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JCI Edmonton - Chapter Business Plan

**JCI Edmonton Statement of Purpose:** To create opportunity to develop young people as we come out of the era of covid

# JCI Mission

To provide development opportunities that empower young people to create positive change

# JCI Vision

To be the leading global network of young active citizens

# Key Result Areas

Chapter Growth and Development

Individual Development Areas of Opportunity

Business Development Areas of Opportunity

Community Development Areas of Opportunity

International Development Areas of Opportunity

# Chapter Executive Board

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| Position | Name | Portfolio of Responsibilities |
| Interim-President | Stefan Cherwoniak |   |
| Secretary | Lynsey Savill  |  |
| Treasurer | Chrystal Fedio |  |
| Board Chair (IPP) | Heather O’Kane |  |

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| vision |
| **Core Values for the year:** 1. **Communication**
2. **Consistency**
3. **Opportunity**
4. **Development**
5. **Engagement**
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| **Core Focus** | **3 Month Target** | **Marketing Strategy** | **12 Month Target** |
| Purpose/Cause/Passion* Design a consistent calendar of events
* Events to be dynamic and engage all sectors of society
* Communicate with current and previous membership to engage to design further opportunity
* Connect with senators to support JCI Edmonton rejuvenation
* Ensure continued success and engage members that can be future leaders of the organization
 | Measurables: * Event attendance
* New inquiries
* Engage previous membership
* Number of signups
 | Target Market:* Chambers of Commerce
* Student orgs
* Past Members & lists
* Local Senators
* NatCon ‘hype’ followup
 | **End Goals:*** Double current membership
* Design an amazing NatCon
* Have next years leadership in place
* Have future schedule of events for continued consistency
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| Chapter Growth and development |
| **Key Objectives:** 1. **Leverage previous members to get them re-engaged**
2. **Utilize technology for consistent communication**
3. **Engage Senators to secure the future of our local organization**
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| **Strategy** | **Action Steps** | **Who’s Responsible** |  |
| Leveraging Member Management System (Glue Up) | * Communicate consistently using the system
* Share the projects and opportunities through the system
* Engage other chapters through the system
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| Engage previous member lists | * Utilizing previous contact lists to communicate the update value of the organization
* Sharing the updated events list & develop communication strategy
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| Engage local Senators | * Utilize the networks of local Senators to grow the membership base
* Utilize the networks of local senators to create and support NatCon 2023
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| Individual Development |
| **Key Objectives:** 1. **Continue to develop through training offerings from JCI**
2. **Design the Speaker Series to engage todays <40 demographic**
3. **Assist in increased youth employment through training**
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| **Strategy** | **Action Steps** | **Who’s Responsible** |  |
| Deliver Effective Speaking Training | * Find Trainer
* Schedule Marketing
* Invite affiliates to participate
* Engage membership and community
 | Team to engage trainer, and invite community to participate  |  |
| Deliver Debate Training (Cross Chapter Collab) | * Connect with other chapters to share the training
*
 | Stefan to coordinate with other chapters to do online training with intent to do event at NatCon |  |
| Speaker Series>Social Media>Marketing>Advocacy | * Find key speakers on topics
* Design marketing around and co-share
* Collab with others to increase exposure
* Event co-share with other NFP/Chambers
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| Youth In the Workplace>Recruitment Panel>Employers in todays Marketplace>Interview Skills >From Post Sec to Employment | * Find key speakers on topics
* Engage employers & stakeholders
* Engage Post-Sec opportunities
* Skills sharing
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| Business Development |
| **Key Objectives:** 1. **Engage all sectors of society**
2. **Create opportunity through networking**
3. **Create development through connection & sharing best practices**
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| **Strategy** | **Action Steps** | **Who’s Responsible** |  |
| Host Speaker/Networking Series  | * Engage like minded business to share best practices
* Engage business and business persons to share expertise
* Network and share opportunities
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| Collaborate with other Not for Profits | * Work with Edmonton Chamber of Commerce
* Work with the LGTBQ+ AB Chamber
* Work with other NFP orgs to not duplicate work
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| National Convention 2023 | * Engage local, provincial, national and international trainers/speakers
* Engage local/provincial/national business for speakers, sponsorship
* Share JCI Edmonton identity via marketing to grow the organization through the event
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 | NatCon Committee |  |

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| Community Development |
| **Key Objectives:** 1. **Support the Edmonton community**
2. **Share community opportunities with members**
3. **Work with other not for profits to support where we can**
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| **Strategy** | **Action Steps** | **Who’s Responsible** |  |
| Holiday Hamper Program | * Communicate with the Hamper committee to share and support
 | Holiday Hamper Committee |  |
| Volunteering Programs | * Ronald McDonald House
* YESS
* Food Banks
* Other NFP program opportunities
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| International Development and Travel |
| **Key Objectives:** 1. **Share dynamic opportunities that attending conferences create**
2. **Get local members to conferences**
3. **Share JCI International conference details and their benefits**
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| **Strategy** | **Action Steps** | **Who’s Responsible** |  |
| Conference Opportunities | * Connect with USA on Int’l events collab
* Share opportunities for Local/National/International conferences
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| North American Academy | * Share opportunity once release from JCI USA
* Engage National for potential financial support
* Coordinate local opportunity to travel to NAA
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