



# AREA DIRECTOR TRAINING

July 25, 2020  
Deborah Horowitz  
District 26

# Introduction





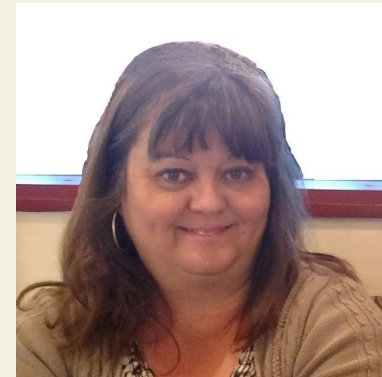
## Outline

- Info on your presenter
- Value of an Area Director
- Club Visits
- Area Reporting
- Gathering information
- Resources
- Conclusion



## Deb Horowitz, DTM

- Toastmaster for 7 years
- Area Director twice
- Assistant Division Director
- Member of multiple clubs
- Key part of S-Peak Leaders Advanced Club



*More...*

# Introduction - Your Presenter



## Deb Horowitz, DTM

- Organizing events, including contests and education.
- Techniques for getting people involved.
- District's Chief Judge Advisor this year.
- Bachelor's Business degree while in Toastmasters.



# Area Director Value



**VALUE**



## Area Director Role

- Why did you become an Area Director?

## Area Director Role

- Why did you become an Area Director?





## Area Director Role

- **Quality Clubs**
  - ◆ Communication
  - ◆ Expectations
  - ◆ Feedback
  - ◆ Opportunities

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  - ◆ Communication
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  - ◆ **Opportunities**



# Club Visits





## Visiting Your Area Clubs

- ◆ Introduction Visit
- ◆ First Round Visit
- ◆ Second Road Visit
- ◆ Additional Visits

## Visiting Your Area Clubs

- ◆ **Introduction Visit**
- ◆ First Round Visit
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- ◆ Additional Visits



## Visiting Your Area Clubs

- ◆ Introduction Visit
- ◆ **First Round Visit**
- ◆ Second Round Visit
- ◆ Additional Visits



November 30



## 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?



## Observations



- What to look for on your first club visit
  - How are meetings organized?
  - How many members does the club have?
  - How does the club recognize achievement?



- Distinguished Club Goals
- 
- How to help clubs become distinguished
  - Discuss club DCP progress
  - Review Club Success Plan



- Distinguished Club Goals
- - How to help clubs become distinguished
    - Remind club of deadlines
    - Ask about club successes
    - Ask about club goal challenges



## 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



## Discussion



- How to become the club's trusted resource
  - Offer practical solutions to challenges
  - Set up follow-up communications with club officers
  - Use the Area Director's Club Visit Report

# After the First Visit



- After the first visit
- 
- Submit Area Director's Club Visit Report
- Review and discuss club with the Division Director



- After the first visit
  - Contact club president to:
    - Share observations
    - Congratulate club on their successes
    - Identify how the district can support the club

# Second Club Visit



# Second Club Visit



## Visiting Your Area Clubs

- ◆ Introduction Visit
- ◆ First Round Visit
- ◆ **Second Road Visit**
- ◆ Additional Visits



May 31

# 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?

# Second Club Visit



## Observations



- What to look for on the second club visit
  - Which suggestions have been implemented?
  - How is the club progressing in the DCP?
  - Acknowledge accomplishments

# After the Second Visit



- After the second visit
- 
- Submit Area Director's Club Visit Report
- Review report and discuss club with the Division Director

# After the Second Visit



- After the second visit
  - Contact club president to:
    - Share observations
    - Congratulate club on their success
    - Identify how the district can support the club

# Additional Club Visits



## Visiting Your Area Clubs

- ◆ Introduction Visit
- ◆ First Round Visit
- ◆ Second Road Visit
- ◆ **Additional Visits**



# Area Director Reports



# Area Director Report



## Form 1471 - Area Directors Club Visit Report

- Editable PDF
- Print
- Take Notes
- Spell Check
- Enter Visit Information via District Central

The form is titled "Area Directors Club Visit Report" and includes a small Toastmasters logo. It has a header section with fields for "CLUB NO.", "VISIT DATE", "AREA", "DIVISION", and "DISTRICT". Below this is an introductory paragraph about the purpose of the report. The "First Impressions" section contains a paragraph describing the meeting atmosphere, followed by a series of questions with "Yes/No" checkboxes: "Are guests warmly welcomed?", "Are guests given information?", "Are guests introduced to club members?", "Are guests invited to address the club?", and "Are guests invited back?". There are also text boxes for "What current branded material does the club use?" and "What does the club do well?". The "Membership Orientation" section includes a paragraph and a text box for "How can the club improve?". The form concludes with a final instruction: "In this section, consider the questions as they relate to membership orientation."



