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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** | | | |
| **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** | | | |
| **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 |  |  |
| Engage previous member lists | * Utilizing previous contact lists to communicate the update value of the organization * Sharing the updated events list & develop communication strategy |  |  |
| 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** | | | |
| **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 |  |  |
| 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** | | | |
| **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 |  |  |
| 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 |  |  |
| 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 | 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** | | | |
| **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** | | | |
| **Strategy** | **Action Steps** | **Who’s Responsible** |  |
| Conference Opportunities | * Connect with USA on Int’l events collab * Share opportunities for Local/National/International conferences |  |  |
| North American Academy | * Share opportunity once release from JCI USA * Engage National for potential financial support * Coordinate local opportunity to travel to NAA |  |  |