

District 31  
DEC meeting

January 20, 2018  
Kings, Burlington

In attendance:

*Trio* - Anna, Ally, Gina

*Support team* - Admin Manager Rob, Finance Manager Paul, Logistics Manager Danna,  
Immediate Past District Director Stefano

*Division Directors* - 8 of 9

*Area Directors* - 34 of 53

9:17 Anna Kaufman called meeting to order

D31 Recap

Anna reviewed the key meetings from the 2017-18 year so far (October DEC meeting, November conference, TLIs, Holiday celebration, Raleigh trip)

Mid-year Training recap – Anna Kaufman

- TI working on new marketing materials based on member personas
- DESC model used in communication during conflict
- District mission – build new clubs and support all clubs in achieving excellence. District always makes sure whatever we do meets this objective
- Succession planning – thinking about district leader roles and good planning at the club level. Important to think years ahead
- Pathways – not a focus for today. Coming soon (only a soft date but no hard date). But to prepare: make sure club members can log into toastmasters.org. High percentage of members have never logged in.

District Updates – Anna Kaufman

- Down in # clubs and payments
- Anna's challenge to the group: how can we build the district and make sure we are achieving the district mission together

Collaboration in action – Anna Kaufman

- TLIs
- Alignment – if you have ideas on how alignment could be better, reach out to Trio or Sara Adair. Approval at May conference
- Conference Planning – May at Bentley in Waltham. Looking for conference team leads (e.g., registration committee chair), looking for people to do breakout sessions. Apply on D31 website if you have a speech you want to give at a breakout session
- Contest Kit Building Party

### Create – Anna Kaufman

- Webinar series – started by Gina in November. Contest webinar had 26 participants. Ally had one in January on how to successful sample meetings. Available on D31 site for viewing later
- Passport to the District incentive – anyone can participate.
  - Collaborate – work with a new club to help membership
  - Create – help create a new club (e.g., sample meeting)
  - Celebrate – come to a TLI
- You deliver, we deliver. If club adds 5 members in Feb/March – you win a pizza or bagel party.

### Celebrate – Anna Kaufman

- DEC holiday gift
- New Year's card
- Today's DEC meeting (bowling!)
- Always looking for more ideas

### Area Director Report – Gina Salcedo

- Gina recognized the webinar support sergeant – Sean
- Area Director reports
  - You should still send officer to spring training even if you missed fall. Good for training and meeting other Toastmasters. And it's fun with free food
  - Comments from the ADs:
    - Form doesn't ask the "right questions". E.g., what challenges does this club have in bringing new members? What can you do to get more meeting attendance? Do you attend events outside the events? If there are other questions we should ask then ask them.... Or write N/A on questions that are unnecessary. Provide feedback to Gina and also your International Director
      - Please don't send form to club... you should be sitting down with the club and have a discussion
      - Focus on a small number of things that make a difference (just like speech evaluation). Don't have to mention every tiny detail
    - Charlie asked: What makes a report bad, medium, or good?
      - Bad = long paragraphs. Please use bullet points instead
      - Take advantage of "how can the district help?"
      - Document clubs that are really struggling. So Trio can compare report to dashboard
      - Don't forget about positive reinforcement
      - Ally added keep it short and sweet, don't leave "how district can help" section blank
      - Anna added that the reports are for the club. The club gets a sense from an outside observer. Don't write the report to please the Trio.

- Gina posed the question “what if a club never gets back to you?”
    - Just say so in the report
    - If your club has been suspended, you cannot submit a report, so don’t worry about that
  - Barb mentioned she puts together a list of bullet points for each section, so she had a guide for meetings. Barb agreed to share her bullet points
- In summary: TLI, Simple reports, Succession Planning

#### TLI Attendance – Danna Baida

- Has the increase in number of TLIs increased the number of attendees? (more officers trained plus more DCP credit)
- Check out the dashboard: [dashboards.toastmasters.org](https://dashboards.toastmasters.org)
  - Caveats: realignment affects division level data
  - Members in multiple roles and multiple clubs
  - Fluctuating number of clubs and members (therefore, more accurate to look at percentages instead of absolute numbers)
- Conclusions from analysis
  - Summer attendance always higher than winter
  - Summer TLI attendance went up from the typical 40% to 49% in Summer 2017
  - Percentage of clubs with at least 4 officers went up from about 40% to 60%. That is something to celebrate!
- Answer to main question is YES
- Winter TLI update
  - 2 down, 7 to go
  - Check registration numbers for your clubs and reach out to clubs who don’t have officers registered yet
  - Help TLI prep for your division

