

## **Kathy's Answers**

### **1- Webinar style training is the norm these days. Do you plan on continuing this in the future or do we have to go back to meeting in Person for officer training?**

We will definitely continue to offer online webinars for continuing education. However, the decision on whether we can offer online TLIs comes from Toastmasters International (TI). We do not have confirmation on that for the future as yet.

### **2- Training of officers is imperative for a strong club. How would you assure that Officers get the training they need?** For most of my answers to these questions, I will be using a multi-prong approach:

(a) We will publicize WHAT we are offering at the Trainings in a way that encourages people to want to come. "If it's FUN, they will come" is my motto.

(b) Training will be varied and specialized for the officer role and amount of experience.

(c) We will be regularly communicating with Clubs through their officers, their Area Directors and their Pathways consultants.

(d) My current team nicknamed me "the networker." I like talking to people, so I will be reaching out to Clubs individually to see what their specific training needs are. Expect a call or email from me.

(e) We will be surveying members about their training needs.

### **3- If TI were to increase their membership dues, how will you begin to address those added costs to Membership?** Since I joined Toastmasters in 2005, dues have increased from \$27 to \$45. That's a 67% increase. It's still the best deal in town. Where else can you get Communications and Leadership Development Training for less than \$100 per year? Toastmasters sells itself. My goal is to ensure each member in every Club is getting value for their investment.

### **4- The Toastmasters Mission states that "We empower individuals to become more effective communicators and leaders." So far, in the current program year, less than 25% of members have earned at least one education award. How does this fact represent how well our program quality programs are doing in achieving the Toastmasters Mission?**

I can only focus on my goals as Program Quality Director. My goal is to have 65% Distinguished Clubs, 95% Pathways adoption rate and a 70% member retention rate. If these numbers are being achieved, then all members will be earning education awards. Plus, we have an extensive member outreach planned to ensure that it does.

### **5- How will you measure the success of Club Officer Training?**

(a) Member surveys post-training

(b) Exceeding TI training requirements

(c) 65% or better Distinguished Clubs; 70% member retention, 95% Pathways adoption rate

(i.e. if the members say they're happy and the numbers show it, then it was a successful training season.)

**6- This year, Division Directors sat through the same training as Area Directors. Do you feel that Division Directors and Area Directors have the same training needs? If not, how will Division Director training be different?**

Division Directors lead by motivating a team. It is a "big picture" kind of job. They need to learn to: delegate, properly manage resources and to develop the skillsets of each of their Area Directors. Division Directors are successful if their direct reports are successful. Division Directors will be getting training in all the areas I listed above, but they will also get hands on training working through some team building exercises with their Area Directors.

**7- How would you change the training officers receive for brand new clubs?**

We got direct feedback from new Club officers that they spent an hour in training and still didn't know what they were supposed to do. I am working with the training team already to develop more "nuts and bolts" classes for newbies. Officers of new Clubs fall into this category (new officers). We also started using Club Retention Training Techniques developed by International Director Mohamad Qayoom when his New Orleans District was in danger of being shut down. It's a series of 6 Club meetings to gradually get the new Club up and running. I will be sharing these with the incoming Club Growth Director.

**8- Have you been asking people and setting up your teams in case you win?**

I did the same thing this year that I did last year. I am a long-range planner, so I started building my team in January. Most of my marketing team is coming with me into training, but we are adding many new faces, including past leaders from outside our District who have moved to District 55. We also have openings for an elite squad of trainers and troubleshooters to work with the incoming Pathways Chair. Let me know if you are interested.

**9- Any thoughts on where and how your share of the TI funds will be spent? If so, WHERE & HOW?**

I will set up my budget the same way I did it last year because I have a mentor who is great at budgeting. He told me, "Figure out what your goals are and then build your budget around those goals."

(a) Member and Club promotions to fortify Club Quality

(b) Member and Club promotions to improve Pathways adoption especially with new members

(c) Well-attended TLIs – cost may be less if they are virtual

(d) Training for contest officials and participants

(e) Recognition for outstanding educational achievement

**10- On June 30, 2021, how will District 55 be better than it is today due to your service?**

I envision a Self-Sustaining District 55 where everyone feels happy, fulfilled and well-trained while achieving their goals, whatever they may be: relationship building, having FUN, communications enhancement, leadership development, building community, or completing pet projects. It starts with building an amazing team.