

Navigating your year as Area Director

NOTE: This manual supplements, NOT replaces, the District Area Director training during the August District Executive Committee meeting

Contents

- Area Director Basics
- How to Support Your Clubs
- Resources in Toastmasters International
- District Central for Area Directors
- Area Success Plan
- Officer and Club Member Lists
- Club Visit Reports
 - Meeting Observation
 - Club Experience
 - Club Support
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 - Club Concerns
 - Submitting the report
- Area Contest
- Special Situations
- Working with your Division Director

Area Director Basics



- Basic responsibilities
- Other responsibilities
- Schedule

Basic responsibilities

You are one of the liaisons between the District and your clubs. Your responsibility is to help the clubs succeed as much as you can. To do that, you must:

- Stay up to date on deadlines and opportunities
- Remind officers of upcoming deadlines
- Check with officers to ensure that deadlines have been met
- Share information about opportunities for support in the District, especially with struggling clubs

Responsibilities

- Communicate with and support your clubs
 - Brainstorm with officers of struggling clubs on ways of improving membership or educational points
- Remind club officers of deadlines
 - Toastmasters Leadership Institute (officer) training in fall and winter
 - Membership renewals
 - Contests
 - Elections and entering officers in Club Central
 - Membership drive incentives offered by Toastmasters International
- Visit each club at least twice
- Attend District Executive Committee (4) as well as District Leadership Council meetings (September and May)
- Arrange an Area Contest in the spring
- Help clubs run their contests if needed

Schedule

- Introduce yourself to your clubs – July-August
- Officer training – summer and winter
- Membership renewal periods – ending September 30 and March 31
- Club visits – you **MUST** do 2 visit reports to get credit for AD role
 - First report due November 30
 - Second report due May 31
- Area contest – February-March

How to Support Your Clubs



- Supporting your clubs in general
- Area Council

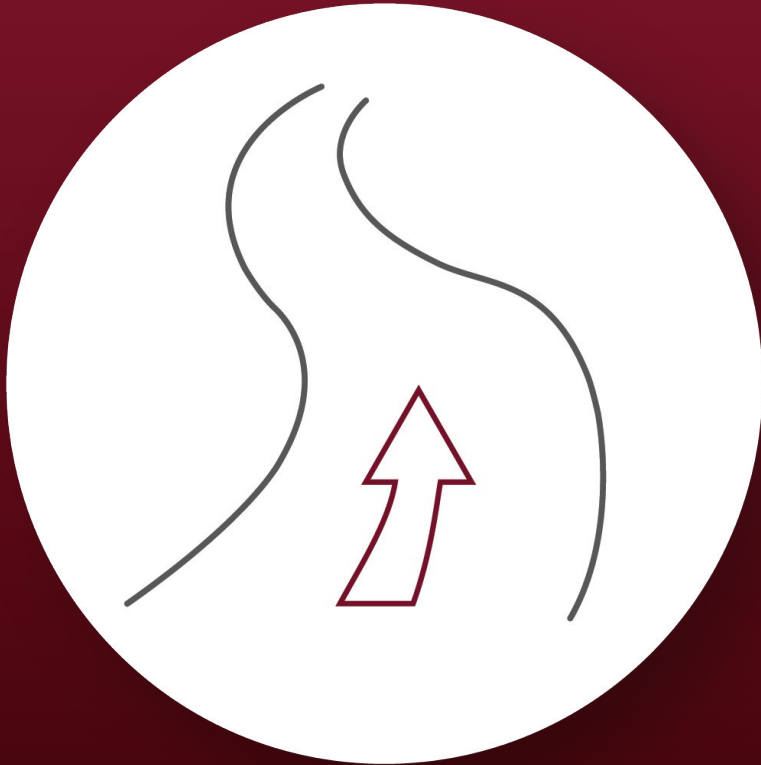
Support your clubs

- Do individualized officer training for officers that can't train any other way.
- Offer to attend the first club officer meeting, or as many as they would like you to attend, especially if the club is struggling.
- Offer to hold a Moments of Truth meeting. These are helpful during meetings where there are no speeches or around a holiday.
- Send renewal reminders, beginning at least one month before the renewal deadline.
- Suggest ways to improve membership, speech practice, etc.
- Offer to do a training on Pathways if members are not enrolled.
- Visit struggling clubs more often and offer to take roles.
- Ask to be included in special meetings.

Area Council

- The Area Council consists of the President, VP Education, and VP Membership of each club in the Area.
- The Council is your primary communication method with the clubs.
- You can arrange meetings or communicate via email. Use a communication method that will be effective in terms of informing the club of upcoming deadlines or visits.

