

District Governor

Mission/Purpose:

As the District's chief executive officer, directs District in a way which fosters strong clubs, produces maximum growth in educational completions, Clubs and membership, and is consistent with the interests of the members of Toastmasters International. Achieves the mission of the District in a manner which motivates volunteer leaders and promotes a standard of excellence in all District activities.

Qualifications

At the time of taking office, the District Governor shall have served at least six consecutive months as a Club President and at least twelve consecutive months as a Lieutenant Governor or Division Governor or a combination thereof.

Guidance/Authority

- Uphold the Bylaws and policies of Toastmasters International, the District Administrative Bylaws, following them to the best of his or her ability.
- Participate in leadership training sessions organized and conducted by Toastmasters International at the Regional Conference and International Convention.
- As the representative of Toastmasters International in the District, work with the Board of Directors and World Headquarters on matters related to District operations.
- Maintain regular communications with World Headquarters to help in the successful fulfillment of duties and goals.
- Organize and direct the human and financial resources necessary to achieve District goals.
- Serve as presiding officer at the District Executive Committee and District Council meetings.
- Appoint District officers and committees as provided for in the District Constitution and Bylaws, subject to approval of the District Counsel.
- Supervise and guide all elected and appointed District officers and be responsible for their success as office holders.
- Serve as advisor/counselor to Clubs through delegates.
- Control use of Toastmasters International funds allocated to the District, subject to the Bylaws and Policies of Toastmasters International. Authorize all purchases on behalf of the District.

Duties and Goals

- Communicate the mission of Toastmasters International and the District to all Toastmasters in the District.

- Promote District activities and Toastmasters International programs so that club quality is maintained at the highest level.
- Prepare a District High Performance Plan (in consultation with the Executive Committee) which outline the goals, strategies, resources, and timetable for achieving Distinguished District.
- Achieve Distinguished District by meeting training, Club, membership, and educational goals.
- Create and maintain an atmosphere of enjoyment, teamwork, and dedication to Toastmasters International, all in the spirit of helping people learn, grow, and achieve.
- Prepare the budget (with the Executive Committee), for approval by the District Council.
- Promote the chartering of new Clubs (in coordination with the Lt. Governor Marketing).
- Motivate membership building and retention programs (in coordination with the Lt. Governor Marketing).
- Promote the Toastmasters International educational program and the achievement of educational accomplishments (in coordination with the Lt. Governor Education and Training).
- Establish ongoing high quality training programs for Club, Area, Division, and other District officers (in coordination with the Lt. Governor Education and Training).
- In coordination with the Lt. Governor Education and Training, oversee all Speech Contests and make arrangements for the District International Speech Contest.
- Establish District-wide communications and promote District activities (in coordination with the Public Relations Officer).
- Appoint District officers and committees as described in the District Administrative Bylaws.
- Prepare and submit by deadline plans and reports required by the Toastmasters International Board of Directors.
- Prepare successor to assume office, completing the necessary steps for an orderly transfer of office by June 30.
- Attend the Regional Conference and International Convention.

Lt Governor Education and Training

Mission/Purpose: “From the District Leadership Handbook”

Under the guidance of the District Governor, strives to have every club and each member reap the benefits of the Toastmasters educational program and become a Distinguished Club. Provides direction and counsel to Division Governors, Area Governors, and Club officers on the educational opportunities in Toastmasters. Responsible for the design and

conduct of successful District training programs, conferences, and other District Educational Events.

Qualifications

The Lieutenant Governor Education and Training shall have served at least six (6) consecutive months as a Club President and at least twelve (12) consecutive months as a Lieutenant Governor, a Division Governor, or an Area Governor or a combination thereof.

Guidance/Authority

- Serve as second-ranking member of the executive committee, presiding over that body and the District Council in the absence of the District Governor.
- Uphold Bylaws and policies of Toastmasters International, the District Administrative Bylaws and policies established by the District Council, following them to the best of his or her ability.
- Participate in leadership training and development programs prepared and conducted by Toastmasters International at the Regional Conferences and International Convention.
- In consultation with the District Governor, select chairman for Education, Training, or other committees which promote educational achievements and program excellence within Clubs and which promote Club Achievement in the Distinguished Club Program.
- In consultation with the District Governor, appoint District conference chairman and training coordinators.

