



# **TOASTMASTERS**

District 99

Online Club Officer Training

July 23, 2020

## 1. Plenary 1b – Creating a quality club during and after the pandemic crisis

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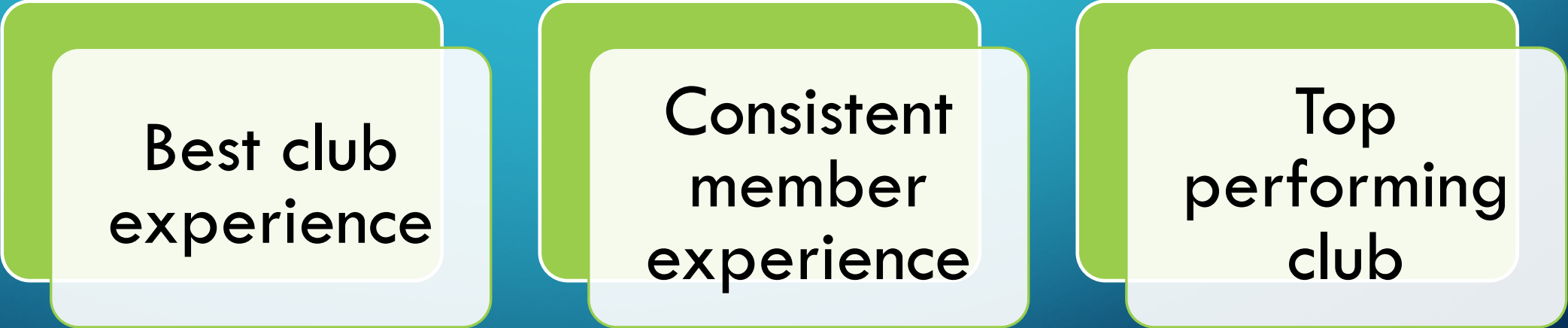
**Gloria Shishido, DTM**  
Past International Director



# OBJECTIVES



# DEFINITION OF A QUALITY CLUB



Best club  
experience

Consistent  
member  
experience

Top  
performing  
club

# WHAT IS YOUR NEXT STEPS?



ASSESS WHAT YOU  
HAVE ACCOMPLISHED.



FIND THE GAPS AND AREAS  
OF IMPROVEMENT.



DEVELOP A PLAN  
OF ACTION.

# ASSESS YOUR CLUB

## DOWNLOAD CHECKLIST



## CLUB QUALITY CHECKLIST

Evaluate your club with this easy tool.

We all have ideas on what a perfect Toastmasters club is like. It involves enjoyable meetings, unlimited learning opportunities, friendly members ... and what else?

This checklist offers you the chance to rate your club's strengths and weaknesses against the "ideal."

Complete this questionnaire, then give it to your club president, who will discuss the answers with the club's officers.

### Club Meetings

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| 1. Is your meeting location conveniently located, accessible and user friendly?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Are the program and agenda publicized, via email or a club website, in advance?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Do club meetings start and end on time?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Does the meeting follow an agenda?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Does every member wear a name badge?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 6. Are all guests and members warmly greeted and welcomed?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 7. Are all guests introduced to others?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 8. Is the meeting atmosphere friendly, pleasant and enjoyable?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 9. Is your meeting location easy to find, with signs posted?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 10. Is your club's meeting location and time listed accurately on <a href="http://www.toastmasters.org/Find-a-club">www.toastmasters.org/Find-a-club</a> ? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 11. Is the business meeting conducted quickly and efficiently?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 12. Are programs interesting and varied?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 13. Are speakers, evaluators and other meeting participants reminded of their responsibilities well in advance of the meeting?                             | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 14. Are speeches well-prepared and based on projects in Pathways?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 15. Are evaluations positive, helpful and constructive?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 16. Is everyone given an opportunity to participate in the program?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 17. Are your officers effective in their roles as leaders?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 18. Do officers report on the club's progress in the Distinguished Club Program?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 19. Are you using branded marketing materials from the Logos, Images and Templates page on the Toastmasters website?                                       | <input type="checkbox"/> Yes | <input type="checkbox"/> No |



# CLUB QUALITY CHECKLIST

- Club Meetings

- Is your club agenda publicized in advance?
- Are programs interesting and varied?
- Is everyone given an opportunity to participate in the program?