Resources in Toastmasters International

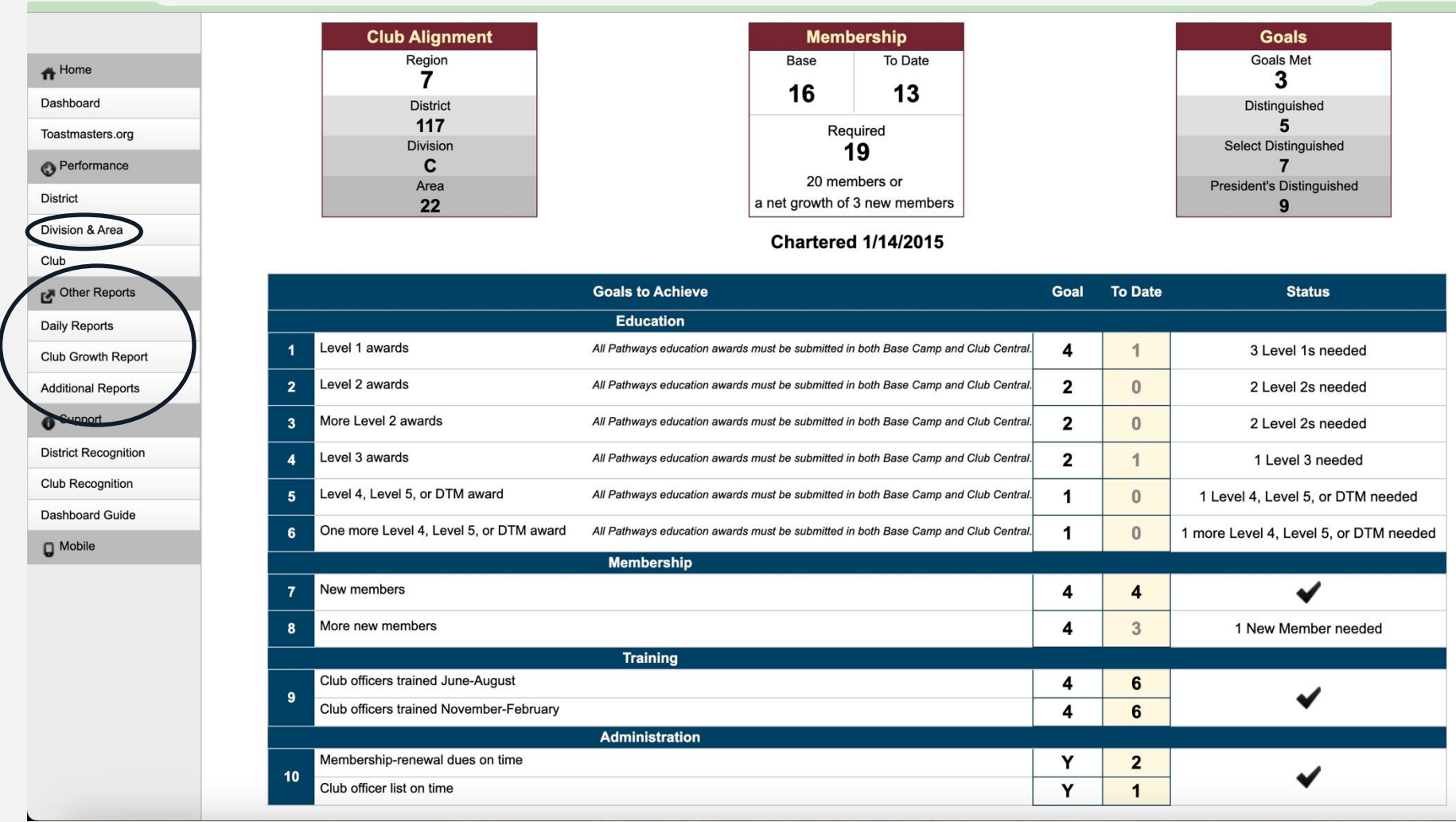


- Resources to make your life easier
- Distinguished Performance Report
- Division and Area Performance chart
- Other reports
- Daily reports
- Additional reports – Area To-Do's

Resources to make your life easier

- Distinguished Club Program chart (to track progress to Distinguished status)
- Division and Area Performance chart (to track member renewals)
- Other Reports
 - Daily Reports (for club renewals and officer list uploads)
 - Additional Reports (Area To-Do's tell you what your Area needs to be Distinguished)
- Area Success Plan
- District Calendar

Distinguished Performance Report



Use this chart to gauge how well the club is doing in each of the goals. You can also use it for your reminders for club officer training and membership renewals.

The menu on the left contains links to other resources that you can use to keep track of other issues in your Area. These resources are covered in the next two slides.

Division and Area Performance chart

Division C		Base 16	Paid Clubs 16		Distinguished Clubs 0			
		Area Goals	D 6	S 6	P 7	D 3	S 4	P 4
Area 21		Base 6	Paid Clubs 6		Distinguished Clubs 0			
			Renewals		Club Visits		Mem.	Club
			Oct	Apr	Nov	May	To Date	Goals
00755383 Madd Chatters Club			N	N	N	N	15	0
01588479 Schneider Electric Toastmasters			N	N	N	N	12	0
02605878 Top Triangle Toastmasters			Y	N	N	N	12	1
05538896 Lunchtime Toastmasters Club			Y	N	N	N	13	1
05740935 Fujifilm Tech Talks			N	N	N	N	19	0
07965197 HSNC Toastmasters Club			Y	N	N	N	20	1
					0%	0%		

This chart indicates a Y for clubs that have 8 members renewed, and N if they don't

Other reports



Daily Reports

Daily Reports



District

117 ▼

Report

October Dues Renewal Status ▼

Reports are uploaded daily - Updated: August 02, 2023 02: 08 AM MT. For questions regarding the information found on this

You can also find renewal status in this section.



District

117 ▼

Report

July Club Officer List Status ▼

Reports are uploaded daily - Updated: August 03, 2023 02: 08 AM MT. For questions regarding the information found on this report, please

This section is especially helpful to check on the officer list uploads in June.

Additional Reports – Area To-Do's

District 117	• 8 more distinguished club(s). 0 clubs have 5+ DCP goals earned so far. 0 clubs have 5+ DCP goals earned and 20+ or +3 members so far.
District summary	
District reports	
"Almost" distinguished clubs	
Area to-do's	Area C21 The area needs 5 more August-November club visit(s) to qualify for any level of distinguished. The area needs 5 more February-May club visit(s) to qualify for any level of distinguished. To be Distinguished, the area needs: • The paid club goal has been met. • 3 more distinguished club(s). To be Select Distinguished, the area needs: • The paid club goal has been met. • 4 more distinguished club(s). To be President's Distinguished, the area needs: • 1 more paid club(s). • 4 more distinguished club(s). 2605878-Top Triangle Toastmasters has only 12 members and needs a coach (none assigned).
2023-08-02	
2023-08-01	
2023-07-31	
2023-07-30	
2023-07-29	
2023-07-28	
2023-07-27	
2023-07-21	
2023-07-20	
2023-07-19	
2023-07-18	
2023-07-17	
2023-07-16	
2023-07-15	
2023-07-14	
2023-07-13	Area C22
2023-07-12	

This section lets you know what your Area needs to be a Distinguished Area

District Central



- District Central for Area Directors
- District Leader Tools link

District Central for Area Directors

This is the view with all of the links.

The Club Visit Report link will be unavailable after each report is due.

Eligibility Checker is used to check an Area Contest contestant's eligibility and may not always be available.

The screenshot shows the District Central interface for Area Directors. At the top, there is a dark blue header with the Toastmasters International logo, a '100 YEARS' anniversary banner, and navigation links: About, Education Programs, Membership, Resources, Magazine, Events, and Shop. A 'FIND A CLUB' button is also present. Below the header, a breadcrumb trail reads: Home / My Toastmasters / Profile / District Central.

