



Area Director Guide

District 17

Version Control

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Introduction

So you have accepted the role of an Area Director. Now what??

The first thing to remember is to have fun. The second thing is to read the Area Director section of the District Officer handbook.

<http://www.toastmasters.org/~media/16Co89D17AFD4553A4CEA648B8E9946A.ashx>

When in doubt this is a great place to go back to check information. The handbook explains what is required for the Distinguished Area Program. How well you do in the Distinguished Area Program is linked to the success of the clubs in your Area.

The handbook has a District Calendar. The calendar lists when various Toastmaster activities should occur. Review the calendar and be aware of its contents.

The [District 17 website](#) is a great source of information. You can also see a copy of the District 17 Calendar and templates for reports you will be required to submit.

It is important that you have regular contact with the clubs in your Area. It is not always possible to regularly visit clubs. In this case emails are a great help. Remember – any contact you have with your clubs via email, copy your Division Director in as well. The Division Director for your Division wants to know what is happening with your area.

Keep in regular contact with your Division Director. When you need help, they are a great source of information. Your Division Director will call Division Council meetings throughout the year. I would recommend going to all of these if possible. Regularly let your Division Director know how clubs, and their members in your area are going.

You are required to visit all clubs in your Area at least twice a year. See the below calendar for when.

As part of your role of Area Director you will have to organise the Area Finals for the Humorous Speech and Table Topics contests and the International Speech and Evaluation contests.

Throughout the year be on the lookout for your successor as Area Director and let your Division Director know who you have in mind.

Remember Have Fun!!!!

Area Director Monthly Calendar

The following is a month-by-month breakdown of what is expected of you as an Area Director.

June

- ❖ Attend District Officer Training (DOT)
 - This is an opportunity to meet the incoming District Officers, your Division Director and the other Area Directors in your Division.
 - Learn about what is expected of you as an Area Director.
 - Get together with your Division Director and other Area Directors in your Division and set dates for the Area Finals of the Humorous Speech & Table Topics Contests (August/September/October) and the International & Evaluation Contests (February/March/April).
 - Get together with the Division and Area Directors and ensure no clashes with contest dates. It is important to, where possible; schedule Area and Division contests on different dates. There is a small group of people willing to be Judges at contests. Scheduling clashes, can result in not enough Judges being available. Although this is not so important these days as you should be striving for equal representation from all clubs in your Area for the judging panel, sometimes you still need to draw on a group from outside your Area.

July

- ❖ Attend all sessions of Toastmasters Leadership Institute (TLI), including Club Officer Training (COT).

This is a chance to:

 - meet the club officers from the clubs in your area.
 - organise your first round of club visits.
 - meet with the other Area Directors in your Division.
 - begin finding members from each club willing to act as judges at your Area Finals.
- ❖ If you did not get to arrange dates, at TLI for club visits, contact the clubs in your Area to do so.
- ❖ **Think about starting a new club in your area. If you wish to become a Presidents Distinguished Area, a new club requires chartering in your area.**

August

- ❖ Have you arranged dates for visits to the clubs in your area?
- ❖ Visit clubs in your area.
 - Meet with club committee and discuss the Distinguished Club Program with them and set goals with the club
 - Ask to assist in preparation of their Club Success Plan. This may be at a Club Committee meeting or it may be at a club meeting.
 - Ask members if they are willing to act as judges at your Area Finals. They must have completed at least 6 speeches in their CC Manual.
 - A Club Visit Report needs to be completed online after your visit. To know what needs to be covered during your visit, login to Leadership Central to see this report form. I recommend printing a copy of the report and take with you on each visit. I would recommend emailing a copy of the report to the Club Presidents in your area before your visits. This lets them know what information you will be looking for.
- ❖ Complete your Area Director's Club Visit Reports online.
- ❖ Ensure clubs in your Area have held and or are planning their Humorous Speech and Table Topics contests before the Area Final and offer to act a Chief Judge.