#### Club Growth and Retention – Ally Dunn

- Current state: doing well on growth side, bringing in new clubs. Struggling a little on the retention side
- 189 clubs paid up
- 6 newly chartered club since beginning of year
- What can we do?
  - Quality club visits and reports
  - Club coaches (we have between 30-40 clubs with <12 paid members) – need to get more club coaches
  - Moments of truth – make sure they are touching upon all moments. First impression, guests, are members getting what they want out of club meetings
  - Club officer training
  - DCP
  - Incentives
  - Open Houses and PR
- Growing membership

- Talk Up Toastmasters – Feb and March. Add 5 new members, get a pizza or bagel party
- Smedley Award
- Beat the Clock
- Sponsors, Mentors, Coaches
  - Sponsors help through the whole charter process. See Ally if interested
  - Mentors go hand in hand with sponsors. 6 months from charter date, but ideally they can get brought in sooner.
  - Coaches – not allowed to be a member of the club at time of appointment. Always looking for more coaches.
  - In March – Sponsors, Mentors, Coaches webinar
- Dues
  - 189/201 Clubs currently paid up
  - 13 clubs outstanding fall payments
  - Trio has some ideas on following up with unresponsive clubs
  - Encourage early submission
  - Stefano added – if you have corporate clubs, you should be talking to them already; if you have community clubs you should be talking to them. Everyone forgets. Get assurances that they are going to pay and they know when the dues are due. Avoid the “April surprise!”
  - Don’t hide behind email – use the phone. Also, it’s ok to just show up to a club’s meeting
- Sample Meeting Opportunities – new way of tracking names and roles. Google Spreadsheet. Tracker sent to all Area and Division Directors.

Break

Anna reconvened the meeting at 11:00

Contests – Gina Salcedo

- Review of kit materials
- Please schedule spring contents NOW
- Remember contestants can’t take a role
- Joint area contest – 2 areas share resources and venue, but 2 separate contests and 2 separate winners
- Please watch the webinar
- Remember: same table topics question for everyone
- If a contestant is late and they miss the briefing: that’s ok and you’re not required to re-do the briefing. If a contestant misses a briefing, you need to have someone else pick an order for them during the briefing in case they do show up (i.e., they aren’t last by default).
- If first place winner is not present, runner up (alternate speaker) may enter in his/her place (alternate speaker should attend briefing)

- Once the contest starts (defined as when contest chair is announced), however, if a contestant isn't there, they are disqualified.

#### Planning Ahead – Anna Kaufman

- District leadership nominations are open. Check out D31 homepage
  - Trio
  - Division Directors
- Send Area Director nominations to Stefano or Anna (not elected but good to track)
- Find your successor. Think about strong presidents in your area or leaders in your club.
- Pathways. Taking applications for Pathways Guides. Important and new. If you cover 8 clubs, counts as District Leader Goal... same as Area Director. If you'd like to help and don't need/want credit, you can sign up to cover fewer clubs. Date is still up in the air – hope is to start by early March, maybe later. Rollout planned for May. Dates not firm yet. See link on D31 to apply to be Pathways Guide. More info forthcoming
- You can apply to run a breakout session. Preferably about speaking, confidence, personal growth, communication, leadership, etc. Doesn't HAVE to be specific Toastmasters training (e.g., something from TLI) but it CAN be.

#### Leftovers – Anna Kaufman

- Spring Conference. Encourage more to attend. Right now have 69 registrants – would like to have more. Buy now before price goes up
- Community vs. Corporate clubs: talk to others in your division and share best practices. Remember to start early if company pays dues. Community clubs tend to take longer to get off the ground.
- Custom Agenda in Free Toast Host for contests – just change the template. Challenge is if you have external people wanting to sign up
- Mid-year event ideas: no comments
- Meet other Area Directors - today!
- Is Meetup working still? Pivotal for starting a club. Even though only 1 out of 10 actually show up and 50% convert to member, effective for constant flow of new members. Does require some work. Go in from time to time to announce the meeting so they are shown publicly. Have members in club RSVP. Send personal note to guests who RSVP to increase commitment. If you don't like all the notifications, you can change the settings in your Meetup account.
- Charlie: if you are interested in a Youth Leadership Program Training, Feb 10 at 10am-1pm in East Greenwich RI. Register via Eventbrite.
- Anna encouraged group to bring suggestions and feedback to make D31 successful
- Barb asked "What does District need help with"? Anna: membership growth and new clubs

#### Recognition – Anna Kaufman

- Thanks to the support team
- Congratulations to award winners

Anna adjourned meeting at 12:13pm

Respectfully submitted,  
Rob Ristagno  
Admin Manager