

SESSION 2: Enhance Club Quality

AREA AND DIVISION DIRECTOR **TRAINING**

FACILITATOR GUIDE

TOASTMASTERS INTERNATIONAL

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SESSION 2: ENHANCE CLUB QUALITY

Part of the district mission is to enhance the quality and performance of clubs. As district leaders, area and division directors perpetuate this mission. Members are drawn to and stay in clubs that foster an environment of mutual support and enrichment. Area and division directors support clubs in creating this environment by soliciting club needs and offering perspective and knowledge. In this session, area and division directors consider how to gather information about clubs and identify ways to enhance their quality and performance.

Overview

In this session, the following topics are presented:

- ▶ Quality clubs
- ▶ Get to know your clubs
- ▶ Club visits
- ▶ Resources

Objectives

After completing this session, area and division directors will be able to do the following:

- ▶ Identify what is meant by club quality and a positive member experience
- ▶ Examine how the Toastmasters education program, club leadership, and membership contribute to club quality and a positive member experience
- ▶ Prepare for the club visit by building trust and gathering information
- ▶ Practice building trust during club visits
- ▶ Conduct an effective club visit
- ▶ Use resources to find answers and propose solutions for club challenges

Materials

- ▶ Flipchart
- ▶ Markers
- ▶ PowerPoint presentation

Duration

- ▶ One hour and 30 minutes



INTRODUCTION

1. **SHOW** the Session Agenda slide.

Session Agenda

- ▶ Quality clubs
- ▶ Prepare to know the club
- ▶ Club visits
- ▶ Resources

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2. **PRESENT** the session agenda.

- ▶ Quality clubs
- ▶ Get to know your clubs
- ▶ Club visits
- ▶ Resources



3. **SHOW** the Session Objectives slide.

Session Objectives

- Define club quality and a positive member experience
- Examine what contributes to club quality and a positive member experience
- Prepare for club visits
- Practice building trust during club visits
- Conduct effective club visits
- Propose solutions for club challenges

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4. **PRESENT** the session objectives:

- ▶ Identify what is meant by club quality and a positive member experience
- ▶ Examine how the Toastmasters education program, club leadership, and membership contribute to club quality and a positive member experience
- ▶ Prepare for the club visit by building trust and gathering information
- ▶ Practice building trust during club visits
- ▶ Conduct an effective club visit
- ▶ Use resources to find answers and propose solutions for club challenges

QUALITY CLUBS

(30 minutes)

NOTE TO FACILITATOR

The purpose of this section is for area and division directors to identify what is meant by club quality. They consider their own experiences as Toastmasters members, what compelled them to join and stay.

In this section, area and division directors learn that opportunities for club quality exist in the club environment and that club quality is about making the member experience positive and fulfilling. Member satisfaction leads to member retention.

Area and division directors learn how the Toastmasters education program, club leadership, and membership affect club quality.

After completing this section, area and division directors will be armed with ideas from their peers about how to help clubs enhance their quality.

The Member Experience

1. **SHOW** the Club Quality slide.



2. **TELL** area and division directors that they may find it helpful to take notes in the Quality Clubs section of the participant workbook under The Member Experience.
3. **INSTRUCT** area and division directors to think about when they joined Toastmasters.
4. **ASK**
 - ▶ Why did you join Toastmasters?
 - ▶ I was afraid to speak in front of people.
 - ▶ I had to give business presentations and wanted to fine-tune my skills.
 - ▶ It provided a networking opportunity of like-minded individuals.
5. **WRITE** answers on the flipchart.



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6. **ASK**

- ▶ Why have you stayed?
 - ▶ I have such a good time with my fellow club members.
 - ▶ As I gain skills and confidence, I enjoy mentoring others.
 - ▶ I get the opportunity to be evaluated and improve my public speaking and leadership skills.
 - ▶ It's a great place to learn and grow because of the positive feedback and reinforcement.



7. **WRITE** answers on the flipchart.

8. **INSTRUCT** area and division directors to consider the best aspects of their clubs.



9. **ASK**

- ▶ What makes a club a quality club?



10. **WRITE** answers on the flipchart.

11. **PRESENT**

- ▶ Members join and stay in clubs when their experiences satisfy their needs and goals.
- ▶ Quality clubs are those that satisfy members' needs.
- ▶ Member satisfaction leads to member retention.



12. **SHOW** the Member Experience slide.

