

Enabling Excellence: How Secretaries & SAAs Drive Club Success



Presented by Hannellie Mendoza, DTM

“Distinguished”



To stand out in a way that earns respect, recognition, or admiration—often through excellence, integrity, or achievement.



Boring
/Unglamorous
roles

Agenda



- DCP / Club Success Plan
- Your Role
- Your Responsibilities & their DCP Impact
- Group Activity
- Your Resources

Distinguished Club Program (DCP)

- Measure of a club's excellence in providing the highest quality member experience.

- ✓ Education
- ✓ Membership
- ✓ Administration

Why would it matter to the club?
To you?

TOASTMASTERS

INTERNATIONAL

Club Status

2024-2025

Month of May

As of 06/06/2025

28678740 TreadTalk Toastmasters

Club Alignment

Region

2

District

03

Division

C

Area

03

Membership

Base

25

To Date

25

Required

20

20 members or
a net growth of 3 new members

Chartered

05/01/2025

Goals

Goals Met

1

Distinguished

5

Select Distinguished

7

President's Distinguished

9

| Goals to Achieve | | Goal | To Date | Status |
|------------------|---|------|---------|--|
| Education | | | | |
| 1 | Level 1 awards | 4 | 0 | 4 Level 1s needed |
| 2 | Level 2 awards | 2 | 0 | 2 Level 2s needed |
| 3 | More Level 2 awards | 2 | 0 | 2 Level 2s needed |
| 4 | Level 3 awards | 2 | 0 | 2 Level 3s needed |
| 5 | Level 4, Level 5, or DTM award | 1 | 0 | 1 Level 4, Path Completion, or DTM needed |
| 6 | One more Level 4, Level 5, or DTM award | 1 | 0 | 1 more Level 4, Path Completion, or DTM needed |
| Membership | | | | |
| 7 | New members | 4 | 0 | 4 New Members needed |
| 8 | More new members | 4 | 0 | 4 New Members needed |
| Training | | | | |
| 9 | Club officers trained June-August | 4 | 0 | First Training Period 4 needed |
| | Club officers trained November-February | 4 | 0 | Second Training Period 4 needed |
| Administration | | | | |
| 10 | Membership-renewal dues on time | Y | 1 | ✓ |
| | Club officer list on time | Y | 1 | |

Club Success Plan – “roadmap”

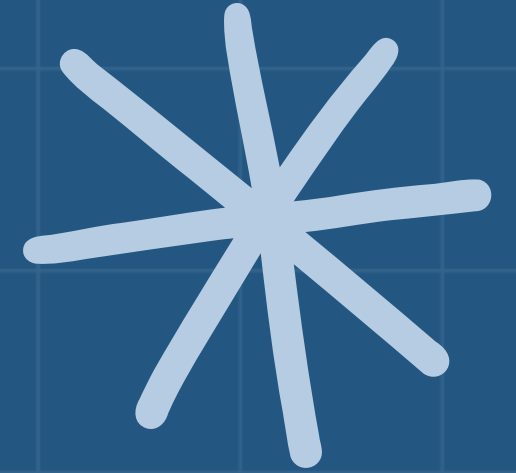
Five sections, along with an area to list contributing members and a list of created action items

- ✓ Club's Values (how operate or do business)
- ✓ Education Goals (get commitments , device strategies /tactics)
- ✓ Membership Goals (strategies/tactics to gain and retain)
- ✓ Training Goals (TLI, minimum of 4 Officers)
- ✓ Administration Goals

***** District Requirement ******



Your Role: Secretary



“Operating System” - keep the club organized and functional

Directly supports DCP goals:

- Goal #10: Officer list and dues submitted on time
- Goal #9 : Officer Training
- Indirectly – Goals # 1-6 (Pathways Education),
Goals # 7-8 (Membership growth)

Your Role: Sergeant-At-Arms

“Back stage Director “ - makes sure the “stage” is always ready for success.

Member retention
Member recruitment
Member participation



Essential to the
member experience



Secretary

| Your Responsibilities | Impact to DCP Goal |
|---|--|
| Accurate Record Keeping | <ul style="list-style-type: none">• Supports leadership continuity and accountability• Aid club planning and execution of goals |
| Facilitate effective club communication (internal & external) | <ul style="list-style-type: none">• Direct to Goal #s 9 & 10• Indirect to Goal #s 1 - 8 |
| Support Club Administration “Communication Hub” | <ul style="list-style-type: none">• Encourages officer accountability and helps earn training-related DCP credit. |
| Reinforce club culture | <ul style="list-style-type: none">• Positive Environment• Recognize achievements } Member retention & engagement |



Sergeant-At-Arms

| Your Responsibilities | Impact to DCP Goal |
|---|---|
| Create a professional & welcoming environment | <ul style="list-style-type: none">• Direct to Membership Goals #7, #8• Efficient, smooth, consistent meetings• Better guest retention & engagement• Club growth & visibility |
| Ensure meetings start on time, Manage logistics | |
| Maintain Club Property and Materials | |
| Promote Order and Courtesy | |
| Support Officer Team and Club Culture | |



What would you do? (Secretary)

Your club is hosting a special Speech-a-thon. Guests were invited, the room was decorated, and the energy was high. You're expecting 3 speakers fulfilling their pathways goals.

