Fellow Toastmasters:

If you are planning on running as a candidate for the position of a district officer this coming year [2013-2014] you will find the information given below useful and positive. If you are planning to accept an appointed position [i.e., Area Governor] you will find the information equally useful and positive. But more importantly, if you are planning to vote as a member of the ‘District Council Meeting’ [DCM], you will find the information even more useful and educational. Toastmasters International [TI] is the author of these district officer roles and responsibilities. It becomes the responsibility of the candidates, appointees and voters to ensure that everyone conforms, understands and executes these responsibilities to best of their abilities.

Sam Mehta, DTM, PDG
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DISTRICT OFFICER ROLES AND RESPONSIBILITIES

DISTRICT GOVERNOR [DG]:
The DG is responsible for directly overseeing and managing the district’s day-to-day operations, finances, and human resources. Fortunately, you have a team of district leaders to help you fulfill these responsibilities. You must empower your district leadership team to work together toward the district mission, while supporting each leader in his or her development as a leader.
The DG supervises and guides all elected and appointed district leaders and is responsible for their success. Your leadership skills provide more than just a means of directing and facilitating the work of the district; your personal leadership style sets the tone and direction for the entire district. It is the DG who motivates team members to achieve goals, keeping in mind their development needs. The district governor delegates tasks and authority as appropriate. When conflicts arise, the district governor assists in their resolution. As DG, you have fiduciary responsibility and are accountable for the district’s management of funds that supports the district mission. You administer and oversee the district’s financial resources. Along with the district executive committee, the district governor prepares the district budget to be approved by the district council. The DG authorizes all purchases on behalf of the district. At district executive committee meetings and district council meetings, the DG serves as presiding officer. This means the DG takes charge of the proceedings and keeps the agenda moving forward. As DG, you are expected to manage procedural matters in the conduct of the meeting, and to apply Robert’s Rules of Order (Item B30). It is the DG’s responsibility to appoint district leaders and committees as provided for in the District Administrative Bylaws, subject to approval by the district council. The DG works with World Headquarters and the region advisors on matters related to district operations. It is the DG who is responsible for preparing and submitting all plans and reports to World Headquarters. The DG leads the district to success by helping clubs reach goals related to education, membership, and training.

LIEUTENANT GOVERNOR EDUCATION AND TRAINING [LGET]:
The lieutenant governor education and training, you are responsible for all aspects of education and training within the district. This includes supporting quality club programming efforts, promoting the Distinguished Club Program, and planning and executing the district conference. As LGET, you promote all members in achieving education awards. The lieutenant governor education and training oversees and promotes training for club, area, and division officers. As lieutenant governor
education and training, you plan, organize, and direct the district’s training programs. It is your responsibility to make sure division, area, and club leaders are properly trained to fulfill their roles and responsibilities. Part of your training program duties involves selecting training coordinators and facilitators to conduct district training programs and supporting them in their efforts. As your administrative year comes to a close, work closely with the incoming lieutenant governor education and training so that the training programs transition smoothly. The LGET is the second-ranking member of the district executive committee. In the absence of the district governor, the lieutenant governor education and training presides over the body. In consultation with and subject to the approval of the district governor, you appoint a district conference chair, training coordinators, and committee chairs to promote education achievements within clubs. It is the LGET who is responsible for all aspects of the district conference. You plan, organize, and direct the event. As LGET, you supervise the selection of the district conference site. You are responsible for the educational content presented at the conference. As LGET, you coordinate and supervise the International Speech Contest at the district level. You are responsible for all district speech contests at the club, area, division, and district levels. The LGET facilitates a smooth flow of information at speech contests.

**LIEUTENANT GOVERNOR MARKETING [LGM]:**
The LGM is responsible for all aspects of marketing, club-building, and member- and club-retention efforts within the district. This includes defining an overall marketing strategy for the district, developing outreach and retention efforts with existing community and corporate clubs, and penetrating new markets. Additionally, the lieutenant governor marketing supports challenged clubs and helps them to become Distinguished clubs.