Member Experience

- ▶ Quality club environments lead to membership retention
- ▶ Great meetings make clubs successful
- ▶ Quality club meetings are well planned, well attended, organized, and fun
- ▶ Members improve their communication and leadership skills
- ▶ Quality clubs give members an opportunity to learn and grow

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13. **PRESENT**

- ▶ A quality club environment results in membership retention.
- ▶ Great meetings make clubs successful.
- ▶ Quality club meetings are well planned and well attended, start and end on time, and offer variety in topics and meeting themes.

- ▶ All of these characteristics of club quality contribute to give members adequate opportunities to learn and grow.
- ▶ Club meetings provide communication and leadership education when members fill meeting roles and give speeches from *Competent Communication* and complete projects from *Competent Leadership* and other manuals.

Membership, the Toastmasters Education Program, and Club Leadership

NOTE TO FACILITATOR

The purpose of the following activity is for area and division directors to consider how membership, the Toastmasters education program, and club leadership contribute to club quality and a positive member experience.

Post a flipchart sheet with a marker at three different locations around the room.

1. **SHOW** the Membership, the Toastmasters Education Program, and Club Leadership slide.

Membership, Education, and Leadership

- ▶ Membership
 - How do clubs attract and retain members?
- ▶ The Toastmasters education program
 - How can the club help its members meet their personal and professional education goals?
- ▶ Club leadership
 - How do club officers affect club quality and the member experience?

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2. **INSTRUCT** area and division directors to arrange themselves into three groups, one at each flipchart sheet posted on the wall.
3. **INSTRUCT** the last group to spend 10 minutes writing answers to the “Membership” question on the slide.
4. **INSTRUCT** one group to spend 10 minutes writing answers to the “Toastmasters Education Program” question on the slide.
5. **INSTRUCT** another group to spend 10 minutes writing answers to the “Club Leadership” question on the slide.
6. **TIME** 10 minutes.



10 minutes

7. **INSTRUCT** one area or division director from the “Membership” group to report the group’s answers to the question:

- ▶ How do clubs attract and retain members?
 - ▶ Run membership-building campaigns
 - ▶ Appropriately use the Toastmasters brand to portray a professionalism and consistency
 - ▶ Conduct Speechcrafts
 - ▶ Promote club meetings in the community and through the media
 - ▶ Invite guests to club meetings and introduce them
 - ▶ Familiarize new members with the Toastmasters program immediately after they join

8. **INSTRUCT** one area or division director from the “Toastmasters Education Program” group to report the group’s answers to the question:

- ▶ How can the club help its members meet their personal and professional education goals?
 - ▶ Discuss members’ education goals with them
 - ▶ Focus on the education program and ensure members are aware of all the educational opportunities
 - ▶ Create education opportunities that match member needs
 - ▶ Remind members of their meeting roles well in advance
 - ▶ Offer positive and constructive evaluations
 - ▶ Assign meeting roles to new members
 - ▶ Familiarize new members with the Toastmasters program immediately after they join

9. **INSTRUCT** one area or division director from the “Club Leadership” group to report the group’s answers to the question:

- ▶ How do club officers affect club quality and the member experience?
 - ▶ Foster a friendly, comfortable, and enjoyable meeting atmosphere
 - ▶ Publicize meeting agendas in advance
 - ▶ Encourage lively, interesting, and productive meetings
 - ▶ Promote membership-building contests to keep membership strong so there are enough members to keep meetings dynamic and interesting
 - ▶ Recognize members for accomplishments and contributions

10. **DISCUSS** answers.



11. **TELL** area and division directors that they may find it helpful to take notes from the flipchart sheets in the Quality Clubs section of the participant workbook under Membership, the Toastmasters Education Program, and Club Leadership.

12. **PRESENT**

- ▶ The Toastmasters education program, club leadership, and membership all contribute to club quality.
- ▶ When clubs fulfill member needs in the area of the Toastmasters education program, they continue to participate in their club because their personal and professional education needs are being met.
- ▶ When club leadership is effective and attentive to club meetings, the member experience is positive and fulfilling, which causes members to join and stay.
- ▶ Clubs that attend to the membership, through membership campaigns and attention to guests, attract and retain members.

GET TO KNOW YOUR CLUBS

(15 minutes)

NOTE TO FACILITATOR

The purpose of this section is to teach area directors how to prepare for their club visits, and to familiarize division directors with this process so they can best support area directors.