DISTRICT CENTRAL

Currently Managing: District 0117

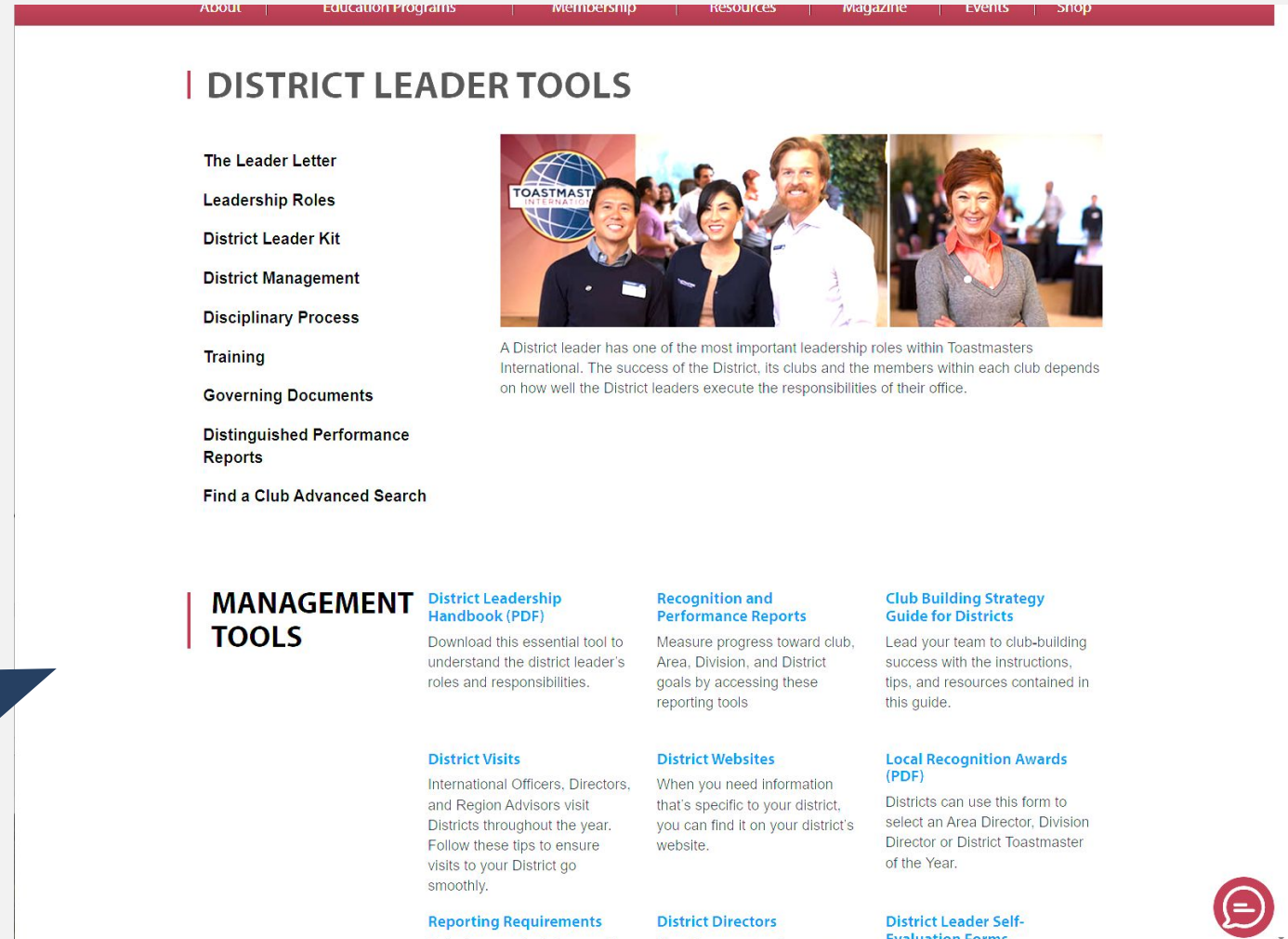
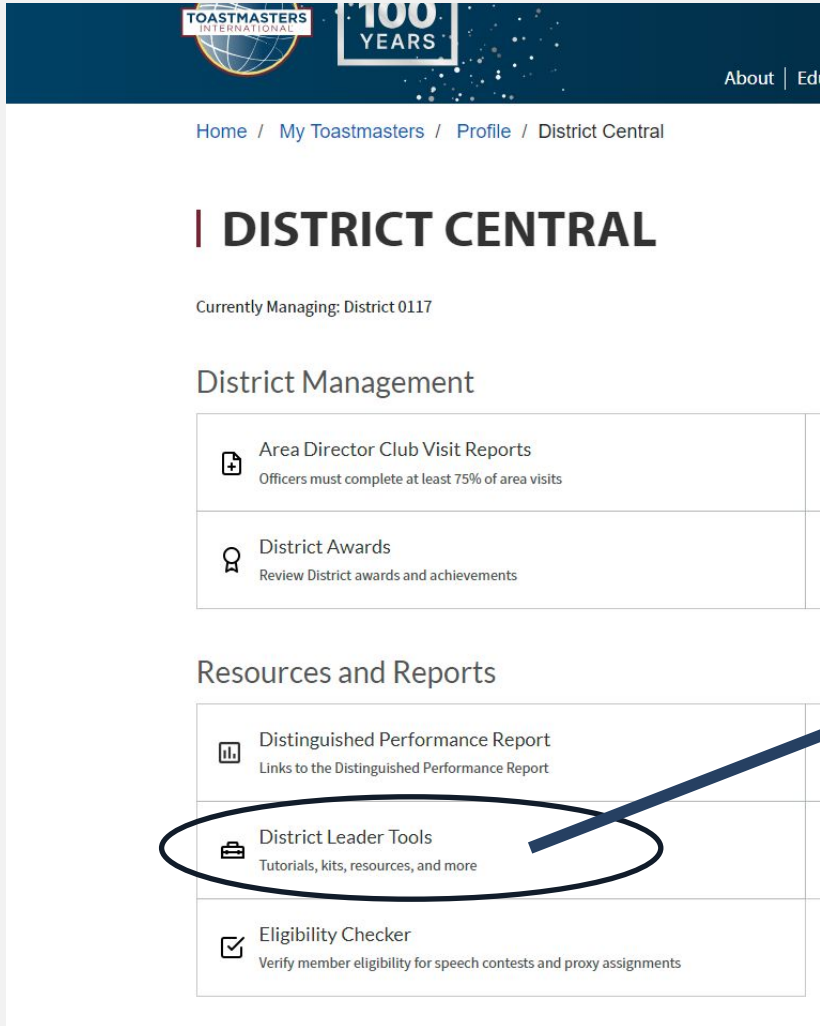
District Management

 Area Director Club Visit Reports Officers must complete at least 75% of area visits	 Leads and Prospective Clubs View leads and potential clubs in your District
 District Awards Review District awards and achievements	 Area Success Plan Share area plans to enhance the quality of member clubs

Resources and Reports

 Distinguished Performance Report Links to the Distinguished Performance Report	 Reports View and download current District reports
 District Leader Tools Tutorials, kits, resources, and more	 Wire Transfers Instructions Ensure your club is properly credited
 Eligibility Checker Verify member eligibility for speech contests and proxy assignments	

District Leader Tools link



Area Success Plan



- Area Success Plan
- Area Success Plan template
- Uploading the Area Success Plan
- Area Success Plan submission area

[Back to TOC](#)

Area Success Plan

- The Area Success Plan is similar in structure to the Club Success Plan. You will name your Area Council, state your goals, challenges, and strategy for Distinguished status.
- The Area Council consists of the club officers of each club.
- <https://www.toastmasters.org/resources/area-success-plan>

Area Success Plan template

Find text or tools |  

Area Success Plan

Area

District Mission and Purpose

The District mission is to build new clubs and support all clubs in achieving excellence.