Duties/Goals

- Strive for accomplishment of District educational objectives and achievement of Distinguished District.
- Promote achievement of Competent Toastmaster (CTM) and Advanced Toastmaster (ATM) awards for all members.
- Strive to make every Club in the District a Distinguished Club. Coordinate the promotion of the Distinguished Club Program and the Club Success Plan.
- Plan, organize, and direct District training programs: Determine training needs in consultation with District team members.
 - Develop training content, methods, instructional aids using Toastmasters International training programs.
 - Ensure that Division, Area, and Club officers are properly trained to fulfill their roles and responsibilities.
 - Provide ongoing leadership training for all District officers as part of District conferences, Executive Committee meetings, etc.
 - Select training coordinators and facilitators needed to conduct District training programs.

- Promote personal growth through the Toastmasters International educational program both inside and outside of Toastmasters (in coordination with Public Relations Officer).
- Foster excellence in Club educational programming through the use of Toastmasters programs such as Speechcraft, Success/Leadership, Success/Communication, Better Speaker Series, Successful Club Series and other resources.
- Plan, organize and direct the District Conferences: Appoint conference chairman with approval of District Governor.
 - Supervise site selection, educational content, speech contests, and all other aspects of the conference.
 - Encourage increased attendance and participation through promotional efforts (in conjunction with the Public Relations Officer).
 - Ensure a high quality event representing an outstanding example of District excellence.
- Coordinate and supervise the International Speech Contest and other District speech contests at the Club, Area, Division and District levels.
- Supervise educational and training programs, ensuring that people are properly recognized for achievement.
- Prepare successor to assume office, completing steps necessary for an orderly transfer of office by June 30.
- Provide assistance and back-up to the District Governor as needed.

Lieutenant Governor Marketing

Mission/Purpose: “From the District Leadership Handbook”

Under the guidance of the District Governor, makes the benefits of Toastmasters membership available to greater numbers of people. Plans, develops, implements, and directs short-term and long-term District marketing objectives. Develops and directs programs for new Club development, Club rescue efforts, Club membership promotion, and membership retention. Promotes high standards of service to the member and to the Club.

Qualifications

The Lieutenant Governor Marketing shall have served at least six (6) consecutive months as a Club President and at least twelve (12) consecutive months as a Lieutenant Governor, a Division Governor, or an Area Governor or a combination thereof.

Guidance/Authority

- Serve as third-ranking member of the executive committee, presiding over that body and the District Council in the absence of the District Governor and Lieutenant Governor Education and Training.

- Uphold Bylaws and policies of Toastmasters International, the District Administrative Bylaws and policies established by the District Council, following them to the best of his or her ability.
- Participate in leadership training and development programs prepared and conducted by Toastmasters International at the Regional Conferences and International Convention.
- In consultation with the District Governor, select chairman of marketing, membership development, Club rescue, or other committees that promote the growth of Toastmasters within the District.

Duties/Goals

- Ensure achievement of District membership and Club growth objectives and achievement of Distinguished District.
- Develop a sound overall marketing plan in conjunction with District team members. Focus on making Toastmasters available to more people while also emphasizing a dedication to member service.
- Direct and coordinate the marketing strategies and activities necessary to achieve District growth objectives.
- Direct membership development and retention programs, encouraging achievement of reasonable growth targets.
- Monitor Division, Area, and Club administration ensuring the prompt submission of complete Club semiannual membership reports to World Headquarters; Club officer lists to World Headquarters and District Governor.
- Monitor Area Club Assistance Program and the submission of Area Report of Club Visit Forms (Form 1471) to District Governor. In tandem with Division Governors, encourage frequent Area visits to Clubs in order to strengthen member satisfaction and membership building efforts.
- Implement programs to assist weak Clubs and bring them to a level of 20 or more members.
- Develop a strong District marketing program to build new clubs in corporations and the community.
- Recruit and train Club mentors and club specialists.
- Manage District recognition programs that ensure that the District and the community recognize Club and membership builders.
- Work in conjunction with the District Public Relations Officer to maximize District marketing efforts through internal and external promotions.
- Prepare successor to assume office, completing the steps necessary for an orderly transfer of office by June 30.