In this section, area and division directors discuss the importance of building trust with club officers so that clubs feel comfortable opening up to area directors about their needs. Area and division directors also discover tools for finding information about clubs before a club visit.

By uncovering club needs, area and division directors will be better able to support clubs, thereby enabling clubs to better support members.

1. PRESENT

- ▶ Area directors maintain year-round involvement with clubs.
- ▶ Area directors are responsible for visiting each club at least twice a year and completing the Area Director's Club Visit Report (Item 1471) for each visit.
- ▶ Division directors support area directors' continual involvement with clubs.

Build Trust

1. **TELL** area and division directors that they may find it helpful to take notes in the Get to Know Your Clubs section of the participant workbook under Build Trust.

2. ASK

- ▶ How do area directors build trust with clubs?
 - ▶ Call and email club officers to offer support — remember you've been in their position
 - ▶ Ensure interactions are positive and engaging
 - ▶ Send newsletters, articles, and other area communication to clubs
 - ▶ Attend club meetings and events informally (not with the intention of submitting an Area Director's Club Visit Report)
 - ▶ Attend club officer installations to show your support of the new term

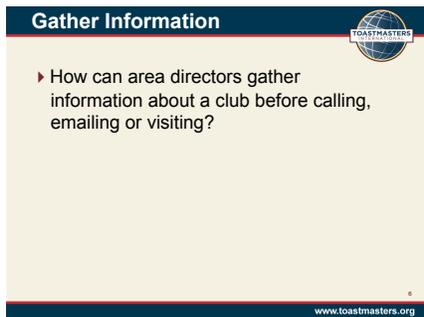
3. **WRITE** answers on the flipchart.

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Gather Information

1. **SHOW** the Gather Information slide.



2. **TELL** area and division directors that they may find it helpful to take notes in the Get to Know Your Clubs section of the participant workbook under Gather Information.
3. **ASK**
 - ▶ How can area directors gather information about a club before calling, emailing, or visiting it?
 - ▶ Visit the club website
 - ▶ Review the *District Leadership Handbook* (Item 222) and *Club Leadership Handbook* (Item 1310) to reacquaint yourself with timelines of important tasks and due dates
 - ▶ Review reports at www.toastmasters.org/reports
 - ▶ Note club membership
 - ▶ See progress toward Distinguished Club goals
 - ▶ Log in to District Central
 - ▶ Identify officer and member names
 - ▶ Ask the district director, program quality director or club growth director to request lists from listrequest@toastmasters.org
 - ▶ Identify names of non-renewing members
 - ▶ Request other club-related lists, such as membership lists, club officer lists, and year-to-date education award lists
4. **WRITE** answers on the flipchart.
5. **PRESENT**
 - ▶ Area directors are not limited to two visits per club per year.
 - ▶ Visiting and communicating with clubs regularly promotes openness. Clubs will learn they can look to the area director for guidance and assistance.



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- ▶ Area directors should review the Area Director’s Club Visit Report (Item 1471) at www.toastmasters.org/clubvisitrpt to familiarize themselves with the topics to address during club visits.
- ▶ Area directors cannot expect clubs to know what help to request. Therefore, asking “how can I help?” is not always helpful.
- ▶ Area directors can formulate specific questions to further understand information they gathered through reports or the club website.
 - ▶ When clubs realize the area director is familiar with their goals and challenges, they feel cared for, and trust is deepened.
- ▶ By asking specific and open questions to the club president and learning to ascertain unvoiced concerns, area directors become tuned in to clubs’ needs.

Get to Know Your Clubs Scenarios

1. **INSTRUCT** area and division directors to arrange themselves in three groups.
2. **INSTRUCT** area and division directors to refer to Get to Know Your Clubs Scenarios in the participant workbook.
3. **INSTRUCT** one group to read Scenario 1 and spend seven minutes writing answers to the corresponding question.
4. **INSTRUCT** another group to read Scenario 2 and spend seven minutes writing answers to the corresponding question.
5. **INSTRUCT** the last group to read Scenario 3 and spend seven minutes writing answers to the corresponding question.

NOTE TO FACILITATOR

Following are the scenarios from the participant workbook plus possible answers for each.

PARTICIPANT WORKBOOK: PREPARE TO KNOW THE CLUB SCENARIOS

SCENARIO 1: Low Membership

Area Director Malone reviews Cookie Club's DCP report and discovers the club has low membership.