**Marketing Strategy**
The LGM develops a marketing plan in conjunction with district team members. This marketing plan guides the district in meeting membership and club-growth objectives. With the district governor’s approval, the lieutenant governor marketing appoints members to chair marketing committees. Once formed, these committees help the lieutenant governor marketing to design, develop, and implement district marketing projects. As LGM, you recruit, train, and supervise a strong club-building team; you work closely with the region advisor to meet the district’s membership and club-building goals. In collaboration with and subject to the approval of the district governor, the lieutenant governor marketing appoints committee chairs as necessary to aid in the organization of new clubs in the district. It is your responsibility, as LGM, to assist the club and the district governor to appoint club sponsors, mentors for new clubs, and club coaches for existing clubs that are struggling. Once appointed, you train and supervise the club sponsors, mentors, and coaches and manage the Club Coach program to help weak clubs earn recognition in the Distinguished Club Program. The LGM monitors division, area, and club administration so forms, reports, lists, and other information are submitted to World Headquarters in a timely manner. This includes club dues renewals, club officer lists, and area reports of club visits. The LGM is the third-ranking member of the district executive committee, presiding over that body and the district council in the absence of the district governor and lieutenant governor education and training.

**PUBLIC RELATIONS OFFICER [PRO]:**
The PRO is responsible for coordinating publicity efforts in the district. By establishing and maintaining lines of communication between the district and its members, as well as between the district and the public, you work to increase awareness of Toastmasters through all available media. The PRO may be elected or appointed at the will of the district governor, subject to the approval of the district executive committee and confirmation by the district council. You are eligible for re-election or re-appointment for one succeeding term only.
In order to keep members and non-members aware of the Toastmasters program, the PRO prepares a comprehensive communications program. As public relations officer, you promote leadership and training opportunities within the district. You encourage attendance at district conferences and other events.

In consultation with the district governor, the PRO serves as media representative for the district. You work in cooperation with the district newsletter editor, webmaster, and Speakers Bureau chair in an effort to achieve public relations goals. The PRO develops publicity for the district by means of the press, television, radio, and Internet, including social media. As public relations officer, you promote the benefit of Toastmasters membership, which results in more members and clubs. You submit a publicity plan to the district governor and the district executive committee for approval. The PRO reviews all advertising and publicity material dealing with district programs and activities and recommends the material to the district governor.

**DIVISION GOVERNOR:**
The division governor leads and supports the division through the supervision and support of the area governors. One of your primary goals as division governor is to ensure that each club achieves its mission and fulfills its responsibilities to its members. To achieve this, you coordinate division activities, set division goals, and assist in the training of area and club leaders. As division governor, you provide motivation, guidance, and supervision to area governors to help them fulfill their roles and responsibilities. This includes contacting area governors at least monthly to discuss progress in the Distinguished Area Program, club visits, and the Distinguished Club Program.

The division governor participates in division governor training provided by the district. As division governor, you report regularly to the district governor and lieutenant governors on division progress. The division governor serves as division council chair, holding at least two division council meetings each year. At division council meetings, the division discusses each area’s and each club’s plan, goals, and progress in their Distinguished programs and the need for assistance. The division governor reviews club leader training plans and achievements at the division council meetings. As division governor, you also discuss plans for division speech contests at division council meetings. As division governor, you are responsible for your division earning Distinguished Division recognition. It is also your job to assist area governors and clubs earn Distinguished recognition. The division governor coordinates division speech contests. You are responsible for area speech contests within your division.

**AREA GOVERNOR [AG]:**
The AG serves as the direct liaison between the district and the clubs. The District Administrative Bylaws provides for the selection of area governors either by appointment by the district governor or by election by the area councils. Toastmasters International recommends that district governors appoint area governors. Area governors conduct club visits twice a year within their respective areas to understand and support club needs. In turn, these visits help district leaders understand how to support and meet the needs of each club. It is important that area governors have the support they need to serve the clubs. The success of the district depends on it. Area governors are eligible for re-election or re-appointment for one succeeding term only. Ideally, area governors have served as members of a district council. As AG, you are responsible for leading your area by serving the needs of clubs. In order to understand clubs’ needs, the area governor contacts club presidents monthly to discuss their performance in the Distinguished Club Program. The AG also discusses district training and other district events with the area clubs. As area governor, you follow up on items identified during previous contact with club presidents. The AG is the area council chair and holds at least two area council meetings each year. At area council meetings, the area governor discusses each club’s plans and goals in the
Distinguished Club Program and reviews attendance at club leader training. Make at least two club visits per club per year. Assess club membership and its leadership’s willingness to grow. Determine who fulfills education achievements and when these are completed. Submit the Area Governor’s Club Visit Report online. The AG participates in area governor training provided by the district. The area governor reports regularly to the division governor and district leaders on area progress. If the number of clubs in the area falls to fewer than four or grows beyond six, the area governor contacts district leaders immediately. It is the area governor’s responsibility to motivate and assist each club in the area to become a Distinguished Club.