- ❖ Encourage Presidents and Treasurers of the clubs in your Area to send invoices to their members for the upcoming renewals in September.
- ❖ Remind clubs that Smedley Awards Membership Building Contest begins 1st August. It runs from August to the end of September.
- ❖ **Begin planning the start of a new club in your area. If you wish to become a Presidents Distinguished Area, a new club requires chartering in your area. Ask for help from the Club Growth Director if you have a lead or idea.**

September

- ❖ Visit clubs in your area. (see August for full details)
- ❖ Complete your Area Director's Club Visit Reports online.
- ❖ Ensure clubs in your area are planning and/or have held their Humorous Speech and Table Topics Contests before the Area Final.
- ❖ Organise for one of the Clubs in your Area to host the Area Final in October.
 - Though one of your clubs will be hosting the event you will have to arrange the contest. See the section on organizing a contest.
 - Ask your Division Director to act as Chief Judge.
- ❖ Club renewal fees are due 30th September. Ensure clubs submit October dues to World Headquarters (WHQ) on time. This may need to be encouraged several times this month.
- ❖ The District Administration Manager will be calling for Agenda Items for the October District Executive Committee Meeting and the November District Council Meeting. Area Directors will be asked to submit a written report for both meetings and a verbal report at the DECM (District Executive Committee Meeting). Start thinking about your report. A template can be found on the last page of this guide.
- ❖ Remind clubs that Smedley Awards Membership Building contest finishes 30 September.

October

- ❖ Organise and hold the Area Final for Humorous Speech and Table Topics Contests.
- ❖ Submit your Area Director Report, to the District Administration Manager, within the first week of November for the DECM.
- ❖ Remember an Area Director Report needs to be submitted for the DCM (District Council Meeting) in November.
- ❖ Attend the District Executive Committee Meeting in October.
- ❖ Monitor WHQ reports on how the Clubs in your Area are tracking in the DCP at <http://dashboards.toastmasters.org/Club.aspx?id=17>

November

- ❖ The last date for submitting the first round of Area Director's Club Visit Reports is the 30th November.
- ❖ Submit your Area Director Report, to the District Administration Manager, within the first week of November for the DCM.
- ❖ Division Final for the Humorous Speech and Table Topics contests. Assist the Division Director when requested.
- ❖ Attend the District Council meeting in November.
- ❖ Monitor WHQ reports on how the Clubs in your Area are tracking in the DCP at <http://dashboards.toastmasters.org/Club.aspx?id=17>
- ❖ Encourage clubs who need to elect semi-annual officers to hold elections this month and to submit these to WHQ before end December. You can see a report of clubs requiring this here; <http://reports.toastmasters.org/reports/dprReports.cfm?r=2&d=17>

December

- ❖ Ensure club officer lists for clubs which elect officer semi-annually, have been submitted to WHQ before end of December.
- ❖ Attend Christmas meetings in your area.
- ❖ Make sure clubs in your Area are aware that they will need to hold the International Speech and Evaluation Contests early in the New Year.
- ❖ Monitor WHQ reports on how the Clubs in your Area are tracking in the DCP at <http://dashboards.toastmasters.org/Club.aspx?id=17>
- ❖ **How are your plans to start a new club in your Area going?**

January

- ❖ Though not usually started until February, you can start to plan your second round of Club Visits.
- ❖ Check with clubs as to when they are holding their International Speech and Evaluation Contests and offer to act as Chief Judge.
- ❖ Attend the mid- year District Officer Training, check District Calendar for details
- ❖ Monitor WHQ reports on how the Clubs in your Area are tracking in the DCP at <http://dashboards.toastmasters.org/Club.aspx?id=17>