Question

What could Area Director Malone ask Cookie Club's president in order to gather helpful information about this issue?

- ▶ In your opinion, why is membership low?
- ▶ Are you retaining members but not gaining new members? Or are you not retaining members?
- ▶ Has anyone recently presented *Moments of Truth*?
- ▶ Is the meeting time convenient for most members?
- ▶ Are the meetings varied?
- ▶ Are long-standing members asked to mentor new members?
- ▶ Are properly branded Toastmasters materials used?
- ▶ Are members aware of the Virtual Brand Portal?
- ▶ Describe the role of the VPM in your club.

SCENARIO 2: Education Awards

Area Director Martin reviews Cat Lover Club's DCP report and discovers no one has earned an education award this year.

Question

What could the Area Director Martin ask Cat Lover Club's president in order to gather helpful information about this issue?

- ▶ What does the VPE do to help members understand the Toastmasters education program?
- ▶ How often are members provided opportunities to speak?
- ▶ How are speeches from *Competent Communication* encouraged?
- ▶ Describe members' awareness of *Competent Leadership*.

SCENARIO 3: Outdated Website

Area Director Martínez looked up Club Actually's website and found outdated information.

Question

What could Area Director Martínez ask Club Actually's president in order to gather helpful information about this issue?

- ▶ Does the club have a webmaster?
- ▶ Are any club members particularly interested in the role of webmaster?
- ▶ What role does the VPPR play in the club website?
- ▶ Is the website designed with the proper Toastmasters brand?
- ▶ Describe the procedure for updating information on the website.

7 minutes



6. **TIME** seven minutes.

7. **INSTRUCT** one volunteer from each group to summarize the scenario and share group answers.

8. **PRESENT**

- ▶ There are many ways for the area director to gather information about a club before conducting a formal visit.
- ▶ Collecting this information ahead of time and understanding each club's specific needs allow area directors to provide more individualized service to each club.
- ▶ With open communication with club officers, particularly club presidents, area directors can further understand the clubs in their areas.

CLUB VISITS

(30 minutes)

NOTE TO FACILITATOR

The purpose of this section is to give area directors the information they need to conduct successful club visits and to familiarize division directors with the same information so they can better support the area directors in their role.

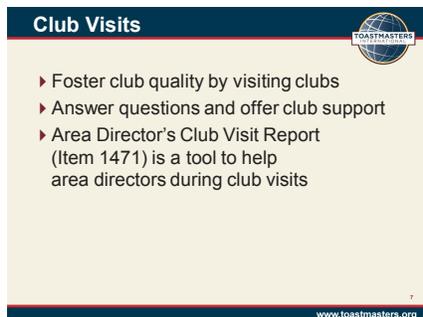
In this section, area directors learn how to build trust during club visits so that clubs are receptive to feedback and assistance from the district.

After completing this section, area directors will know how to conduct club visits, and division directors will be equipped to support the area directors in their divisions.

1. PRESENT

- ▶ The area director's most important responsibility is supporting clubs, especially through club visits.
- ▶ The organization is only as strong as its weakest club.
- ▶ Therefore, the area director's role is of utmost importance.

2. SHOW the Club Visits slide.



The slide titled "Club Visits" features a dark blue header with the Toastmasters logo on the right. The main content area is light beige and contains three bullet points: "Foster club quality by visiting clubs", "Answer questions and offer club support", and "Area Director's Club Visit Report (Item 1471) is a tool to help area directors during club visits". A small number "7" is in the bottom right corner, and the URL "www.toastmasters.org" is at the bottom.

3. PRESENT

- ▶ To foster club quality, area directors visit the clubs in their areas at least twice a year (in a first round and a second round of visits).
- ▶ As the link between the club and the district, area directors make themselves available during these visits to answer questions and offer clubs support.
- ▶ This district support helps clubs retain and build membership as a result of positive member experiences.



- ▶ The Area Director's Club Visit Report (Item 1471) is a tool to guide area directors in evaluating club quality during their club visits.
- ▶ For credit in the Distinguished Area Program, area directors must submit the Area Director's Club Visit Report for 75 percent of the area's club base for the first round of visits by November 30 and for 75 percent of the area's club base for the second round of visits by May 31.

Trust

1. **SHOW** the Trust slide.