The District purpose is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters education program by:

- ▶ Focusing on the critical success factors as specified by the District educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its individual members.
- ▶ Providing effective training and leadership-development opportunities for club officers and District leaders.

Area Director Role

As Area Director, you serve as the direct liaison between the District and clubs. You identify opportunities for clubs in your Area to improve and provide support from the District, helping clubs retain and build membership through positive member experiences. To do this, you perform club visits, maintain regular contact with Club Presidents, and help your Area and the clubs in earn Distinguished recognition. To accomplish all this, Area Directors build teams, which often include Area Council members, among others.

Team Composition

Name the members of the Area's core team.
(These include the Area Director, Area Council members, and others.)

i

Team Composition

Name the members of the Area's extended team.
(These may include such people as the Assistant Area Director and club-building committee members.)

Core Values

Toastmasters International's core values are integrity, respect, service, and excellence. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and envisioned future.

What are the Area's core values?

Integrity, respect, service, and excellence

Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)

Each club should strive to be the best it can be regardless of Distinguished status. Members should be valued and encouraged to do their best. In addition, because all 3 are corporate clubs, members should try to incorporate their learning from Toastmasters into their work and career goals and activities.

TOASTMASTERS INTERNATIONAL DISTRICT RECOGNITION PROGRAM 19

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)

The online environment has hurt a couple of the smaller clubs, and one club has been trying to rebuild its membership after a massive layoff in 2020.

Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)

The Area Director meets with each club separately. Because of time commitments for the club officers, it was not possible to have a regular meeting together.

Team Interactions and Behavioral Norms

How will decisions be made?

The Area Director will interact with each club executive team and discuss the best way to handle things for that club's members.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.

This year, in addition to email to the Presidents, I also started a blog that contained longer pieces of information. I also regularly visit two of the clubs and visit the third club at least 4 times a year.

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

Most two-way communication is accomplished through email.

How will the team resolve differences of opinion?

Differences of opinion will be handled on a club by club basis.

20 TOASTMASTERS INTERNATIONAL DISTRICT RECOGNITION PROGRAM

These are the first 2 pages of the plan.

Uploading the Area Success Plan

[About](#) | [Education Programs](#) | [Membership](#) | [Resources](#) | [Magazine](#) | [Events](#) | [Shop](#)

[Home](#) / [My Toastmasters](#) / [Profile](#) / District Central

| DISTRICT CENTRAL

Currently Managing: District 0117

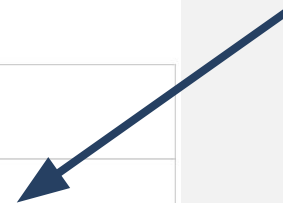
District Management

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Resources and Reports

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You can upload your Area Success Plan here



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Reports in District Central



About | Education Programs | Membership | Resources | Magazine

Home / My Toastmasters / Profile / District Central

DISTRICT CENTRAL

Currently Managing: District 0117

District Management

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List Requests

Export list requests to verify member credentials. Confirming credentials are important to district success.

Select list type

Select list type
Area Club Officer Report
Area Membership Report

Close

Export

These reports are in Excel. The first is the list of officers in each of the clubs in your Area. The second is the list of members in each club. Information includes email addresses, mailing addresses, phone numbers, and Pathway status (enrolled or not). Pathway status may not be up to date.

Club Visit Reports



- Club visit reports in general
- Club visit report main page
- Selecting a club
- Scheduling the visit
- Starting your report

Club Visit Reports in general

- You must do 2 club visit reports
- Arrange a date to visit and start the report online.
- Download the PDF template to use as your draft copy. You cannot upload the PDF for your report
- The report has 3 sections: Moments of Truth, Club visit experience, and Club Success Plan evaluation

Visit Report Main Page

TOASTMASTERS INTERNATIONAL 100 YEARS

FIND A CLUB

About | Education Programs | Membership | Resources | Magazine | Events | Shop

Home / My Toastmasters / Profile / District Central / Area Director Visit Reports

AREA DIRECTOR VISIT REPORTS

Part of the District's mission is to ensure every club fulfills its responsibilities to its members. To achieve this, the District must establish and maintain positive, supportive relationships with each club. By visiting each club in their Area twice a year, Area Directors identify strengths and opportunities for improvement for their clubs, while also working to build and maintain positive relationships with the club.

Report deadlines for credit in the Distinguished Area Program
November 30 – Submissions for Round 1
May 31 – Submissions for Round 2.

Discussion Points
During your Area Director's visit, you will want to discuss the following topics with the club's officers:

- Club Success Plan
- Club's status in the Distinguished Club Program
- Upcoming/scheduled events
- Members interested in serving in leadership positions
- Goals or milestones for the club to achieve

Create a New Report
To create a report, search for a Club Name or Club Number and press "Create".

Select a Club

Active Visit Reports All Visit Reports

Club Name	Visit Date	Status	Club Number	Area	Division	Files	Edit
-----------	------------	--------	-------------	------	----------	-------	------

Current Round Summary

0% complete

100%

Not Started

Suspended clubs are not reflected in graph

This graph has 2 parts: one tells you how many visits have been scheduled; the other tells you how many you have completed or submitted. You must complete **75%** of your visit reports to get credit as Area Director toward your DTM.

Deadlines!!

Select a club to visit here. Do not select this until you are ready to schedule your visit, because the club President will get an email saying that a club visit has been scheduled for whatever date you choose.

This area will list the clubs that you have scheduled for visits, along with their completion status.

Selecting a club

YEARS

About | Education Programs | Membership | Resources | Magazine | Events | Shop

Home / My Toastmasters / Profile / District Central / Area Director Visit Reports

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Select a Club

Wake Forest Toastmasters, Area 44 Division E - CB-01270298

Bedford Toastmasters, Area 44 Division E - CB-03720679

Novozymes Toastmasters, Area 44 Division E - CB-06472487

RITSC Toastmasters Club, Area 44 Division E - CB-00813062

Bush Street Toastmasters, Area 44 Division E - CB-06906834

Active Visit Reports

All Visit Reports

Club Name	Visit Date	Status	Club Number	Ar
-----------	------------	--------	-------------	----

«

April 2024

»

Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

04/02/2024

The date you have selected will schedule an Area Director's visit for this club. Once you confirm the date for your visit, an automated email will be sent to the club and the form to complete the report will appear.

Create Report

To schedule your club visit report, select a club from the dropdown menu.