## Perspectives on Area Report Details

- Why
- Missing information
- What International Cares About
- What not to put



## Online Submission of Area Director Report

- Spell check
- Save often
- Resume editing



## Online Submission of Area Director Report


- Access via [toastmasters.org](http://toastmasters.org)
- Leadership Central menu
- District Central submenu item
- Submit Area Reports

# Area Director Report



## The Area Report Form





### Area Directors Club Visit Report

CLUB NO.	VISIT DATE	AREA	DIVISION	DISTRICT

Club visits are opportunities for the District, through the Area Director, to support clubs and improve club quality. The Area Director's Club Visit Report guides Area Directors in evaluating club quality during these visits by assessing the club at each of the *Moments of Truth* (Item 290). Area Directors identify opportunities for improvement and specify the support that clubs need from the District, helping clubs retain and build membership through positive member experiences. This important contribution on the part of Area Directors helps clubs earn Distinguished recognition.

#### First Impressions

First impressions are important to club success because guests' positive experiences and observations determine if they return and become members.

**In this section, consider the questions as they relate to first impressions.**

Describe the atmosphere of the meeting. (Consider meeting set-up, location, friendliness of members, etc.)

Are guests warmly welcomed?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Are guests invited to address the club?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Are guests given information?	<input type="checkbox"/>	<input type="checkbox"/>	Are guests invited back?	<input type="checkbox"/>	<input type="checkbox"/>
Are guests introduced to club members?	<input type="checkbox"/>	<input type="checkbox"/>			

What current branded material does the club use? (Consider the meeting agenda, signage, guest packets, banner, etc.)

What does the club do well?	How can the club improve? Please recommend specific actions.	What can the District and I do to help the club improve?
<div style="border: 1px solid #ccc; height: 30px; width: 100%;"></div>	<div style="border: 1px solid #ccc; height: 30px; width: 100%;"></div>	<div style="border: 1px solid #ccc; height: 30px; width: 100%;"></div>

#### Membership Orientation

In order to offer members the greatest benefits from the Toastmasters experience, the club must acquaint new members with the Toastmasters education and recognition programs and make members aware of their responsibility to the club and the club's responsibility to the member.

**In this section, consider the questions as they relate to membership orientation.**

How does the club orient new members? (Consider whether the club has a formal induction ceremony, assigns mentors to new members, discusses the education program, assesses the learning needs of new members, etc.)

What does the club do well?	How can the club improve? Please recommend specific actions.	What can the District and I do to help the club improve?
<div style="border: 1px solid #ccc; height: 30px; width: 100%;"></div>	<div style="border: 1px solid #ccc; height: 30px; width: 100%;"></div>	<div style="border: 1px solid #ccc; height: 30px; width: 100%;"></div>

# Gather Information



# Gather Information



- How can area directors gather information about a club before calling, emailing or visiting?



- How can area directors gather information about a club before calling, emailing or visiting?

## The DASHBOARD

Club Website

Club Facebook Page

# Gather Information



## The DASHBOARD

Go to <https://www.toastmasters.org/>





## The DASHBOARD

<http://dashboards.toastmasters.org/>

A screenshot of a web application's dropdown menu. The menu is open, showing a list of districts under the heading "Region 04". The districts listed are District 06, District 106, District 22, District 24, and District 26. The text is slightly blurred.