2. **TELL** area and division directors that they may find it helpful to take notes in the Club Visits section of the participant workbook under Build Trust.
3. **PRESENT**
 - ▶ Before conducting a club visit, area directors gather information about the club through reports and other tools, and through communication with club officers, particularly club presidents.
 - ▶ Building trust with clubs before and during club visits is of utmost importance:
 - ▶ It helps the area director garner honest information from clubs.
 - ▶ Clubs are receptive to feedback and implementing solutions from an area director they trust.
 - ▶ Clubs learn to see the area director as a resource for guidance and assistance.
 - ▶ Before and after club visits, the area director calls or emails club officers, particularly club presidents.
 - ▶ The area director determines which clubs to visit most frequently based on their needs.
4. **ASK**
 - ▶ How do area directors build trust with clubs?
 - ▶ Call and email club officers
 - ▶ Ensure interactions are positive and engaging
 - ▶ Send newsletters, articles, and other area communication to clubs

- ▶ Attend club meetings and events informally (not with the intention of submitting an Area Director's Club Visit Report)
- ▶ Attend club officer installations to show your support of the new term

5. **WRITE** answers on the flipchart.

First Club Visit

1. **SHOW** the First Club Visit: Observations slide.

First Club Visit

▶ Observations

- What to look for on your first club visit
 - What first impression does the club make?
 - How does the club orient new members?
 - What's the atmosphere of the meetings?
 - How are meetings organized?
 - How many members does the club have?
 - How does the club recognize achievement?

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2. **TELL** area and division directors that they may find it helpful to take notes in the Club Visits section of the participant workbook under First Club Visit.

3. **PRESENT**

- ▶ During the first club visit, the area director makes observations and gathers information from the club's perspective:
 - ▶ What kind of first impression does the club make on guests?
 - ▶ How does the club orient new members?
 - ▶ What's the atmosphere of the meetings?
 - ▶ How are meetings organized?
 - ▶ How many members does the club have?
 - ▶ How does the club recognize achievements?

4. **SHOW** the First Club Visit: Distinguished Club Goals slide.

First Club Visit

▶ Distinguished Club Goals

- How to help clubs become distinguished
 - Discuss club DCP progress
 - Review Club Success Plan
 - Remind club of deadlines
 - Ask about club successes
 - Ask about club goal challenges

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5. **PRESENT**

- ▶ The area director and club officers discuss the club's progress in the Distinguished Club Program.
- ▶ The area director reviews the club's success plan with club officers.
- ▶ The area director reminds club officers of any upcoming deadlines.
- ▶ The area director asks club officers about their club's successes.
- ▶ The area director asks club officers what their challenges are in meeting club goals.

6. **SHOW** the First Club Visit: Discussion slide.

First Club Visit

▶ Discussion

- How to become the club's trusted resource
 - Ask questions about information gathered and observations
 - Encourage club members to ask questions
 - Ascertain unvoiced concerns
 - Offer practical solutions to challenges
 - Set up follow-up communications with club officers
 - Use the Area Director's Club Visit Report

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7. **PRESENT**

- ▶ The area director asks the club president specific and open questions about observations made during the visit or information collected before the visit (for example, "What procedure do you follow to update the club website?").
- ▶ The area director encourages club members to ask questions and voice concerns.
- ▶ It is important that the area director try to ascertain unvoiced concerns of the club.
- ▶ The area director offers practical solutions to challenges from experiences working with other clubs.
- ▶ The area director confirms with club officers how and when they can expect to hear from him or her.
- ▶ From the information gathered before and during the first visit, the area director completes the Area Director's Club Visit Report.



8. **ASK**

- ▶ During the first club visit, how can the area director continue to build on the trust established before the visit?
 - ▶ Be friendly, positive, and constructive — never sharing negative information from another club in the area
 - ▶ Actively listen to concerns
 - ▶ Draw attention to club strengths and successes
 - ▶ Offer specific help with the club's challenges

9. **WRITE** answers on the flipchart.

10. **SHOW** the After the First Visit slide.



