

CLUB INCUBATION CENTER (CIC) – CLUB RETENTION PROGRAM

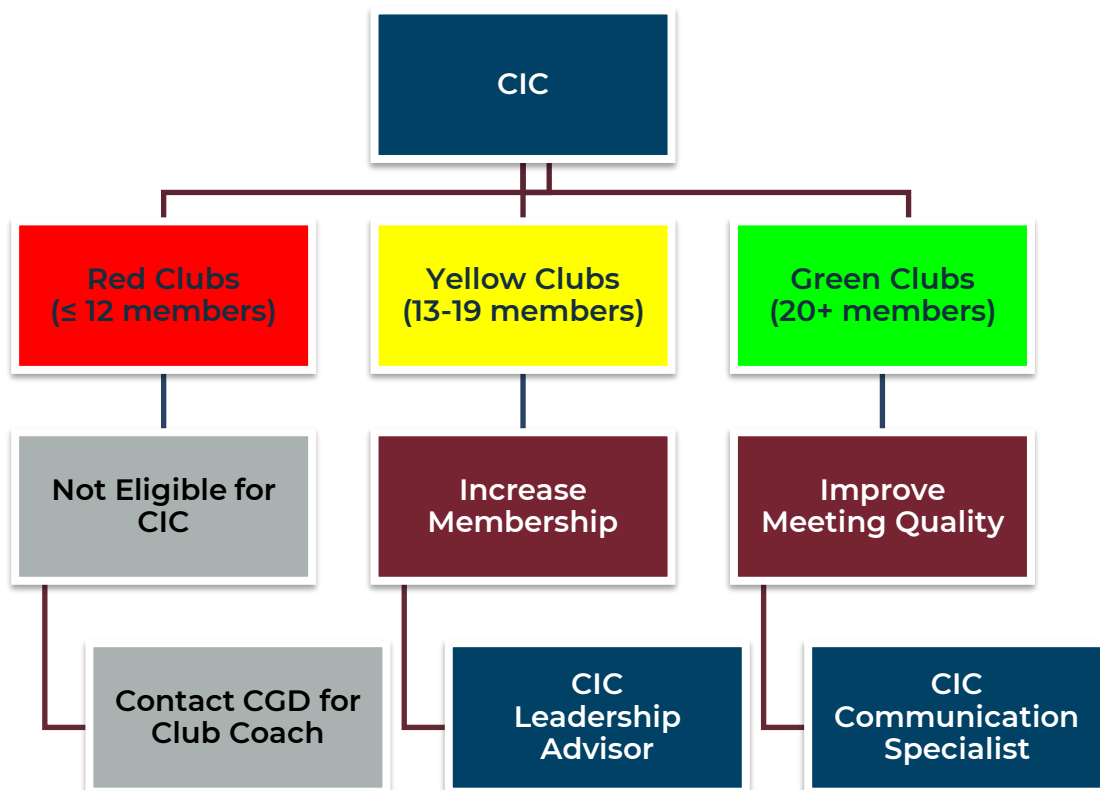
Introduction

Every club wants to succeed in the Distinguished Club Program (DCP) and achieve Distinguished status or higher. However, for various reasons, some of the clubs either do not become Distinguished despite having 20 members, or their membership dwindles as the quality of club experience is not maintained.

- Districts have anywhere between 15-60% of their clubs with membership between 13 and 20 (not eligible for Toastmasters' Club Coach program)
- For a new club, the quality of club meetings in the first 2-3 years of its charter is vital for it to sustain for a longer time

To help clubs that find it difficult to reach the magic number of 20 or those that want to improve the quality of meetings, District 92 initiated a unique crash course program – **Club Incubation Center (CIC)**. CIC enables clubs to benefit from the experience of Toastmasters who have achieved significant milestones in terms of communication and leadership. CIC was also initiated as a mutually beneficial program for volunteers looking to practice and improve their communication and leadership skills by supporting clubs.

Club Incubation Center



- CIC is a request-based club retention program to help:
 - Increase membership (**Yellow club**); or
 - Improve the quality of club meetings (**Green club**)
- It is a structured 4-club meeting program
- Provides opportunities for members to leverage their leadership and communication skills

*Since Toastmasters has a provision for appointing a Coach to clubs with a membership of 12 and under (**Red clubs**), please contact your Club Growth Director for a Club Coach.

4-Club Meeting Structured Program

Once a club submits a request for a CIC volunteer, either a Leadership Advisor or a Communication Specialist will be appointed by the District depending on whether it is a Yellow or Green club, respectively. Before the commencement of the 4-club meeting program, it is recommended that the appointed CIC volunteer meets with the Club President, VP-Education, and/or VP-Membership to understand the club situation and collaboratively finalize the agenda of the four club meetings (examples provided below). This initial meeting is considered an assessment meeting.

Sample 4-Meeting Agenda for Leadership Advisor*:

- Meeting 1: Education Session ([Master Your Meetings](#) / [How to Conduct Productive Meetings](#))
- Meeting 2: Toastmaster of the Day
- Meeting 3: Speech from Pathways
- Meeting 4: Education Session ([Creating the Best Club Climate](#) / [Mentoring](#) / [Keeping the Commitment](#))

Sample 4-Meeting Agenda for Communication Specialist*:

- Meeting 1: Education Session ([Organizing Your Speech](#) / [Impromptu Speaking](#))
- Meeting 2: General Evaluator
- Meeting 3: Inspiring speech
- Meeting 4: Education Session ([Selecting Your Topic](#) / [Know Your Audience](#) / [Preparation and Practice](#))

*Agendas and education sessions can be customized to fit the needs of your district and specific club needs.

Qualification of Leadership Advisor/ Communication Specialist

- Member of a **Green club** that has attained more than 5 DCP points
- Preferably served as President/VPE/VPM or a District officer role
- Should have completed a Path
- Must not be a Club Sponsor/Mentor/Coach for the club assigned to
- Must not be a current District officer (District officers already play a key role in supporting the club)

Training of Leadership Advisor/ Communication Specialist

Since the CIC Volunteers will be interacting with the club like consultants, it is important to help train them with skills that would be useful to build relationships and best execute their plans. CIC volunteers are typically trained on three main topics:

- Change Management
- Persuasive Speaking
- Navigating Leadership Styles

Trainings were conducted by senior Toastmasters in the District.

Are these official recognitions from Toastmasters International?

No; Leadership Advisors or Communication Specialists are not official recognitions from Toastmasters. These recognitions were for members of District 92 who wanted to support clubs to achieve excellence. CIC volunteers were recognized in the district social media platforms and district newsletters. They were also awarded certificates and/or mementos at the district conference.

Impact

The CIC program has been running for over 10 years in District 92, and on average, **7 out of every 10 clubs have seen improvement in performance both in membership and DCP**. Similar programs have also been introduced in Districts 80 and 121.