▼ Region 04
District 06
District 106
District 22
District 24
District 26
District 42



## The DASHBOARD

2019-2020 ▼

Jun ▼

As of 13-Jul-2020 ▼

District Performance

**Division and Area Performance**

**Club Performance**

# Gather Information



## The DASHBOARD

### Club Performance

	Membership		Goals
	Base	To Date	Met
00005563 Laramie Morning Club	20	10	<b>2</b>

Pathways						Mem.		Trn.		Rn. Lst.	
P1	P2	P3	P4	P5	P6	7	8	9a	9b	10a	10b
2	1	0	0	0	0	1	0	<b>5</b>	<b>4</b>	<b>2</b>	<b>1</b>

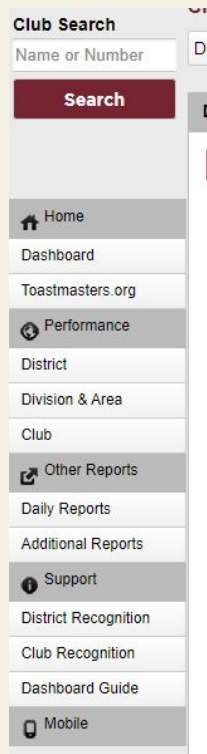
# Gather Information



## The DASHBOARD - Club Details

00005563 Laramie Morning Club					
<b>Club Alignment</b>		<b>Membership</b>		<b>Goals</b>	
Region	4	Base	To Date	Goals Met	
District	26	20	10	2	
Division	N	Required		Distinguished	
Area	03	20		5	
		20 members or		Select Distinguished	
		a net growth of 5 new members		7	
				President's Distinguished	
				9	
<b>Chartered 6/1/1984</b>					
Goals to Achieve			Goal	To Date	Status
P1	Level 1 awards	<i>All Pathways education awards must be submitted in both Base Camp and Club Central</i>	4	2	2 Level 1s needed
P2	Level 2 awards	<i>All Pathways education awards must be submitted in both Base Camp and Club Central</i>	2	1	1 Level 2 needed
P3	More Level 2 awards	<i>All Pathways education awards must be submitted in both Base Camp and Club Central</i>	2	0	2 Level 2s needed
P4	Level 3 awards	<i>All Pathways education awards must be submitted in both Base Camp and Club Central</i>	2	0	2 Level 3s needed
P5	Level 4 awards	<i>All Pathways education awards must be submitted in both Base Camp and Club Central</i>	1	0	1 Level 4 needed
P6	Level 5 awards	<i>All Pathways education awards must be submitted in both Base Camp and Club Central</i>	1	0	1 Level 5 needed
Membership					
7	New members		4	1	3 New Members needed
8	More new members		4	0	4 New Members needed
Training					
9	Club officers trained June-August		4	5	✓
	Club officers trained November-February		4	4	
Administration					
10	Membership-renewal dues on time		Y	2	✓
	Club officer list on time		Y	1	

## The DASHBOARD - Other Reports





## The DASHBOARD - Daily Reports

- April Dues Renewal Status
- October Dues Renewal Status
- January Club Officer List Status
- July Club Officer List Status
- Educational Achievements (current year)
- Educational Achievements Archive



## The DASHBOARD - Daily Reports

- New Clubs
- Prospective Clubs
- New Club Sponsors and Mentors
- Club Coaches
- Triple Crown



## The DASHBOARD - Additional Reports

- District 26
- Area to-do's

District 26  
District 27

Area to-do's

The area meets the recognition program requirements for club visits.

Congratulations, area can be Distinguished.

To be Select Distinguished, the area needs:

- The paid club goal has been met.
- 1 more distinguished club(s).

To be President's Distinguished, the area needs:

# Resources





<https://ad.coclubspeak.org/>

## **District 26 Area Director Resources**

[Form 1111 PDF - Distinguished Club Program and Club Success Plan](#)

[Booklet 1471 PDF - Area Directors Club Visit Report](#)

[Guide 219 PDF - Serving Clubs Through Visits: A Guide for Area Directors](#)

[Booklet 1171 PDF - Speech Contest Rulebook 2020-2021](#)

[Toastmasters International: Leadership Central](#)

[Dashboard - District 26](#)

[Dashboard - District 26 - Club Performance](#)

[Dashboard - District 26 - Division and Area Performance](#)

[Dashboard - District 26 - Division and Area Performance](#)

[Dashboard - District 26 - Daily Reports](#)

[Dashboard - Additional Reports Dashboard - Additional Reports - District 26 - Area To-Do's](#)



# Conclusion: Closing Remarks



- 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.

# Conclusion: Closing Remarks



- 
- During club visits continue building trust.
- 
- After club visits, area directors discuss how to help clubs with Division Directors.

# Conclusion: Closing Remarks



# Discussion