Public Relations Officer

Mission and Purpose: “From the District Leadership Handbook”

Establish and maintain mutual lines of communication, understanding, acceptance, and cooperation between District and its members, as well as between the District and the public. Increase awareness of Toastmasters through all available communication media. Administer policies and programs related to public relations for Toastmasters International, the District and the Club.

The Public Relations Officer is charged with the responsibility to prepare a public relations program. This public relations program should keep both members and nonmembers aware of the Toastmasters program and help achieve District goals for membership building and retention, building new Clubs, and achievement of CTMs, ATMs, CLs, Als, and DTMs. The public relations program should also promote use of Toastmasters educational programming, District conferences and events, and leadership and training opportunities within the District.

Qualifications:

The officer serves in a staff position under the direction of the District Governor. He or she may be elected or appointed by the District Governor subject to approval of the Executive Committee and confirmation by the District Council. This position is not considered a fourth top officer and is not in logical progression to the office of District Governor. The Public Relations Officer is eligible for re-election or re-appointment for one succeeding term only.

Guidance/Authority:

- Serve as staff officer under the direction of the District Governor. Serve as member of the Executive Committee.
- Uphold Bylaws and policies of Toastmasters International, the District Administrative Bylaws and policies established by the District Council, following them to the best of his or her ability.
- Work in support of District Governor, Lt. Governor Education and Training and Lt. Governor Marketing in an effort to successfully train Division Governors, Area Governors and Club Officers.
- Work in support of the Lt. Governor Education and Training to achieve the District's CTM and ATM goals.
- Work in support of the Lt. Governor Marketing to achieve the District's membership growth goals.
- Work in support of the Lt. Governor Marketing to achieve the District's Club extension and Club rescue goals.
- Serves as resource to Division and Area Governors to help achieve their goals.
- Work in cooperation with District Newsletter Editor and Speakers Bureau Chairman in an effort to achieve public relations goals.

Duties/Goals:

- Prepare comprehensive communications program which keep both members and non-members aware of the Toastmasters program.
- Submit a public relations program plan to the District Governor and Executive Committee for approval. The plan should incorporate public relation strategies to promote:
 - Membership building and retention (in conjunction with Lt. Governor Marketing).
 - Building new Clubs (in conjunction with Lt. Governor Marketing and Marketing Chairman).
 - Achievement of CTMs, ATMs, CLs, ALs, DTMs and use of Toastmasters educational programming (in cooperation with Lt. Governor Education and Training).
 - Leadership and training opportunities within the District,
 - District Conferences and other events.
- Use the District Newsletter and other publications to keep members informed about District activities, events, goals, achievements, and educational programs.
- Work with the Public Relations Committee to implement the District's public relations strategy.
- Develop publicity through the use of the press, television, radio, and other media aimed at making Toastmasters better known.
- In consultation with the District Governor, serve as media representative for the District.
- Review and recommend to District Governor all advertising and publicity material dealing with District programs and activities.
- Organize speakers bureaus at the District and Club level, giving individual Toastmasters the opportunity to promote the organization through speeches to local groups and at seminars and workshops.
- Serve as public relations resource to District Clubs.
- Prepare successor to assume office, completing the steps necessary for an orderly transfer of office by June 30.

Division Governor

Mission/Purpose

Achieve the mission of the District within the Division, accomplishing District goals in membership building and retention, Club extension, educational accomplishments. Ensures that each Club realizes its mission and fulfills its responsibilities to its members. Serve the Division Clubs by providing District support and resources through the Area Governors.

Qualifications

A Division Governor shall have served at least six consecutive months as a member of a District Council. A Division Governor is eligible for re-election for one succeeding term only.