You will see a screen that asks you to select a date for the visit. The club president will receive an email with the date, so be sure to choose your date carefully.

If you find that you cannot make the visit on the date you selected, contact the president to let him or her know.

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Scheduling the Visit

YEARS

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District Central

Area Director Visit Reports

AREA DIRECTOR VISIT REPORTS

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- Club Success Plan
- Club’s status in the Distinguished Club Program
- Upcoming/scheduled events
- Members interested in serving in leadership positions
- Goals or milestones for the club to achieve

Create a New Report
To create a report, search for a Club Name or Club Number and press “Create.”

Select a Club

Create

Active Visit Reports

All Visit Reports

Club Name	Visit Date	Status	Club Number	Area	Division	Files	Edit
Bush Street Toastmasters	Apr 4, 2024	Incomplete	CB-06906834	44	E	Download	Edit
Wake Forest Toastmasters	Apr 2, 2024	Exceeds Expectation	CB-01270298	44	E	Download	

Current Round Summary

20%

complete

60%

Report Incomplete

20%

Complete

Not Started

Suspended clubs are not reflected in graph

When you schedule your visits, the list of visits appears in the list on the bottom of the screen. You can edit the report until you submit it; after that, there will be a lock in the “edit” column, and you will no longer be able to edit that report. Be sure that you are finished with your report before you hit the “Submit” button.

The president, VPE, Division Director, and the Trio receive the final report.

The circle graph on the right indicates which reports have been scheduled and/or started, and completed. For you to get credit for your Area Director position, the percentage in the middle must be at least 75%.

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Starting Your Report

Home / My Toastmasters / Profile / District Central / Area Director Visit Reports / Club Visit Report

AREA DIRECTOR VISIT REPORTS

Overview

Meeting Observation

Club Experience

Club Support

Club Concerns

Review and Submit

Club Name: Wake Forest Toastmasters

Club ID: CB-01270298

Area ID: 44

Division ID: E

District ID: District 0117

Overview



Update Area Visit Reports

The Area Visit Reports should take about 30 minutes!

Before starting your Area Director Visit Report, please ensure the below information is accurate.

Club Name : Wake Forest Toastmasters

Club Number : CB-01270298

Area : 44

Division : E

District : District 0117

Round Number : 2

Visit Conducted By : 00940042

Visit Conducted On :

04/02/2024



Review and Confirm

When you begin your report, the system will ask you to confirm the information about the club.

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INTERNATIONAL

Meeting Observation section



- Moments of Truth
- Rating Question example
- Yes/No question example
- Final screen

Meeting Observation: Moments of Truth

The screenshot shows the 'Area Director Visit Reports' interface. At the top, there's a navigation bar with links: About, Education Programs, Membership, Resources, Magazine, Events, Shop. Below this is a breadcrumb trail: Home / My Toastmasters / Profile / District Central / Area Director Visit Reports / Club Visit Report. The main heading is 'AREA DIRECTOR VISIT REPORTS'. To the right, there's a form for 'Club Name' (redacted), 'Area ID: 44', 'Division ID: E', and 'District ID: District 0117'. A progress bar shows six steps: Overview (checked), Meeting Observation (active), Club Experience, Club Support, Club Concerns, and Review and Submit. The 'Meeting Observation' section is titled and includes an icon of two people at a table. Below the icon, it says 'Moment of Truth' with an information icon. The text explains that the following section will allow rating how well the club applied the principles defined under the Moments of Truth. A list of categories is provided: First Impressions, Membership Orientation, Fellowship, Variety, and Communication, Program Planning and Meeting Organization, Membership Strength, and Achievement Recognition. At the bottom, there are two buttons: 'Back to Overview' and 'Review and Confirm'. A 'Need Help? Chat with Toasty' button is also present.

About | Education Programs | Membership | Resources | Magazine | Events | Shop

Home / My Toastmasters / Profile / District Central / Area Director Visit Reports / Club Visit Report

AREA DIRECTOR VISIT REPORTS

Club Name: [Redacted]
Area ID: 44
Division ID: E
District ID: District 0117

Overview Meeting Observation Club Experience Club Support Club Concerns Review and Submit

Meeting Observation

 **Moment of Truth** ⓘ

The following section will allow you to rate how well the club applied the principles defined under the Moments of Truth.

This assessment will encompass the following categories:

- First Impressions.
- Membership Orientation.
- Fellowship, Variety, and Communication.
- Program Planning and Meeting Organization.
- Membership Strength.
- Achievement Recognition.

[Back to Overview](#) [Review and Confirm](#)

 **Need Help?**
Chat with Toasty

The first section of the report will ask you to rate the club on how well it is incorporating the guidance from the Moments of Truth publication.

You can find the Moments of Truth at the following link:

<https://www.toastmasters.org/resources/moments-of-truth>

Be sure to familiarize yourself with the Moments of Truth before you visit the club.

The questions in this section are more easily answered if you have visited the club more than once, because the questions are asking about patterns in the club rather than observations made at a solitary meeting.

Meeting Observation: Rating Question example



FIND A CLUB

About | Education Programs | Membership | Resources | Magazine | Events | Shop

Home / My Toastmasters / Profile / District Central / Area Director Visit Reports / Club Visit Report

| AREA DIRECTOR VISIT REPORTS

Club Name: [REDACTED]
Club ID: [REDACTED]
Area ID: 44
Division ID: E
District ID: District 0117

Overview

Meeting Observation

Club Experience

Club Support

Club Concerns

Review and Submit

Meeting Observation



How well did the club exemplify the qualities of First Impressions? ⓘ

★★★★★

Please note suggestions for the club, if any.

They open their zoom session a bit early so that folks can chat or ask questions. This also sets them up to start promptly at the correct time. |

654 characters remaining

Each question will ask for a rating from 1 to 5, with a text box for suggestions or comments from the club. In most questions, the text box will be available, but for some questions, the text box will be available only if you score a 3 or less.

PLEASE add comments. Comments help both the club and District personnel understand how someone from outside the club perceives the club. Think of the comment box as you would think of the sections in the evaluation forms for a Pathways speech and give constructive comments. You can give both positive comments as well as constructive critiques.

Meeting Observation: Yes/No question example



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AREA DIRECTOR VISIT REPORTS

Club Name: [REDACTED]

Club ID: [REDACTED]

Area ID: 44

Division ID: E

District ID: District 0117

Overview

Meeting Observation

Club Experience

Club Support

Club Concerns

Review and Submit

Meeting Observation



Were elements of Membership Orientation present during the meeting? ⓘ

☒ Yes ☐ No

How well did the club apply these qualities?*



Please note suggestions for the club, if any.

They have an educational moment in every meeting that talks about Pathways or specific projects. |

702 characters remaining



Need Help?
Chat with Toasty

Some questions have additional yes/no questions, in addition to the ratings.