After the First Visit

- ▶ After the first visit
 - Submit Area Director's Club Visit Report
 - Review and discuss club with the division director
 - Contact club president to:
 - Share observations
 - Congratulate club on their successes
 - Identify how the district can support the club

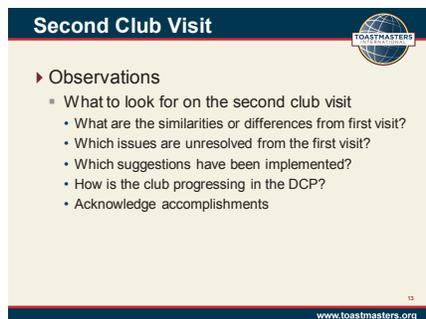
www.toastmasters.org

11. **PRESENT**

- ▶ After the club visit, the area director submits the Area Director's Club Visit Report.
- ▶ The area director contacts the club president to share observations, congratulate successes, and identify help the area director can provide.
- ▶ The area director discusses the club's successes and challenges with the division director to identify how the district can support the club.

Second Club Visit

1. **SHOW** the Second Club Visit: Observations slide.



Second Club Visit

- ▶ Observations
 - What to look for on the second club visit
 - What are the similarities or differences from first visit?
 - Which issues are unresolved from the first visit?
 - Which suggestions have been implemented?
 - How is the club progressing in the DCP?
 - Acknowledge accomplishments

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2. **TELL** area and division directors that they may find it helpful to take notes in the Club Visits section of the participant workbook under Second Club Visit.

3. **PRESENT**

- ▶ During the second club visit, the area director makes observations and gathers information from the club's perspective, paying special attention to what has changed since the first visit.
- ▶ During the second visit, area directors address unresolved issues from the first visit.





- ▶ The area director looks for how the club has implemented any suggestions made after the first visit.
- ▶ The club's continued progress toward its Distinguished Club goals should be assessed and accomplishments acknowledged.

4. **SHOW** the After the Second Visit slide.

After the Second Visit

- ▶ After the second visit
 - Submit Area Director's Club Visit Report
 - Review report and discuss club with the division director
 - Contact club president to:
 - Share observations
 - Congratulate club on their success
 - Identify how the district can support the club

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5. **PRESENT**

- ▶ The second club visit should not be the end of communication between the club and the area director. It is important that the area director continues to support the club throughout the term.

Club Visit Scenarios

NOTE TO FACILITATOR

The purpose of the following activity is to offer area and division directors the opportunity to share best practices for solving club challenges.



1. **INSTRUCT** area and division directors to arrange themselves into groups of three or four.
2. **INSTRUCT** area and division directors to refer to Club Visit Scenarios in the participant workbook.
3. **INSTRUCT** each group to spend 20 minutes reading the two scenarios and answering the corresponding questions.



PARTICIPANT WORKBOOK: CLUB VISIT SCENARIOS

SCENARIO 1: Low Attendance

As area director, you visit a club and find only seven members present. You ask about the rest of the membership and discover the club has 20 paid members. Concerned about the low attendance, you ask one of the club officers how many members attend regularly. As it turns out, the seven members present are the club's seven officers, and they have been the only ones attending club meetings for the past five weeks.

Questions

- ▶ What else do you ask the club officers?
- ▶ Describe two solutions the club could implement to increase attendance.

SCENARIO 2: Neglected Guests

As area director on a club visit, you don't realize that three guests are present who have never attended a Toastmasters club meeting until you hear the sergeant at arms say "It's refreshing when new people visit." The guests are not introduced at the meeting. The program and meeting responsibilities are not explained. Guests look confused and have difficulty following the format of the meeting. At the end of the meeting, club officers are so interested in talking with you that the guests are not asked if they are interested in joining and are basically ignored.

Questions

- ▶ What else do you ask the club officers?
- ▶ Describe two solutions the club could implement to help with guest visits.

5. **TIME** 20 minutes.

6. **INSTRUCT** each group to share a solution for the club in Scenario 1.

7. **DISCUSS** the solutions.

8. **INSTRUCT** each group to share a solution for the club in Scenario 2.

9. **DISCUSS** the solutions.

10. **INSTRUCT** area and division directors to share a best practice from their experience.



20 minutes

RESOURCES

(15 minutes)

NOTE TO FACILITATOR

The purpose of this section is to show area and division directors where to find answers and information to enhance clubs before, during, and after club visits.

In this section, area and division directors review the types of resources available.

Area and division directors are not expected to know everything. They are expected to help clubs locate the tools they need to solve challenges and realize opportunities.



1. **SHOW** the Resources slide.



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2. **TELL** area and division directors that they may find it helpful to take notes in the Resources section of the participant workbook.