February

- ❖ Attend all sessions of the second round of Toastmasters Leadership Institute (TLI), including Club Officer Training (COT).
 - This is a chance to:
 - meet the club officers from the clubs in your Area.
 - organise the second round of your club visits.
 - begin finding members from each club willing to act as judges at your Area Finals.
- ❖ If you did not get to arrange dates at TLI, for club visits, contact the clubs in your Area to do so.
- ❖ Visit clubs in your Area.
 - Meet with club committee and discuss the Distinguished Club Program with them and assess progress towards their Club Success Plan goals for the club.
 - An Area Director's Club Visit Report needs to be completed online after your visit. To know what needs to be covered during your visit, login to Leadership Central to see this report form. I recommend printing a copy of the report to take with you on each visit. I would recommend emailing a copy of the report to the Club Presidents in your area before your visit. This lets them know what information you will be looking for.
- ❖ Complete your Area Director's Club Visit Reports online.
- ❖ Ensure clubs in your area are planning and/or have held their International Speech and Evaluation Contests before the Area Final and offer to act as Chief Judge.
- ❖ Organise for one of the Clubs in your area to host the Area Final in March.
 - Though one of your clubs will be hosting the event you will have to arrange the contest. See the section on organizing a contest.
 - Ask your Division Director to act as Chief Judge.
- ❖ Remind clubs in your area that the Talk Up Toastmasters Membership Building contest begins on the 1st February.
- ❖ Monitor WHQ reports on how the Clubs in your Area are tracking in the DCP at <http://dashboards.toastmasters.org/Club.aspx?id=17>

March

- ❖ Organise and hold the Area Final for International Speech and Evaluation Contests.
- ❖ Club renewal fees are due 31st March. Ensure clubs submit April dues to World Headquarters (WHQ) on time.
- ❖ Ensure you have visited all the clubs in your area and submitted reports online.
- ❖ Remind clubs in your area that the Talk Up Toastmasters Membership Building contest finishes on the 31st March.
- ❖ The District Administration Manager will be calling for Agenda Items for the DECM (District Executive Council Meeting) in April and the DCM (District Council Meeting) in May. Area Directors will be asked to submit a written report for both and a verbal report at the DECM. Start thinking about your report. A template can be found on the last page of this guide.
- ❖ Monitor WHQ reports on how the Clubs in your Area are tracking in the DCP at <http://dashboards.toastmasters.org/Club.aspx?id=17>

April

- ❖ Division Final for the International Speech and Evaluation contests. Assist the Division Governor when requested.
- ❖ Ensure you have completed the second round of club visits in your area and submitted reports online.
- ❖ Remember an Area Director Report needs to be submitted for the District Council Meeting in May.
- ❖ Attend the DECM in April.
- ❖ Monitor WHQ reports on how the Clubs in your Area are tracking in the DCP at <http://dashboards.toastmasters.org/Club.aspx?id=17>

May

- ❖ Submit your Area Director Report, to the District Administration Manager, within the first week of May.
- ❖ The last date for submitting the second round of Area Director's Club Visit Reports is the 31st May.
- ❖ Ensure clubs in your area have made arrangements to elect their new Club Officers and submitted details to WHQ by the end of June.
- ❖ The District Convention is held the last weekend in May. The following events take place:
 - District Finals of the Humorous Speech, Table Topics, International Speech and Evaluation Contests.
 - The DCM. Though not mandatory, it is highly recommended that you attend the DCM. You should encourage Club Presidents and VPs Education in your area to attend. This is when the new District Officers for next year are elected.
- ❖ The District Awards Night will be held the first Friday in July. Book your ticket and recommend club members attend.
- ❖ Remind clubs in your area that the Beat the Clock Membership Building contest begins on the 1st May.
- ❖ Monitor WHQ reports on how the Clubs in your Area are tracking in the DCP at <http://dashboards.toastmasters.org/Club.aspx?id=17>

June

- ❖ Ensure clubs have held elections and submitted the new Club Officer list to WHQ and sent a list of these to the Program Quality Director before end June.
- ❖ Monitor WHQ reports on how the Clubs in your Area are tracking in the DCP at <http://dashboards.toastmasters.org/Club.aspx?id=17>
- ❖ Encourage and motivate clubs to achieve at the least Distinguished status.
- ❖ Remind clubs in your area that the Beat the Clock Membership Building contest finishes on the 30th June.