Meeting Observation: Final screen



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[Home](#) / [My Toastmasters](#) / [Profile](#) / [District Central](#) / [Area Director Visit Reports](#) / [Club Visit Report](#)

AREA DIRECTOR VISIT REPORTS

Club Name: [REDACTED]

Area ID: 44
Division ID: E
District ID: District 0117

Overview

Meeting Observation

Club Experience

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Club Concerns

Review and Submit

Meeting Observation



Thank you for completing the Meeting Observation portion of the Area Director Visit Report.

[REDACTED] Toastmasters's overall Meeting Observation score, based upon the Moments of Truth:

Meeting Observation Score: **Exceptional**

In the next section, you will review the Club Experience.

Back

Review and Confirm

Your Progress

100% done with Meeting Observation

At the end of each section, the system will give a total observation score depending on your ratings. If you think the score is too low or too high (for instance, it gives a rating of “exceptional” when you think that the club has some improvements to make, consider examining some of your scores to be sure that they reflect your observations

Club Experience



- Rating the visit
- Rating Questions
- Yes/No Questions
- Overall Observation screen
- Overall Score screen

Club Experience: Rating the visit

AREA DIRECTOR VISIT REPORTS

Club ID: C
District ID: D

Overview

Meeting Observation

Club Experience

Club Support

Club Concerns

Review and Submit

Club Experience



Overview

The section you're about to complete will allow you to provide feedback on the overall Club Experience.

Back to Meeting Observation

Review and Confirm

Your Progress

0% done with Club Experience

This section asks you to rate and comment on your experience at the club meeting during your visit. Questions to be prepared for include:

- How well did the club adhere to the agenda?
- Is the club's "Find a Club" information out of date?
- Overall, how would you rate this club's meeting?

Club Experience: Rating Questions

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100
YEARS

Find a Club

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Club Visit Report

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District ID: Distri

Overview

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Review and Submit

Club Experience

How well did the club adhere to its meeting agenda, including the start and end times specified for the meeting?

Back to Meeting Observation

Save and Continue

Your Progress

0% done with Club Experience

For this question, if the rating is 3 or fewer stars, a comment box will appear. Otherwise, it will not.

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Club Experience: Yes/No Questions

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Club Name

AREA DIRECTOR VISIT REPORTS

Overview Meeting Observation Club Experience Club Support Club Concerns

Club Experience

 Is the club's meeting information on "Find a Club" out-of-date?

☒ Yes ☐ No

Did you express the importance of having their meeting information up to date?*

☐ Yes ☐ No

Back Save and Continue

Your Progress

67% done with Club Experience

For this question, the second question appears only if you answer “yes” to the first question.

Note the bar at the bottom that indicates how far along you are with the questions for this section.

Club Experience: Overall Observation screen

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AREA DIRECTOR VISIT REPORTS

Area ID: 44
Division ID: E
District ID: District 0117

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Club Experience



Overall, how would you rate this club meeting?



What suggestions, if any, do you have to improve the club meetings?

800 characters remaining

Back

Save and Continue



Need help?
Chat with us

This question has a text box no matter what the rating. You are encouraged to write suggestions or praises in the box about what the club did well during your visit, or ways that you see the club can improve. Be constructive but honest in your comments.

Club Experience: Overall Score screen

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100

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Club Visit Report

Club Name:

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Club Experience

Thank you for completing the Club Experience portion of the Area Director Visit Report.

's overall Club Experience score, based upon the Moments of Truth:

Club Experience Score: Exceptional

In the next section, you will review the Club Support.

Back

Review and Confirm

Your Progress

100% done with Club Experience

As in the Meeting Observation section, the system will give an overall score for this section.

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Club Support



- Using the Distinguished Program Chart and Club Success Plan
- Questions in this section

Club Support: Using the DCP and Club Success

Plan **TOASTMASTERS INTERNATIONAL** **100 YEARS** [FIND A CLUB](#)

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AREA DIRECTOR VISIT REPORTS

Club Name [REDACTED]
Area ID: [REDACTED]
Division ID: E
District ID: District 0117

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Club Support

 **Overview**

The section you're about to complete will allow you to provide feedback on the support needed to improve the overall quality of the club.

Before completing this section, please review the following:

- Club Success Plan.
- Distinguished Club Program Status.

[Back to Club Experience](#) [Review and Confirm](#)

Your Progress

0% done with Club Support

For this section, it will be helpful to visit the executive team meeting, since the questions ask how well the club is doing with the items in the Club Success Plan. Some of this may be apparent from the Distinguished Program Report, but it will be easier to make constructive comments if you talk to the officers and find out the details behind any differences between the success plan and the DCP numbers.

Club Support: Questions in this section

Questions in this section include:

1. How well has the club adhered to the educational goals of its Club Success Plan?
2. How well has the club adhered to the membership goals of its Club Success Plan?
3. How well has the club adhered to the training goals of its Club Success Plan?
4. How well has the club adhered to the administration goals of its Club Success Plan?
5. Are there any additional goals set by the club? (If yes, you will have to list them and you have only 800 characters to do so)
6. What are the club's top goals or milestones to achieve during the next six months, or before the next Area Director club visit?
7. Does the club have any events planned? (if yes, another question will ask which ones)
8. Are there any members interested in serving as future club officers or District leaders? (If yes, a list of names will appear, and you will have a dropdown with choices for District Leader, Club Officer, or Both to the ones you check)
9. Please list any challenges or areas of support that the club needs from the District or Area Director which have not already been stated.

Other Sections



- Events Planned screen
- Challenges screen

Events Planned screen

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Club Support



Does the club have any events planned? ⓘ

☒ Yes ☐ No

Please select all event types currently planned by the club.*

☐ Open House*

☐ Speechcraft*

☐ Speakathon*

☒ Other Event*

Event Name

Special July 4th meeting

Event Date

07/02/2024



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Save and Continue

You must choose an event if you answer “yes” to this question. You may want to ask this during your visit to the executive committee meeting or email the club officers to ask.

Challenges screen

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AREA DIRECTOR VISIT REPORTS

Club Name: E

Area ID: 44
Division ID: E
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Club Support

Please list any specific challenges or areas of additional support that the club needs from the District or Area Director which have not already been stated.

They had a very detailed CSP and are hitting most of their goals, the biggest issue is membership.

700 characters remaining

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Save and Continue

This is a place to address anything that you want the club or District to know that you haven't been able to comment about anywhere else. You don't have many characters available for your explanation, so keep it brief but clear.