However, when the Toastmaster calls the first speaker, David, he said he never confirmed to speak on this day. As it turned out, none of the three scheduled speakers had actually confirmed. They had only mentioned interest in passing — weeks ago.

Question; As Secretary, what would you do to ensure that this does not happen in your club?



What would you do? (SAA)

Your club is still doing hybrid meetings to allow members to attend in-person and online. The VP Education had lined up an exciting agenda, including a visiting Toastmaster from another state, joining via Zoom to deliver a speech. The in-person setup looked great. But five minutes into the meeting, things started to unravel.

As the Zoom link opened on the projector, the online members waved eagerly, but no sound came through. The in-person members waved back, confused. The President tried to speak — the online attendees couldn't hear her. It took 10 minutes to get through this tech challenge.

Then it got worse: the laptop battery died midway through the Table Topics session. The backup charger? Still in the Sergeant-at-Arms' car... 20 floors below in the parking garage. The experience left a poor impression on first-time guests and frustrated members.

Question; As Sgt-At-Arms, what would you do to ensure that this does not happen in your club?



**What is one way you can elevate
your mindset as a Secretary /
Sgt-At-Arms to help make your
club distinguished?**

(10 mins)



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Membership and administration training

An illustration of a person with dark hair sitting at a desk with a laptop. They are looking at a large digital screen that displays a woman with dark hair, wearing a blue top, who appears to be speaking or presenting. The person at the laptop is gesturing towards the screen. The entire scene is set against a dark blue background with a subtle grid pattern.

Your Resources

Distinguished Club Program and Success Plan

<https://content.toastmasters.org/image/upload/1111-distinguished-club-program.pdf>

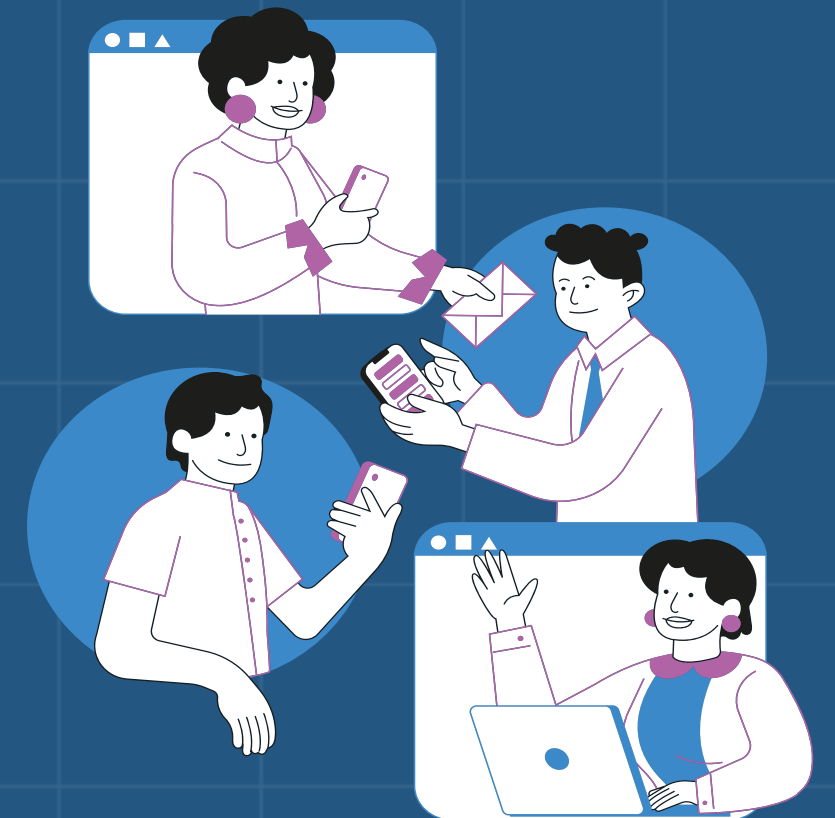
Ordering Club Supplies

<https://shop.toastmasters.org/shop/club-officers>

<https://shop.toastmasters.org/Shop/84--guest-book>

Handouts:

1. Secretary's Checklist
2. Sample Meeting Minutes Template
3. Sample Newsletter (if you feel inspired to do one)
4. Sgt-At-Arms Checklist





Thank You!



Additional Resource:

Hannellie Mendoza, DTM
2025-2026 VP-Education
Competitive Speakers of Phoenix

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