Guidance/Authority

- Serve as member of the Executive Committee and the District Council.
- Uphold the policies and Bylaws of Toastmasters International, the District Administrative Bylaws and policies established by the District Council, following them to the best of his or her ability.
- Serve under the direction of the District Governor. Receive guidance from the Lieutenant Governor Education and Training, Lieutenant Governor Marketing, and the Public Relations Officer.
- Report regularly to District Governor and Lieutenant Governors on Division progress.
- Serve as leader of the Division.
- Serve as chairman of the Division Council.
- Provide motivation, guidance, and supervision to Area Governors so that they fulfill their roles and responsibilities.
- Participate in Division Governor training programs provided by the District.

Standards/Goals

- Achieve minimum recognition of Distinguished Division.
- Focus on Area Governor achievement in the Distinguished Area Program so that every Area is a Distinguished Area or better.
- Contact Area Governors at least monthly and discuss:
 - Progress toward goals in the Distinguished Area program
 - Follow-up on Club visits
 - Weak clubs and strategies to make sure there are not single-digit Clubs in any Area
 - Rebuilding all Clubs to charter strength
- Ensure 100% of Area Governors are trained
- Growth: Ensure a net gain of one Club or more.
- Hold at least two Division Council meetings each year, and have the following topics on the agenda:
 - Distinguished Area Program: Area plans, goals, progress, and the need for assistance from the Division Governor and District.
 - Distinguished Club Program: Club plans, goals, needs for District/Division/Area assistance.
 - Attendance at Club Officer training
 - Planning for Division Speech Contests
- Participate in District Training for Division Governors and Area Governors, Executive Committee meetings, District Conferences and District Council meetings.

- Prepare successor to assume office, completing steps necessary for an orderly transfer of office by June 30.

Taken from the 2002-2003 District Leadership Handbook

Area Governor

Mission/Purpose:

To Provide District contact, support, and assistance to the Club so that it may achieve the Club mission and fulfill its responsibilities to Club members.

Qualification

Insofar as practicable, an Area Governor shall have served as a member of a District Council. An Area Governor is eligible for re-election or re-appointment for one succeeding term only.

Guidance/Authority

- Serve as member of the Executive Committee and District Council.
- Uphold the policies and Bylaws of Toastmasters International, the District Administrative Bylaws and policies established by the District Council, following them to the best of his or her ability.
- Serve under the direction of the District Governor through the Division Governor. Receive guidance from the Lieutenant Governor Education and Training, Lieutenant Governor Marketing, and Public Relations Officer.
- Report regularly to the Division Governor on Area progress.
- Serve as chairman of the Area Council.
- Participate in Area Governor Training provided by the District.

Standards/Goals

- Focus on membership growth and educational achievements in Clubs so the Area can achieve a minimum recognition of Distinguished Area.
- Motivate and assist each Club in the Area to become a Distinguished Club.
- Make at least two Club visits:
 - Assess Club membership and willingness to grow.
 - Assess who will achieve educational achievements and when these will be completed.
 - Evaluate "Must-Do Results" and quality expected of a Club
 - Complete the Area Report of Club Visit form, give a copy to the Club President, and mail a copy to the District Governor by the deadline on the form.
- Make a presentation during the Club visit on one or more of the following topics:

- Distinguished Club Program
 - Communication and Leadership Tracks
 - Membership growth and development
- Ensure that each Club understands the service roles of the Area Governor and the District.
- Contact Club Presidents monthly about:
 - Distinguished Club Program performance
 - Follow-up on items identified during previous visit or contact
 - District Training or other events
- Growth
 - Ensure no net Club loss in the Area
 - Assist the Division Governor in building at least one new Club with the Area or Division
- Hold at least two Area Council meetings each year and have the following topics on the agenda:
 - Distinguished Club Program: Club plans, goals, needs for District/Area assistance.
 - Attendance at Club Officer training
 - Planning for inter-Club events (e.g., training, time and place of Area speech contests)
- Participate in District Training for Area Governors, Executive Committee meetings, District Conferences and District Council meetings.
- Prepare successor to assume office, completing steps necessary for an orderly transfer of office by June 30.

Taken from the District Leadership Handbook