Club Concerns section



- Overview
- Member to member concerns
- Club Officer concerns

Club Concerns: Overview

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Club Visit Report

AREA DIRECTOR VISIT REPORTS

Club Name:

Area ID: 44

Division ID: E

District ID: District 0117

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Club Concerns

Overview

The section you're about to complete will allow you to note any concerns identified regarding member-to-member relationships or any club officer(s).

The information outlined in this section will be excluded from the report provided to the club, but will be viewable by the Area, Division, and District.

Back To Club Support

Review and Confirm

Your Progress

0% done with Club Concerns

The last section of the report allows you to share any concerns you have about problems with specific members or with club officers. Although reporting is optional, you do need to answer the next two questions.

This section is not shared with the club officers and goes only to you, the Division Director, and the Trio.

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Club Concerns: Member to Member



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Club Concerns



Are there any member-to-member concerns which should be addressed?

☒ Yes ☐ No

Please specify.*

There is one member who tends to dominate the meeting to the detriment of other participants

707 characters remaining

You must answer "yes" or "no." If you answer "no," no text box will appear; however, if you answer yes, the text box is a required field.

Club Concerns: Club Officer

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| AREA DIRECTOR VISIT REPORTS

Club Name: 

Area ID: 44

Division ID: E

District ID: District 0117

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Club Concerns



Are there any concerns regarding a club officer which should be addressed?

☒ Yes ☐ No

Please specify.*

The president seems to not understand Pathways very well and is giving incorrect guidance.

709 characters remaining

Do you anticipate that the club will be able to resolve these concerns independently?*

☐ Yes ☒ No

As Area Director, do you anticipate needing support to resolve these concerns?*

☐ Yes ☒ No

 Need Help?

This question allows you to comment on any issues being caused by one of the club officers. For instance, if the club VP Education doesn't believe in Pathways, or the officers are not encouraging their members to engage in Pathways, that would be helpful for the District to know.

Commenting in this section does not necessarily mean that someone from the District will become involved. However, you may be contacted to further explain the situation and indicate whether it is hindering the club from moving forward.

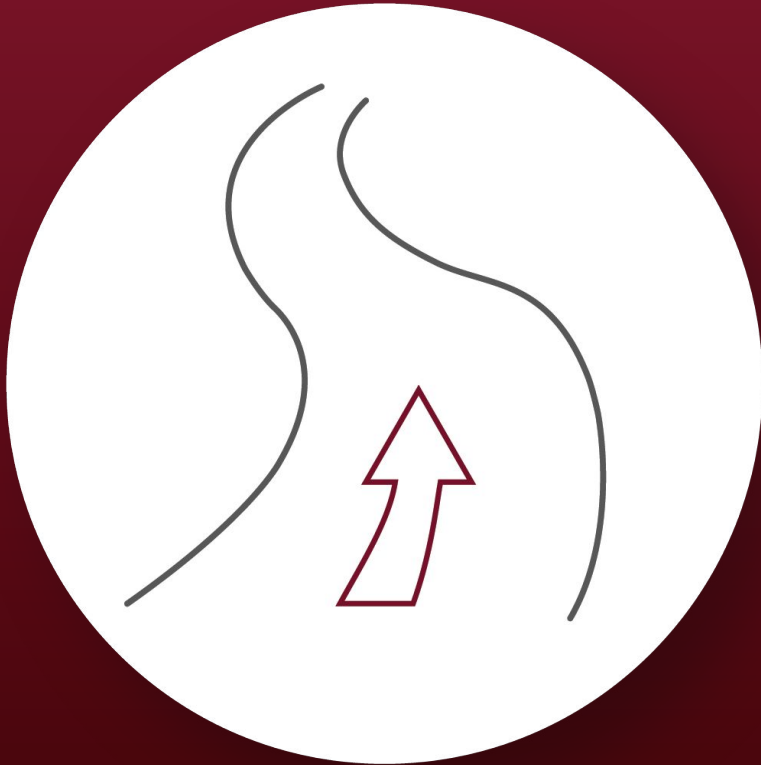
Final Submission

- After you finish the Club Concerns section, you will notice a summary of your answers, with a chance to edit each section. Make any changes before submitting the final report.
- You will see a screen thanking you for submitting your report. This report goes to the club officers. The full report, with concerns, goes to you, the Division Director, the Trio, and World Headquarters.
- The report is locked once submitted.

What to keep in mind for the report

- Reports should be constructive and encouraging.
- Comments are more important than ratings.
- Unofficial visits will help gauge the true health of the club
- Be mindful of how ratings will be received
- The report should NOT be a surprise to the club

Area Contest



- General suggestions
- Organizing the contest
- Contest roles
- Contest Chair responsibilities
- Chief Judge responsibilities
- Contest Resources

[Back to TOC](#)

Area Contest – General suggestions

- You must hold an Area contest, even if you have only one contestant.
- For guidance, download the contest rulebook. A new rulebook is published every year, so search for “speech contest rulebook” in the Toastmasters International website to find the latest version.
- Check with your Division Director about District rules concerning contests
- Talk with other Area Directors in your Division about combining contests if you have low contestant participation.
- If you want to ask someone else to be Contest Chair, consider completing the contest as a Level 5 High Performance Leadership project, but be sure the Chair plans and conducts the contest appropriately.

Organizing the Area Contest

- Secure a location, date, and time for the contest and communicate these with the contestants and contest officials. According to the Contest Rulebook, the International Speech contest must be in person only.
- Consult the Contest Rulebook as well as the District for the most up-to-date contest rules.
- If you are Contest Chair, you need to find a Contest Master and Chief Judge at the minimum. **Do this at least a month before the contest.**
- Other roles include the Sergeant at Arms, Judges, Timers, and Ballot Counters. The Chief Judge may wish to select judges, timers, and ballot counters.
- Work with the Contest Master and Chief Judge to collect the Contestant Eligibility and Originality form and Judges Certification of Eligibility form. You may use the Eligibility checker in District Central to get an idea, but that should not replace the forms.

Contest Roles

- Contest Chair: Organizes and manages the contest.
- Contest Master: The “Toastmaster” or moderator of the contest, who also holds the contestant briefing.
- Chief Judge: Selects and instructs the judges, ballot counters, and timers.
- Sergeant at Arms: Introduces the contest rules and contest master, and escorts contestants off the stage during the Table Topics and Evaluation contests.
- Judges: Rate the contestants’ speeches.
- Tiebreaker Judge: In the event of a tie, this judge uses a special ballot to break the tie. **This judge’s identity is kept secret at all times.**
- Timers: Time the speeches.
- Ballot Counters: Count the scores from the judges’ ballots.

Contest Chair Responsibilities

- Organize and manage the contest and coordinates the contest personnel and contestants.
- At a minimum, recruit the Chief Judge and Contest Master.
- Advertise the contest to the Division and District.
- Ensure that all forms have been submitted for contestants and judges.
- Create the certificates and often announces the winners during the contest.
- Publicly recognize any District personnel in attendance.
- Ensure the anonymity of the judges at all times, even after the contest is finished.

