members	Division	Area	Clubs	Members	Division	Area	Clubs	Members	Division	Area	Clubs	Members
C	1	4	48	D	1	5	56	H	1	4	46	K	1	4	76	L	1	4	52
C	2	4	56	D	2	5	63	H	2	4	47	K	2	4	52	L	2	4	56
C	3	4	70	D	3	4	46	H	3	5	68	K	3	4	69	L	3	5	84
C	4	5	92	D	4	4	72	H	4	4	57	K	4	5	78	L	4	4	54
Totals:		17	266	Totals:		18	237	Totals:		17	218	Totals:		17	275	Totals:		17	246

Integration of Pathways Launch (September 2017)

District 33 is in Region 2 and Pathways launched in September 2017. In late July 2017, the Champions recommended contacting the new club prospects and discussing their preferred new club chartering schedule with the scheduled roll out of Pathways. Most prospective clubs requested to “wait” until January 2018, since Pathways materials were limited. The New Club Charter Kit content items 8722, 8954, 8955, and 8054 could not be found with a supply catalog search. Could an additional link be added to the Pathways tab (located on the home page) for New Club Pathways member documents? It would be helpful during sales/marketing appointments and kick-off meetings for an easy to locate documents section that new charter members can access. We are designing a tab on the new D33 website with the following Pathways documents: 1) the Navigator, 2) Paths and Core Competencies, 3) Pathways Glossary, 3) the icebreaker project and the evaluation 3 page form, and 5) a 66 page detailed listing of all Paths and all projects.

Another challenge in chartering new clubs with the Pathways materials is limited new club sponsors and new club mentors. Basically, the pathways guides are the most informed members regarding Pathways. The launch of Pathways greatly reduced our team of experienced members for new club chartering and first year support. The checklists for new club sponsors and mentors are being updated with Pathways suggestions.

Pathways guides encouraged clubs and members to immediately begin their Pathways journey. The most frequently asked question was how to know whether to stay on the traditional education program or switch to Pathways. The answer was that it is an individual decision. Every member must review their progress and goals, then decide what is best for them. A Pathways advisory team is being formed and expanded as more members complete their level 1 projects in their respective paths. This in turn increases experienced members to assist with new club chartering and first year support utilizing the Pathways Educational program for new club charter members.

New and Existing clubs progress

As of December 31, 2017 one new club was chartered both in California and in Southern Nevada. In January 2018, over 50 prospective club inquiries are being contacted and/or scheduling kick-off meetings. With a historical close ratio of 50%, District 33 anticipates 19 to 25 new clubs by June 30, 2018. The black folder designed and explained in the original Reformation request has been updated to reflect the launch of Pathways. To reduce the cost of the black folder, the Reformation committee and District foursome agreed to eliminate the 12 page individual club listing. Current District leaders are encouraging clubs to keep their club meeting date, time, and location accurate on the TI website.

District 33 is recruiting club coaches for low membership clubs. The recruiting effort is targeting new members who have chosen their Pathways path and completed their icebreaker to serve as club coaches since new club members automatically start in Pathways. The Program Quality Director is recommending clubs conduct the “Moments of Truth” module to strength their clubs. District 33 has many incentives and fliers are on the District 33 website and District 33 Facebook page. The District leaders are promoting the benefits of TI’s Talk-Up Toastmasters membership campaign for February and March.

The Reformation committee recommended a new District 33 website that would be easy to duplicate when the reformation is complete. Currently the new simple District 33 website is under construction. Members complained the current District 33 website was outdated, contained incorrect information, and was hard to navigate. A 2017 survey asked members what they wanted to see on their District website. The new simpler design will implement the members suggestions. District 33 lacks website designers and technology savvy members. This has delayed the launch of the new and simple District 33 website. The next page details tasks completed and tasks still outstanding.

