



2015 Plan of Action

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The Premise

- In 1915, Henry Giessenbier wanted “to make the citizen a better citizen”, and JCI was born.
- These citizens addressed the challenges, created solutions, and transformed communities.
- This was one hundred years ago, the question we have to ask ourselves is: are we doing enough?

The Premise

- The 21st century presents a new set of problems, and young people must be at the forefront to act.
- The focus has long been on the “individual”, which is wrong; it’s not about numbers, titles, awards, or money. It is about IMPACT.
- This is where JCI comes into play, we have to have a strategy to address these new challenges.

Strategic Position Statement

- ***“JCI will be the organization that unites all **sectors** of society to create **sustainable impact**”***
- **“Sectors”** - **Government, business people, and civil society**. They should not be working independently of one another. They should collaborate and share their strengths.
- **“Sustainable Impact”** - acts that ensure **“human security”**. Human security is the protection of an individual’s human rights.



Strategic Concept

- What are we passionate about?
 - **To provide development opportunities that empower young people to create positive change.**
- What can JCI be the best in the world at?
 - **To be the leading global network of young active citizens**
- What is JCI's resource engine?
 - **The number of projects conducted using the Active Citizen Framework by the **local organizations.****



Strategies

Impact - JCI will enable communities to achieve sustainable impact.

Motivate - JCI will create an environment in which people are motivated to create positive change.

Invest - JCI will create a financial plan that invests in long-term goals.

Collaborate - JCI will bring together like minded partners in order to expand mutual impact.

Connect - JCI will connect people, their communities and the global society.



COMMIT, CONNECT, CARE.

What should your local projects look like?

- Use the 5 strategies of **Impact, Motivate, Invest, Connect, and Collaborate**.
- Your projects must be aligned with the thrust of JCI World and JCI Philippines.
- Your Plan of Action as a chapter must be based on the Plan of Action of JCI World.
- **The next five slides will guide you on what projects to undertake in 2015.**

Commit, Connect, Care

- **Strategy 1 - IMPACT**
 - **Commit** - increase the number of local organizations in your region; Be 100% JCIPEA efficient; Conduct trainings on Chapter Management, Parliamentary, JCI Impact, and Project Management
 - **Connect** - conduct MY World Global Survey
 - **Care** - share your impact stories

Commit, Connect, Care

- **Strategy 2 - MOTIVATE**
 - **Commit** - participate in the TOYM, design a local training plan, appoint your local training director, conduct official, non-official, and new courses.
 - **Connect** - connect with the stakeholders of your chapter through social media or newsletters.
 - **Care** - give recognition to your members for creating impact.

Commit, Connect, Care

- **Strategy 3 - INVEST**
 - **Commit** - strengthen the relationship between the local and national secretariats.
 - **Care** - create a fundraiser with other organizations/stakeholders wherein the fund shall be used for youth empowerment; use the 100th Anniversary to generate revenue for your long term projects.

Commit, Connect, Care

- **Strategy 4 - COLLABORATE**
 - **Commit** - participate in JCI and non-JCI summits/conferences; organize one yourself and invite JCI and non-JCI members.
 - **Connect** - conduct joint projects with JCI and non-JCI members
 - **Care** - conduct MY World Global forums locally.

Commit, Connect, Care

- **Strategy 5 - CONNECT**

- **Commit** - promote and share the ACF and JCI Impact with non-JCI Members.
- **Connect** - Ensure free flow of information. Give feed back to your RVPs and AVPs regarding RCMs, ACMs, AreaCons, etc.
- **Care** - Activate non-active members.



The Ten-Point Agenda was created as our National Plan of Action for 2015. It is the check list of what we hope to accomplish in 2015 as a national organization. The Ten-Point Agenda was designed using the 5 strategies of Impact, Motivate, Invest, Connect, and Collaborate.

