



2010 JCI Plan of Action

Introduction:

The 2010 JCI Plan of Action is primarily based on the recommendations of the 2008 JCI Strategic Planning Committee. It builds on the progress of the organization in recent years and continues the implementation of initiatives commenced in 2009.

Commitment to purpose will be the primary focus of the 2010 plan of action. The organization shall redefine itself as an organization that seeks to create impact at a local and global level. Members and other stakeholders will be extensively consulted and engaged in the development process of a new outlook for the organization. Accepting and embracing change will be the cornerstone of our actions in 2010.

JCI Members will be challenged like never before to be exemplary active citizens and will be called upon to lead the world to overcome the greatest challenges of mankind.

Finally, all initiatives in the 2010 Plan of Action will seek to accomplish three principal goals stemming from the 2008 JCI Strategic Plan, notably:

1. An increase in membership
2. A repositioning of the organization through marketing and communications
3. The Implementation of United Nations Millennium Development Goals with emphasis on the JCI Nothing But Nets Campaign.

To accomplish these three goals, the Plan of Action is divided into seven specific key areas with specific objectives. Strategies will be adopted to accomplish the goals of each specific key area. The budget of the organization shall be reorganized with resources allocated to realize the three principal goals.

I. JCI Mission, Vision and Values:

Objective: To position JCI as a vision-driven organization with a core set of values exemplified in every undertaking of the organization.

Action Steps:

- Implement and oversee the execution of the JCI Brand.
- Align every activity of the organization with the Mission, Vision and Values of the organization.
- Implement comprehensive communications strategy to ensure that members and nonmembers gain a better understanding of the Mission, the Vision and Values of the organization.

Responsibilities: JCI Members, JCI Board of Directors, JCI Partners and JCI World Headquarters Staff.

Time frame: January 1 to December 31, 2010

II. Membership – Recruitment and Retention:

Objective: To lay emphasis on the value of JCI membership, to grow membership by 15% or approximately 26,000 and to provide the resources to attract young people to a highly dynamic organization.

Action Steps:

- Adopt a detailed strategic plan geared towards meeting membership targets in every JCI National Organization.
- Develop, produce and distribute a membership toolkit.
- Implement a communication strategy aimed at inspiring and motivating the future generation of JCI Members.

- Empower members by providing incentives to actively participate at the local level.
- Implement a JCI membership card and affinity program
- Fix growth objectives at every level of the organization to reach a 15% overall growth.
- Identify, support and invest resources in the creation new Local and National Organizations.

Responsibility: Members, Local Organizations, National Organizations, Board Members, World Headquarters Staff.

Time frame: January 1 to December 31, 2010

III. JCI World Headquarters Services:

Objective: To ensure that the JCI World Headquarters continues to provide world-class service to individual members worldwide.

Action Steps:

- Restructure JCI World Headquarters to suit strategic changes in the repositioning of the organization.
- Ensure employees of the organization receive necessary training that will empower them to implement strategic changes to reposition and grow the organization.
- Ensure effective service to every member of the organization by developing a robust and interactive membership database and website.
- Implement and elaborate a communication strategy that will reposition the organization to align with the JCI Brand.
- Work to enhance our collaboration with key partners, notably the United Nations and its agencies, the International Chamber of Commerce (ICC), AIESEC and the Hanns Siedel Foundation.
- Continue the commitment to deliver 1,000,000 insecticide-treated bed nets by 2015 in collaboration with the United Nations Foundation.
- Continue to promote and encourage members to carry out projects aligned with the UN Millennium Development Goals.
- Continue to implement Corporate Social Responsibility practices at JCI World Headquarters and JCI Events.
- Implement the 2009 JCI Commitment to Action on climate change.

Responsibility: JCI Board of Directors, JCI World Headquarters Staff.

Time frame: January 1 to December 31, 2010

IV. JCI Programs: To review and realign JCI Programs with the JCI Brand.

Action Steps:

- Completely review the contents of all JCI Programs to ensure they serve the Mission of the organization, revise and implement an effective communication strategy for each program of the organization.
- "Let us be the change" will be the theme of the 2010 JCI World Speaking competition. This theme aims to inspire young people to accept the strategic changes taking place within the organization as well as implement those changes in their Local Organization.
- Review and align the JCI Awards program to the Mission and brand of the organization.
- Promote the International Chamber of Commerce and World Chambers Federation (ICC-WCF) Global Exchange business program (GBX)
- Promote the new JCI Best Business Plan in partnership with the ICC-WCF.
- Promote the JCI Recognition Program (The Socially Responsible Company of the Year)

Responsibility: Members, Local Officers, National Officers, Appointees, JCI Board of Directors and JCI World Headquarters Staff.

Time frame: January 1 to June 30, 2010

V. JCI Events: To present a new layout for JCI Events focusing primarily on the accomplishment of the JCI Mission, the strategic plan and principal goals for 2010.

Action Steps:

- Adopt a new structure for all Area Conferences at the January Board Meeting aimed at keeping JCI Conferences fresh and inspiring for young people.
- Adopt a new structure for the 2010 JCI World Congress at the January Board Meeting aimed at keeping JCI World Congress fresh and inspiring for young people.
- Use JCI Events as a show case for best practices and to advance the strategic vision and mission of the organization.
- Organize a JCI Leadership Summit in partnership with the UN Foundation aimed at assessing the impact of malaria in the world and fundraising to overcome its challenges.

Responsibility: All JCI Conference Organizing Committees, JCI Board of Directors and JCI World Headquarters Staff.

Time frame: January to June 2010 for Area Conferences and January to December for the World Congress.

VI. JCI Finances and Revenue: To seek financial independence of the organization from JCI membership dues by implementing a global corporate partnership strategy based on the concept of contextual giving.

Action Steps:

- Work with professionals to raise funds for the organization.
- Review JCI Officer travel to cut down cost and improve efficiency.
- Review the budget of the organization to meet priorities of JCI Strategic Plan.
- Develop and implement an effective marketing strategy for JCI merchandise.
- Encourage the recognition of Senators, which invariably leads to an increase in revenue for the organization.
- Review and evaluate the effectiveness of the current JCI dues structures for future recommendations.
- Use the JCI Programs (especially the JCI Ten Outstanding Young Persons of the World (JCI TOYP) to seek corporate sponsorship.
- Review and implement an effective promotion plan for the JCI Foundation, both internally and externally.

Responsibility: JCI Members, JCI Local and National Officers, JCI Board of Directors and JCI World Headquarters Staff.

Time frame: January 1 to December 31, 2010

VII. JCI Training: To use JCI Training as a vehicle to build a solid foundation for Local Organizations and to provide leaders at every level of the organization with the skill set to accomplish the JCI Mission.

Action Steps:

- Capitalize on the progress made in 2009 in developing young trainers and promoting new JCI Training programs by ensuring that Local and National Organization receive support in the organization of JCI Training Courses.
- Ensure the standards of JCI Training remain uniform across the world.
- Continue to improve the online administration of the JCI Training program.
- Realign training at the Area Conferences to meet the strategic goals of the organization.

Responsibility: JCI Local and National Officers, JCI Board of Directors and JCI World Headquarters Staff.

Time frame: January 1 to December 31, 2010

Conclusion

Inspired by the desire to address local and global concerns, JCI was founded in 1944. The world today is coming together to address issues of local yet global concern. As an organization of young active citizens, we have an obligation to lead our communities and the world to reach new frontiers. In 2010 JCI members will be challenged to open up to new ideas and to reach beyond the organization to create an impact in every community around the world.