July

- ❖ Attend the District Awards Night to celebrate your success, the success of clubs in your Area, your Division and the overall District.

Remember to have fun!!!!

Acknowledgements

This document is based on one created by Mark Richards DTM, District Governor 2011/2012 for District Officer Training 26 June 2010.

It was originally produced by Sandra Morton, District Secretary 2011/2012 and has been updated occasionally to reflect new titles, reports and rules as adopted by Toastmasters International.

The checklist for organising a speech contest was created by Martin Lindsay DTM.

Arranging an Area Contest

A part of your role as Area Director, is to organise the Area Finals for the Humorous Speech and Table Topics contests and the International Speech and Evaluation contests. On the District 17 website you will find a great deal of information regarding organising and running the contests.

The following are some of the items from the Contest Checklist available on the website.

Contest Checklist Humorous and Table Topics

- Host Club
- Date
- Venue
- Supper arrangements
- Contestants: Humorous
- Contestants: Table Topics
- Agenda
- Trophies (These are supplied by District to ensure uniformity for all Areas)
- Judges (Your Chief Judge should organise these but please liaise to ensure sufficient)
- Judges Forms for Table Topics and Humorous Speech contests
- Participation Certificates, one for each contestant.
- Place Certificates 1st and 2nd place. Third place only required if there are 5 or more contestants.
- Tally Counters
- Contest Sergeant At Arms (2)
- Timekeepers Forms
- Tally counter sheets
- Winner notification forms
- Cards for contestant draw
- Timing Lights
- Stopwatches
- Coloured cards for timing backup
- Eligibility Forms
- Timers

Contest Checklist International and Evaluation

- Host Club
- Date
- Venue
- Supper arrangements
- Contestants: Humorous
- Contestants: Table Topics
- Agenda
- Trophies (These are supplied by District to ensure uniformity for all Areas)
- Judges (Your Chief Judge should organise these but please liaise to ensure sufficient)
- Judges Forms for Table Topics and Humorous Speech contests
- Participation Certificates, one for each contestant.
- Place Certificates 1st and 2nd place. Third place only required if there are 5 or more contestants.
- Tally Counters
- Contest Sergeant At Arms (2)
- Timekeepers Forms
- Tally counter sheets
- Winner notification forms
- Cards for contestant draw
- Timing Lights
- Stopwatches
- Coloured cards for timing backup
- Eligibility Forms
- Timers

An example agenda can be located on the District 17 website.



District 17 Area Director Report – Western Australia

**Area <insert Area Name> - <insert Date (Month, Year)>
<insert Division Name>**

Educational Awards

(Add some detail about how the clubs are progressing toward their educational awards goals set out in their club success plan)

Area Director Visits

(Add some detail about your visits to your clubs. Which clubs you have visited, which you will visit and when.)

Clubs Overview

(Add some detail about your view of the clubs in your Area. Strengths, weaknesses etc.)

Membership

(Add some detail about how the clubs are progressing toward their membership goals set out in their club success plan)

DCP Goals

(Add some detail about how the clubs are progressing toward their Distinguished Club Program goals set out in their club success plan. Why they will or will not meet them.)

Club Officer Training

(Add some detail about how many of the club officers attended TLI. Did/will you need to do any other training with officers who missed TLI?)

Contests

(Add some detail about how the clubs are progressing with their plans for contests or how the club contests were. Are there any clubs not holding contests? If so, why and will they nominate a contestant for the Area Final?)

Success Stories

We are all about recognition, so tell us the success stories from your Area. Who has achieved a DTM or which clubs are/have celebrated a milestone?)

Other Information/Comments

*Submitted by <insert Area Director Name> <insert Date of Submission>
<insert Area Name> Area Director <insert Year-Year>*