

CLUB GROWTH DIRECTOR – Livya Mitchell, DTM

1- What do you plan on doing to improve the Toastmaster public image in our District?

A past District Governor (Director), I had the pleasure to work with, once said, "Don't let Toastmasters be the best kept secret!" The first step is to build relationship. Invest in others and their needs improve. When prospects learn that there is a place where they can learn new skills that can help make improvements in their lives, that can improve Toastmasters public images. For our existing members, engaging meetings and great mentorship program will help them stay on track and make Toastmasters relevant to our members.

2- 2,536 new members joined District 55 in the 2018-2019 program year. We went from 3,121 renewals in October 2018 to 3,269 renewals in October 2019. That's a net gain of 148 members despite recruiting thousands of people. We seem to do a good job attracting new members, and not such an excellent job of holding onto them. What can we do to improve member retention?

Implementation of organized and detailed new member orientation is the key to success. The Member Interest Survey is a great tool to learn more about why a member joins and how we can serve them. Mentorship is also a vital factor in retaining our members.

3- Assuming this is the first step in a four-year stint on the District Trio and then as Immediate Past District Director. How will you manage transitions between roles each year?

Succession Planning. Learn from those before me and mentor the next leaders after. Furthermore, it is important to keep in mind, always uphold the District Mission.

4- In the era of Covid-19 and Pathways-only (which not everyone has embraced), what would you do to increase club membership, member enthusiasm, and rebuild District 55?

We all must adapt. We must rebound and rebuild. This might be in all areas of our lives. With the Public Relations Managers help, we will create a campaign that attracts members of our communities who will be looking for an organization like Toastmasters. Members engage more when they know that others care about their development. Proper training is also important.

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

Yes. The goal is to have the best team, possible to support the growth and retention of clubs. And suggestions for more team members will always be welcomed. It will take all of us to successfully rebound and rebuild.

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

I will be looking to the guidelines given to me, by Toastmasters International, when elected. My focus is on Club Growth and Club Retention. Proper allocation is in mind, to enrich our members' experience, support our clubs, and more.

7- Comparing District 55 to the Georgia District is not flattering to our former leaders or members. Will you commit to accepting our District Culture and working toward approving its performance without comparing it to any other Districts?

My commitment is to the 4 core values of Toastmasters and the District Mission to build new clubs and support all clubs in achieving excellence. I am committed to supporting our Area and Division Directors, as they will be working hand in hand with our club officers and members.

8- What is your plan for District growth?

- Open New Clubs which will be added to our Family. EX: Corporate Clubs, Specialty clubs, etc.
- Support and Strengthen Club, Area, and Division expansion. Work with Club Extension Chair and lead generation.
- Help Strengthen New and Existing Clubs. Retention is key
- Improve Member Engagement. When members are happy, they tell others.

9- For the last few years, it seems as if volunteerism for District events has dwindled a bit, how would you motivate members to get involved outside of their home clubs?

We all can help members know what else Toastmasters has to offer. The ability to utilize our personal talents. We volunteer more when it is fun. Mentorship and partnering up will a wonderful way to lessen burnout. More appreciation and training could help too.

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

My hope is that our members will find more value in being a Toastmaster. I hope that more communities will know that Toastmasters exist, and by joining, they are better for it. I hope that we do not just gain new clubs and members, we gain a bigger family. My hope is also that more members will be more excited about leadership, in the district.