3. **ASK**
 - ▶ Who helps area and division directors?
 - ▶ District leaders
 - ▶ Fellow area and division directors
 - ▶ Previous area and division directors
 - ▶ World Headquarters



4. **WRITE** answers on the flipchart.



5. **ASK**
 - ▶ How do area and division directors find solutions to club issues?
 - ▶ Learn from well-established, thriving clubs how to help struggling clubs and solve challenges
 - ▶ Ask district leaders and the District Services team at World Headquarters for help

- ▶ Refer to other area and division directors as resources
- ▶ Look to Toastmasters International manuals — such as *Serving Clubs through Visits* (Item 219) and *Toastmasters International District Recognition Program* (Item 1490) — websites, and the magazine for guidance and ideas

6. **WRITE** answers on the flipchart.

NOTE TO FACILITATOR

The participant workbook includes the resources listed below and information for how to log in to District Central. As you present this section, area and division directors may review the Resources section of the participant workbook along with you.

7. **TELL** area and division directors that they can find a list of resources and instructions for accessing District Central in the Resources section of the participant workbook.

PARTICIPANT WORKBOOK: RESOURCES

Skill Development

- ▶ “Crucial Conversations” Toastmaster magazine, March 2009
www.toastmasters.org/crucialconversations
- ▶ *Effective Evaluation* (Item 202)
- ▶ *Evaluate to Motivate* (Item 292)
- ▶ *How to Listen Effectively* (Item 242)
- ▶ *Interpersonal Communication* (Item 226M)
- ▶ “Leadership Lessons from Coaches” Toastmaster magazine, October 2010
www.toastmasters.org/leadershiplessons
- ▶ *The Art of Effective Evaluation* (Item 251)

Club Officer Roles and Responsibilities

- ▶ *Club Leadership Handbook* (Item 1310) www.toastmasters.org/CLH
- ▶ “Infuse Your Club with Vitamin C...Creativity” Toastmaster magazine, January 2009
www.toastmasters.org/infuseyourclub
- ▶ “Making the Most of Club Officer Roles” Toastmaster magazine, July 2011, page 28 (hardcopy only)
- ▶ Meeting Roles www.toastmasters.org/meetingroles
- ▶ *Meeting Roles and Responsibilities* (Item 295)



Membership

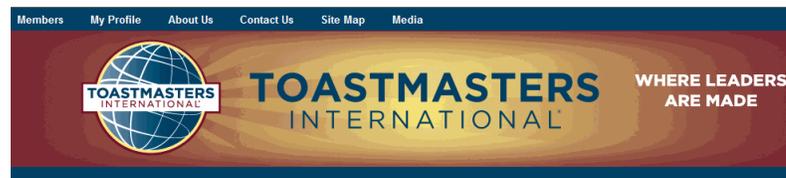
- ▶ *Membership Growth* (Item 1159)
- ▶ *Finding New Members For Your Club* (Item 291)
- ▶ Member Retention www.toastmasters.org/membershipretention

Standards of Club Quality

- ▶ Area Director's Club Visit Report (Item 1471)
- ▶ Branding www.toastmasters.org/vbp
- ▶ *Club Leadership Handbook* (Item 1310) www.toastmasters.org/CLH
- ▶ Club Officer Resources www.toastmasters.org/clubofficerresources
- ▶ Club Officer Training www.toastmasters.org/clubofficertraining
- ▶ District Central www.toastmasters.org/login
- ▶ *Distinguished Club Program and Club Success Plan* (Item 1111)
- ▶ *District Leadership Handbook* (Item 222) www.toastmasters.org/DLH
- ▶ *Effective Club Service and Club Visits* (Item 219)
- ▶ *Moments of Truth* (Item 290)
- ▶ *Success 101: Your Club's Pattern for Success* (Item 1622)
- ▶ *Successful Club Series* (Item 289)
- ▶ The Toastmasters Educational Program (Item 300)
www.toastmasters.org/districtleaderresources

Access District Central

- ▶ Go to www.toastmasters.org/login.



[Create an account \(nonmembers only\)](#)

- ▶ Type your user name and password.

- ▶ After logging in, you will see your name on the left-hand side of the screen. Click the link to District Central.



- ▶ From the District Central Web page, select your district. You will only be shown districts you are responsible for.