- Membership

- Does your club set a membership goal each year?
- Are new members oriented to the Toastmasters program immediately after joining?
- Are members recognized during meetings for their accomplishments and contributions?

# CLUB QUALITY CHECKLIST

- Educational Activities

- Does your club enjoy occasional joint meetings with other clubs?
- Does your club encourage members to attend Toastmasters events beyond the club such as area, division, district, regional and international functions?

- General

- Do you have a formal installation for club officers?
- Are you encouraged to attend your club's executive committee meetings?
- Are members encouraged to assume leadership roles in the club?



# TOASTMASTERS' MOMENTS OF TRUTH

First impressions

Membership  
orientation

Fellowship,  
variety, and  
communication

Program planning  
and meeting  
organization

Membership  
strength

Achievement  
recognition

# TOOLS AND RESOURCES TO IMPROVE MEETINGS



**Marketing Materials for  
prospective members**



**Open house for  
recruitment**



**Quality Educational Series**

Leadership Excellence Series  
Successful Club Series  
Better Speakers Series

# RESOURCES/BRAND PORTAL/ MARKETING RESOURCES

- Brochures: “Confidence Voice of Toastmasters” “Success 101”
- Handouts: “Benefits of Toastmasters Membership”
- Fliers: Open House, Meeting Notices

# MEMBERSHIP RECRUITMENT AND RETENTION

- Participate in the 3 Membership Building Programs
  - Smedley (+5 members) August-September
  - Talk up Toastmasters (+5 members) February-March
  - Beat the Clock (+5 members) May-June
- Hold Club Open House
- Determine what current member's personal and professional goals

# QUALITY EDUCATIONAL SESSIONS

- Leadership Excellence Series
  - Visionary Leader
  - Goal Setting and Planning
  - The Leader as Coach
- Successful Club Series
  - Evaluate to Motivate
  - Mentorship
  - Finding a New Member
- Better Speakers Series
  - Beginning Your Speech
  - Selecting Your Topic
  - Organizing Your Speech





RESOURCE

Toastmasters Wow! Factor Project

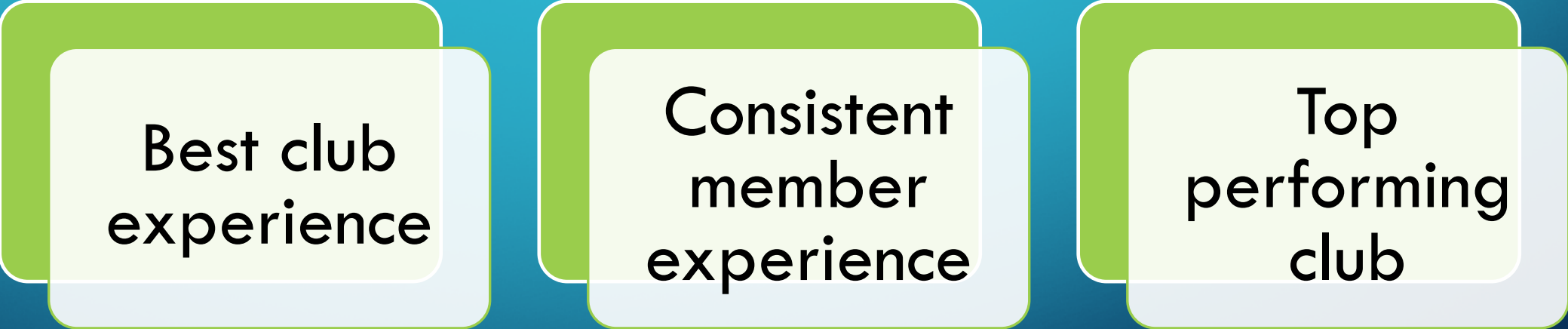
Brand Portal and Marketing Resources



# PLAN OF ACTION

-  Assess club goals.
-  Members' assess personal Toastmasters goals.
-  Continually improve the club experience by revisiting the club checklist quarterly.
-  Continually publicize when and where your club meetings.
-  Share benefits of Toastmasters membership.
-  Retain existing members by supporting their personal and professional goals.

# A QUALITY CLUB



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# CREATING A QUALITY CLUB DURING AND AFTER THE PANDEMIC CRISIS



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