Updated District Website and Incentives

Complete	
1	Home Page - Navigation, Sub Menus, Disclaimer, Mission Statements, and Calendar.
2	Upcoming Events - California and Southern Nevada are being updated. This includes monthly Division Director Calls, TLI Dates and due dates for Area Director visits.
3	About → Toastmaster History, Our Division, D33 Accredited Speakers, District Conference Hall of Fame 2017
4	Our Division - Map of divisions and clubs listed by area with links to club websites.
5	Find a Club - Linked to Toastmasters.org page. A "Find a Club" button has been created and added to various pages.
6	Toastmasters→ Success Stories. One article featuring Jackpot.
7	Pathways Page - Video Overview, Quick Start Guide, Paths and Core Competencies, Competencies by Level and Pathways FAQ - linked pages to Toastmasters.org. Ambassadors listed by Division.
8	Club Ambassadors Page - Details about the program and submit report button.
9	Contests & Incentives Page - All contests and incentives listed with ability to download.
10	Downloads Page - Current Membership Agreement, Features Benefits and Value, Benefits of Toastmasters Membership etc.
11	Events → District Conferences - Fall 2017 Registration, Fall 2017 Photos Page (Links to photos on Imgur, and Spring 2018 Save the date.
12	Division Directors Page.
13	Area Directors Page - No photos, information about the Area Director Role.
14	How to Start a Club Page - Information on requirements and interest form.
15	Contact Us Form for general inquiries.
16	Start a Club Form for new leads.
17	Google Search Console to monitor website health and identify technical issues.
18	Google Analytics to track visits, website traffic sources, most visited pages etc.
19	Updated to secure https:// domain.
20	Realignment Document added and available for download.
21	Crawled and Created Inventory of old and new domain urls.
To Complete	
1	Toastmasters → Benefits Page.
2	Website Feedback Form (<i>Similar to Zappos</i>) https://www.zappos.com/survey/take/zappos-voc?source=footer
3	Education → Public Speaking Tips.
4	Education → Webinars Page - In Progress.
5	Club Growth and Membership Page.
6	Public Relations Page.
7	Message from the Leadership Team.
8	Add Google XML Sitemap.
9	Leadership Team → Messages to be added.
10	Information about the Distinguished Club Program Goals and Progress.
11	Membership Building Tips.

Updated Action plan

The overall consensus of the approved two year reformation plan with the launch of Pathways in September 2017 is considered to be “brilliant” by most Southern Nevada members. Nurturing existing clubs during the launch of Pathways, instead of pushing for new clubs has slowed down the pace of chartering new clubs. The reformation committee along with current District leaders believes this was the correct action from August through December 2017. January 2018 already has marketing calls and kick-off meeting scheduled using the NEW Pathways materials. The district leaders and the reformation committee believe the excitement about Pathways will absolutely increase new club chartering. The District Leadership Chair reported District Leader nominations as to 1 candidate for District 33 Director, 2 candidates for Program Quality Directors, 3 candidates for Club Growth Directors, and 9 candidates for the 11 Division Directors positions as of December 15, 2017. The original action plan is basically on schedule.

2018 Action Plan		
January/ February 2018	Progress Report to Toastmasters International Board and CEO Daniel Rex.	<ol style="list-style-type: none"> 1. CA projected club count – 155+ 2. So. NV projected club count – 88+
May/June 2018	<ol style="list-style-type: none"> 1. District Elections: one District Director, two Program Quality Directors and two Club Growth Directors (CA and So. NV). (following the TI recommendation of leader progression through each position of the district Trio) 2. Update D33 Reformation Report for Spring 2018 D33 Conference and June Toastmasters Leadership Institute for club members. 	<ol style="list-style-type: none"> 1. CA projected club count – 155+ 2. So. NV projected club count – 93+ 3. Continuous prospecting/chartering new clubs and retention of existing clubs district wide. 4. Club alignments for future growth and anticipated reformation in 2019
July 1, 2018 to December 2018	<ol style="list-style-type: none"> 1. District Leaders trained: one District Director, two Program Quality Directors, and two Club Growth Directors who operate in their respective states. 2. Progress report for mid-year Toastmasters Leadership Institute for club members. 	<ol style="list-style-type: none"> 1. Projected CA club Count – 160+ 2. Projected NV club count – 96+ 3. Continuous prospecting/chartering new clubs and retention of existing clubs district wide.