District Central

District Central

The districts you have access to are listed below. To conduct **district business**, simply click the district you'd like to view:

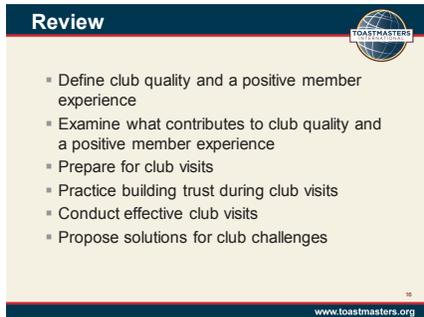
District ##

- ▶ Select an option from the list available to you. You will only see options available to leaders in your role. The screenshot below displays a sample list of options for an area director. For help, contact District Services at districts@toastmasters.org.

The screenshot shows a user interface for an area director. On the left, there is a sidebar with navigation options: 'Meeting Locations' with a 'FIND' button and text 'Locations near you' and 'Can't find it? Start a club!'; a yellow box with 'Welcome Your Name', 'Current Member', and 'Managing District ##'; a 'LOGOUT' button; a 'CLUB CENTRAL' section with links for 'Club Officer Resources', 'Distinguished Club Program Reports'; and a 'DISTRICT CENTRAL' section with links for 'District Officer Resources' and 'District Performance Reports'. On the right, there are two tabs: 'District Central' (selected) and 'Conduct District Business'. Below the tabs is a large heading 'Conduct District Business' and a yellow box containing 'You're currently managing: 000100## District ##' and an 'EXIT' button. A list of menu items follows: 'Submit area report of club visit', 'List request: Club officers', 'List request: Membership', 'View prospective clubs', 'View district awards', 'View District Performance Reports', and 'Wire Transfer Instructions (PDF)'.

CONCLUSION

1. **SHOW** the Review slide.

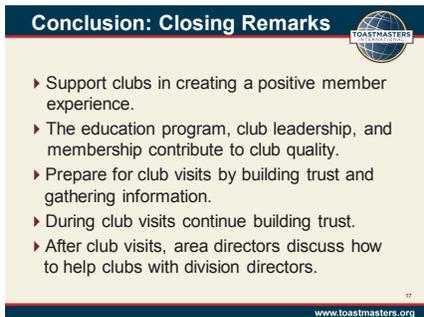


The slide is titled "Review" and features the Toastmasters logo in the top right corner. It contains a bulleted list of six items: "Define club quality and a positive member experience", "Examine what contributes to club quality and a positive member experience", "Prepare for club visits", "Practice building trust during club visits", "Conduct effective club visits", and "Propose solutions for club challenges". The slide number "16" is in the bottom right, and the URL "www.toastmasters.org" is at the bottom.

2. **PRESENT** the session objectives:

- ▶ Identify what is meant by club quality and a positive member experience
- ▶ Examine how the Toastmasters education program, club leadership, and membership contribute to club quality and a positive member experience
- ▶ Prepare for the club visit by building trust and gathering information
- ▶ Practice building trust during club visits
- ▶ Conduct an effective club visit
- ▶ Use resources to find answers and for clubs and propose solutions for club challenges

3. **SHOW** the Conclusion: Closing Remarks slide.



The slide is titled "Conclusion: Closing Remarks" and features the Toastmasters logo in the top right corner. It contains a bulleted list of five items: "Support clubs in creating a positive member experience.", "The education program, club leadership, and membership contribute to club quality.", "Prepare for club visits by building trust and gathering information.", "During club visits continue building trust.", and "After club visits, area directors discuss how to help clubs with division directors." The slide number "17" is in the bottom right, and the URL "www.toastmasters.org" is at the bottom.

4. **PRESENT**

- ▶ Area and division directors support clubs in creating a positive experience for members by keeping in mind the reasons members join and stay in Toastmasters.
- ▶ The Toastmasters education program, club leadership, and membership contribute to club quality and a positive member experience.
- ▶ Before conducting a formal club visit, area directors prepare by building trust with clubs and gathering information.



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5 minutes



- ▶ During club visits, area directors continue to build trust so that clubs are open about concerns and receptive to implementing solutions.
- ▶ After the club visit, area directors discuss with division directors and devise ways to meet club needs.
- ▶ Area and division directors have a wide array of resources available to help them enhance club quality.

5. **INSTRUCT** area and division directors to spend five minutes completing the evaluation in the participant workbook.

6. **TIME** five minutes.