Chief Judge Responsibilities

The Chief Judge:

- Usually recruits the judges (3-4), ballot counters (2), timers (2), and sergeant at arms.
- Conducts the Judges briefing before the contest.
- Can select judges from the [list of judges in the District 117 website](#).
- Selects the tiebreaking judge. The Chief Judge is the only person who knows the identity of the tiebreaking judge.
- Collects the Judges Certification of Eligibility forms.

Speech Contest Resources

D117 Contest Project Plan

[D117_Speech_Contest_Plan_Sept_2025.xlsx - Google Sheets](#)

D117 Speech Contest Resources

[SpeechContests - Eastern North Carolina Toastmasters District 117](#)

TI Leadership Handbook

[Toastmasters International -District Leader Tools](#)

TI Scripts and Ballots

[Toastmasters International -resource-library](#)

TI Contest Flier Template

[Toastmasters International Contest Flier Template](#)

TI Speech Contest Resource

[Toastmasters International -speech-contests](#)

Its So Much More Than a Speech Contest. . .

Promotes growth through structured planning and teamwork

Encourages team collaboration

Introduces team to district leaders

Engages teams above the club level

Which results in the next team of district leaders!

Help your team shine and grow their leadership skills!

Donations

D117 Finance Page - [District Finance - Eastern North Carolina Toastmasters District 117](#)

- **TI W9- form for donation requests**
- **Event Sponsorship request template**
- **Event Sponsor receipt template**

Ask local businesses for a donation to support your contest - most merchants only require the TI Tax ID when requesting donation

- Harris Teeter
- Publix
- Costco

Expense Reimbursement Through Concur

- Concur accounts will be requested for all Area Directors.
- Concur training will be available in January each year.

Special Situations



- Corporate clubs
- Clubs with low membership
- Suspended clubs seeking reinstatement

Corporate clubs

- Corporate clubs are similar to community clubs in many ways, but they also have some needs and situations that are different. For example, they use different terminology, complete some tasks differently, and should have a corporate champion.
- Corporate clubs take place in the work environment, but they do not have to be closed clubs, and they do not have to have an employer who pays. The company can support the club in a variety of ways.
- If you have a corporate club in your Area that is struggling, contact your District Corporate Engagement Chair for ideas.
- If the club is eligible for a Club Coach, suggest they request someone who is familiar with corporate clubs.

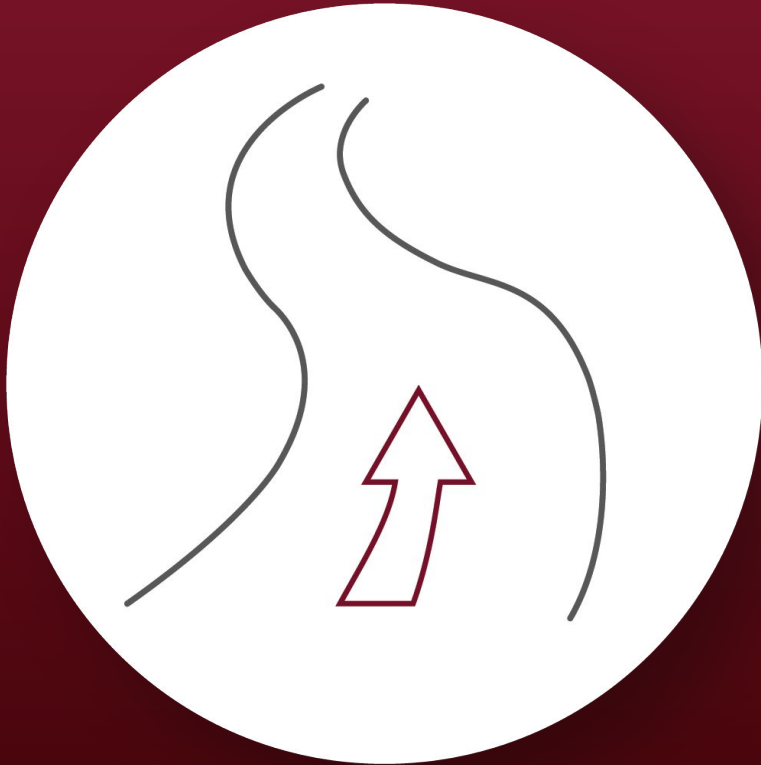
Clubs with low membership

- Clubs may have low membership for a variety of reasons.
- As long as the club maintains the minimum of 8 members, it's technically active. However, if the club does not add members, it will never achieve Distinguished status.
- Some reasons for low membership:
 - The club is an advanced club and has prerequisites for joining.
 - Club members are not engaged in meetings (same members do all of the roles).
 - Club leadership is not emphasizing Pathways, so members are not moving forward.
 - A club officer or member is causing friction in the club (something to note in the Club Visit report)
- If the club is earnestly trying to grow but has been unsuccessful, suggest that they request a Club Coach from the District.

Suspended clubs seeking reinstatement

- Clubs that miss one membership renewal period (minimum of 8 paid members) are in danger of suspension.
- Clubs that miss two consecutive membership renewal periods may already have been suspended.
- Club officer lists are due by June 30. Clubs without this cannot use Club Central.
- If club officers are unable to use Club Central (i.e., it's not showing up in their MyHome views), call Toastmasters Member Support at 1-720-439-5050 or email clubofficers@toastmasters.org.

Working with your Division Director



- Ways to help your Division Director
- Ways your Division Director can help you

Ways to help your Division Director

- Examples of what your Division Director needs from you:
 - Trainings and resources you have provided your Area Council to help build membership.
 - Trainings and resources you have conducted to ensure your Area Council understands how to use Pathways outside of Toastmasters and to complete the process.
 - Statistics from your Area Council members on how clubs are progressing through their Club Success Plan and updating club reports
 - What clubs are doing well or what they need help with.
 - Evidence that you are researching answers before requesting help.

Ways your Division Director can help you

- Assign categories for Area Directors to teach each other and take back to Area Council
- If you are struggling to find contest personnel, ask your Division Director for some leads.
- Ask you what path/projects you are completing in conjunction with your role as Area Director.

Conclusion

- As an Area Director, you can be a wonderful support to your Area clubs.
- You do not have to do the job alone. Ask your fellow Area Directors, Division Director, and District leaders for help along the way.
- Remember that you must do at least 2 Club Visit reports and an Area contest during your tenure.
- Feel free to give suggestions to clubs that are struggling; however, visit them to see what their club culture is like and work within that. Treat each club individually; try not to compare them to your own club or to another club in the Area or District.