Reformation Committee Members

Updated for Toastmasters 2017-2018 term

Reformation (Southern Nevada Champions) TRIO / Board:

Kay Collis, DTM PRA PDG	Achieved Distinguished District status 2008-2009
D. George Lund, DTM PDG	Achieved Distinguished District status 1998-1999
Sherrie Parker, DTM PDG	Achieved Distinguished District status 2009-2010

Reformation Committee (Southern Nevada Champions)

Permanent members (listed in alphabetical order)

Robert Avila, ACB, ALB	Lydia Boyd, DTM PID	Carol Campbell, DTM
Lorrie Dunford, DTM	Steve Goldstein, DTM	Leon Lato, DTM
Rosemary Lato, DTM	Jesse Oakley, III DTM PDG PRA	Ken Richardson, DTM
Michele Shafe, DTM	Linda Ulrich, DTM PDG	

Ex-Official District Leaders (listed in Protocol order)

NOTE: This group of committee members are invited to participate during their term as current Division Directors and/or higher District officers (DD, PQD, CGD, Administration Manager, Finance Manager, and/or Public Relations Manager). Their participation is limited to the year of their District Service in their respective roles. From January through June, all announced District Officers and Division Directors (C, D, H, K) are invited to listen and learn. At the end of their year of District service, each member can choose permanent or supporting status on the Southern Nevada Champions' team.

Guy Dawson, DTM	District Director 2017-2018
Steve Goldstein, DTM	Club Growth Director – Southern Nevada 2017-2018
Ken Richardson, DTM	District Administration Manager 2017-2018
Phil Bateman, ACS, ALB	District Finance Manager 2017-2018
Maurice Elkins, ACS ALB	Division C Director 2017-2018
Minerva Honkala, DTM	Division D Director 2017-2018
Heather Sobczak, ACS ALS	Division H Director 2017-2018
Robert Avila, ACB ALB	Division K Director 2017-2018

Supporting members are: Michael Morrow DTM, Barbara Westhoff DTM, & Donna Rogers, DTM

Contact Information for the Reformation Committee (Southern Nevada Champions) Board is:

Kay Collis, DTM PRA PDG Cell: 702-612-8138 Email: kcollis@marykay.com	D. George Lund, DTM PDG Cell: 702-682-2803 Email: georgelund@msn.com	Sherrie Parker, DTM PDG Cell: 702-372-6773 Email: sparkerflute@hotmail.com
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Financial & Statistical updates

The membership dues increase from prior years continues to provide a strong income and expense report for District 33. The December 31, 2017 District Reserve balance is \$ 83,570 with \$ 22,131 restricted. The overdraft position below is being funded by excess district funds from previous years..

District 33

Profit & Loss (Actual vs. Budget Summary) (in USD)

Reporting Bool A CCRUAL

As of Date: 12/31/2017

Cost Center: District 33

Month Ending 12/31/2017			07/01/2017 Through 12/31/2017		
Actual	Budget	Variance	Actual	Budget	Variance
District Revenue			District Revenue		
1,038.78	1,129.00	(90.22)	40,580.91	40,397.00	183.91
(247.85)	0.00	(247.85)	23,068.15	22,500.00	568.15
<u>790.93</u>	<u>1,129.00</u>	<u>(338.07)</u>	<u>63,649.06</u>	<u>62,897.00</u>	<u>752.06</u>
District Expenses			District Expenses		
0.00	0.00	0.00	18,494.91	22,500.00	(4,005.09)
0.00	0.00	0.00	3,951.43	14,000.00	(10,048.57)
4,418.66	3,100.00	1,318.66	23,366.06	18,500.00	4,866.06
561.61	550.00	11.61	692.76	3,500.00	(2,807.24)
0.00	125.00	(125.00)	1,687.59	750.00	937.59
849.64	0.00	849.64	1,463.40	4,000.00	(2,536.60)
364.15	600.00	(235.85)	1,963.83	4,750.00	(2,786.17)
2,061.63	1,200.00	861.63	19,967.62	31,225.00	(11,257.38)
0.00	100.00	(100.00)	0.00	600.00	(600.00)
<u>8,255.69</u>	<u>5,675.00</u>	<u>2,580.69</u>	<u>71,587.60</u>	<u>99,825.00</u>	<u>(28,237.40)</u>
<u>(7,464.76)</u>	<u>(4,546.00)</u>	<u>(2,918.76)</u>	<u>(7,938.54)</u>	<u>(36,928.00)</u>	<u>28,989.46</u>
Total Net Income			Total Net Income		

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