Ten-Point Agenda

No. 1 “Positive Change Not Political Exchange” Philosophy

- Simply means an **INCLUSIVE** way of doing things;
 - **Building consensus**
 - **Dialoguing** with everyone and anyone who seeks positive change;
- By not identifying people based on who they supported in any election;
- By upholding ourselves to a higher standard of:
 - **Professionalism**
 - **Statesmanship**
 - **JCI Ambassadorship**

Ten-Point Agenda

No. 2 Local Organization Support

- We commit to support the local organizations by providing, **but not limited to**, the following:
 - 100% JCI.CC Account Activation by January 2015;
 - JCI Local Government Unit Kit;
 - Quick Response to Natural Disasters Through Oplan Kaagapay;
 - Feedback Mechanism;
 - Updated Protocol Manual;
 - Improved Twinning Procedures;



Ten-Point Agenda

No. 3 National Programs Management

- Alignment of LO Initiatives to NOM Goals;
- Streamlining of National Projects/Programs;
- Pre-Scheduling them for the benefit of LO Presidents;
- Cascade of all important information by the Presidents' Academy in CDO;
- Special Training for National Chairmen and Directors for the proper implementation of National Programs;
- Connect National Chairmen and Directors to potential partners.

COLLABORATE



Ten-Point Agenda

No. 4 Renovation of JCI Philippines Headquarters

- This may be ambitious in terms of the amount needed to fully renovate the headquarters to maximize its potential;
- Prioritize areas to be renovated - **Secretariat's Office** and the **Training Room**;
- Secondly, entry way to the headquarters must also be improved;
- Financing for the renovation will be sourced externally;
- Thus, it will be **at no cost to JCI Philippines**;

Ten-Point Agenda

No. 5 ASPAC or World Congress in 2018

- JCI Philippines is **seventh in the world** in terms of JCI Membership, thus we believe that we have a legitimate claim to host either the Asia Pacific Conference or the World Congress in 2018 should the opportunity present itself;
- World Congress (1998), ASPAC (2011);
- Regardless, in 2015, we shall create a core committee tasked with the initial steps to achieve this goal.

COLLABORATE



Ten-Point Agenda

No. 6 Build on the Training Momentum and Create More Trainers

- 2014 was an extraordinary year for training - nearly **300% increase**.
- The challenge is how to keep this momentum going.
- We do this in 2015 by:
 - Completing the National Training Directorate;
 - Creation of the Training Awards;
 - Continue use of the Training Scorecard; and
 - Achieve 100% JCI.CC Account Access for all local organizations by January 2015;
- The ultimate goal is for the organization to create more trainers.



Ten-Point Agenda

No. 7 Fiscal Integrity, Transparency, and Efficiency

- **Balanced Budget Policy;**
- **Proper Turnover of Bank Accounts and Access Thereof** - should be done by December 31 of the current fiscal year;
- **External Audit**
- **Fiscal Transparency** - all financial statements shall be treated as documents of public information;
- **Consolidation of JCIP Bank Accounts;**
- **No Handling of Sponsors' Funds by JCI Members;**



Ten-Point Agenda

No. 8 Centennial Celebration

- A date shall be set next year to celebrate the centennial anniversary of JCI - May 23.
- The celebration shall be a gala event that will serve two purposes:
 - To market JCI as a brand; and
 - **To unite all sectors of Philippine Society to create sustainable impact.**
- It shall also serve as a fundraiser for various national programs;
- We will also aggressively market JCI Philippines as a brand through the tri-media.



Ten-Point Agenda

No. 9 JCI Philippines Strategic Planning Committee

- In 2008, the JCI Strategic Planning Committee met to determine the future of JCI, in particular in the next five years;
- The Strategic Planning Committee focused on long-standing issues such as declining membership, inconsistent global image, and a lack of focus on JCI activities;
- Our goal in establishing our own Strategic Planning Committee is to provide **localized** solutions and strategies;
- The JCIP Strategic Planning Committee shall be composed of Past and Present Members of the National Board and the JCIP Senate.

CONNECT

Ten-Point Agenda

No. 10 JCI Academy Philippines

- The JCI Academy can best be described as an immersive experience of all things JCI;
- The delegates come out of it with a new and broader perspective of what it truly means to be a JCI Member;
- It is one of our objectives to be able to replicate this experience for JCI Members in the Philippines, especially for regular members who wish to become officers of their local organizations;
- This will be conducted from June 26-28 (tentatively).



Be Better.™

“I am a member of a team, and I rely on the team, I defer to it and sacrifice for it, because the team, not the individual, is the ultimate champion.”

-Mia Hamm