Creating a Quality Club

Club Officer Training
Agenda

- Member Experience
- Club Foundation
- Teamwork
Session Objectives

- Identify the elements that satisfy club members.
- Correlate Moments of Truth and the Distinguished Club Program.
- Apply Moments of Truth
- Identify your leadership role
Member Experience
Toastmasters’ Club Mission

- We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.
Toastmasters’ Values

- Integrity
- Respect
- Service
- Excellence
The Toastmasters Brand
I wasn’t born a leader. They were all around me though. In the community, at work, at school. Leaders were everywhere. They were the heads of families, coaches of teams, business leaders, mentors, organizational decision-makers.

I admired these leaders. They influenced who I was and who I was becoming. Whatever they did professionally or how they became what they were, I aspired to walk in their footsteps.

And, so, I committed myself to becoming one.

Finally, it came to me. It wasn’t just what leaders knew that enabled them to lead. They had a voice. They could tell their story. They could listen and answer. They didn’t just accomplish, they communicated.

So I set out to find my voice. Learn to process information on my toes. I needed to learn to listen. Learn to give feedback — and accept it. I needed to organize, plan, deliver, follow up. I needed a place where all the ingredients were there, and someone would guide me along the way.

I found that place. I found a community of learners and the path to leadership.

I am a leader — and I was made.
Brand Personality

- Leader
- Dedicated
- Helpful
- Empowering
Moments of Truth

- First Impressions
- Membership Orientation
- Fellowship, Variety and Communication
- Program Planning and Meeting Organization
- Membership Strength
- Achievement Recognition
Distinguished Club Program (DCP)

Education

- Members, who have the opportunity to earn education awards, are reaching their goals

Membership

- With enough members, everyone’s experience is enhanced because leadership is provided and meeting and committee assignments are filled

Training

- Trained club officers are better able to serve and support your club

Administration

- Fulfilling administrative duties helps your club run more smoothly, which benefits members
DCP Education Goals

Current Education Program

- Two CCs
- Two more CCs
- One ACB, ACS or ACG
- One more ACB, ACS or ACG
- One CL, ALB, ALS or DTM
- One more CL, ALB, ALS or DTM

Toastmasters Pathways Learning Experience

- Four members complete Level 1
- Two members complete Level 2
- Two more members complete Level 2
- Two members complete Level 3
- One member completes Level 4
- One member completes Level 5
## Remaining DCP Goals

| Membership          | Four new members  
<table>
<thead>
<tr>
<th></th>
<th>Four more new members</th>
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<tbody>
<tr>
<td>Training</td>
<td>A minimum of four club officers trained during each of two training periods</td>
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<tr>
<td>Administration</td>
<td>On-time payment of membership dues accompanied by the names of eight members (at least three of whom must be renewing members) for one period and on-time submission of one club officer list</td>
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Teamwork
The Gestalt Approach to Teamwork

- The whole is greater than the sum of its parts.
  - Know your role.
  - Know the roles of your teammates.
  - Communicate your areas of strength.
  - Take a proactive approach.
  - Be willing to cover for another officer.
The Executive Committee

- President
- Vice president education (VPE)
- Vice president membership (VPM)
- Vice president public relations (VPPR)
- Secretary
- Treasurer
- Sergeant at arms (SAA)
The President

- Sets the tone for the club
- Provides helpful, supportive leadership
- Facilitates communication
- Knows membership levels and progress
- Serves as Base Camp Manager
The President

- Ensures executive officers are functioning well and the club focuses on Distinguished club status
- Guides the executive committee and club towards goals
Transferable skills include:
- Experience in leadership
- Leading teams
- Meeting goals
- Motivating and coaching others
The VPE

- Encourages members to complete their communication and leadership goals
- Schedules member speeches and projects
- Serves as Base Camp Manager
The VPE

- Serves as a resource for questions about education awards, speech contests and mentors
- Is a source for Toastmasters knowledge and the education program
Transferable skills include:

- Motivating others
- Setting and achieving goals
- Organization and leadership
The VPM

- Promotes the club and manages the process of bringing in guests and transforming them into members
- Initiates contact with guests, makes them feel welcome and provides information to join the club
The VPM

- Works with the VPPR and the treasurer
Transferable skills include

- Sales skills
- Improved communication skills
- Confidence to meet new people
The VPPR

- Promotes the club to the community through activities that increase membership
- Publishes meeting times and locations
The VPPR

- Writes a newsletter
- Maintains social media sites such as Facebook, Twitter and MeetUp.
Transferable skills include
- Marketing experience
- Proficiency using social media websites and applications
- Sales
- Increased confidence to meet the public
The Secretary

- Manages accurate files, all club records and correspondence
- Takes the minutes at every meeting
- Archives historical records
- Records all member and guest attendance
The Secretary

- Distributes the club roster of current paid memberships
- Maintains a current club officer list
- Serves as Base Camp Manager
Secretary

Transferable skills include

- Improved communication and listening skills
- Proficiency using software programs
- Accurate record keeping
- Time management
- Organization
The Treasurer

- Is the club’s accountant
- Keeps financial records
- Manages the club’s bank account
- Writes checks as approved by the executive committee
The Treasurer

- Collects and pays dues on time to World Headquarters
- Works with the executive committee to create the budget
Treasurer

- Transferable skills include:
  - Receiving and managing money
  - Budgeting
  - Keeping accurate records
  - Disbursing funds.
The SAA

- Is responsible for the club’s physical property
- Arrives early
- Sets up the meeting location
- Removes club property after the meeting
The SAA

- Creates a good first impression
- Sets the tone for the entire meeting.
SAA

Transferable skills include:

▪ The ability to hold an effective meeting
▪ Preparation
▪ Organization
Executive Committee Duties

- Create a club budget
- Develop a *Club Success Plan* (Item 1111)
- Strategize for success in the Distinguished Club Program
- Create and oversee other club committees as necessary
This concludes
Creating a Quality Club.

Club Officer Training