

2014 JCI Plan of Action



Introduction

JCI will be the organization that unites all sectors of society to create sustainable impact.

This impact is created by innovative projects, creative programs and sustainable solutions.

This has remained consistent throughout JCI's strong history.

Now, the organization recognizes that challenges of today require young active citizens to engage their communities.

The 2014 Plan of Action will guide JCI members for the upcoming year on our path to create a better world.

Traditional solutions to global issues are no longer sufficient. 2014 marks the beginning of a shift in focus.

A shift from numbers to impact.

A shift from words to actions.

Actions that

Impact

Motivate

Invest

Collaborate and

Connect.

Actions that will enable JCI to unite all sectors of society to create sustainable impact in 2014 and beyond.



JCI will enable communities to achieve sustainable impact.

Creating sustainable impact is important because it leads to a world where human security is a reality for all global citizens.

ACTION STEPS

- Develop tools and resources that would support Local Organizations for creating sustainable impact by running JCI Active Citizen Framework projects that address Health and Wellness, Education and Economic Empowerment and Sustainability.
- Expand the reach and participation of JCI Impact Month to empower and inspire young active citizens to create positive change.
- Support Operation Hope project, Hope for Haiti Community Center and future initiatives by managing and distributing funds.
- Increase support of JCI *Nothing But Nets* and the fight against malaria by targeting specific National Organizations with opportunities, resources and knowledge to increase impact.

Expected Outcome:

By the end of 2014, JCI members will have increased their impact by conducting more JCI Active Citizen Framework projects in their communities while supporting global initiatives.



JCI will create an environment in which people are motivated toward positive change.

Motivation is important because tackling the challenges of today requires empowered, passionate global citizens ready to take action.

ACTION STEPS

- Start the process to develop a new approach for JCI Events to be aligned with the JCI Strategic Plan.
- Create skill development courses and conduct JCI Official Courses to provide JCI members with the essential skills to create sustainable impact.
- Develop the capabilities for online training opportunities to ensure all JCI members and non-members are provided with development opportunities.
- Update the JCI Membership Welcome Kit to motivate new members to create sustainable impact
- Utilize JCI Awards Programs and Ceremonies in order to highlight stories impact.
- Create a program that recognizes sustainable impact on the local level.
- Facilitate feedback communication about the progress of the JCI Plan of Action and Strategic Plan.
- Re-evaluate the process to become a JCI Senator.
- Promote JCI TOYP internationally and to National and Local Organizations in order to recognize outstanding individuals who created sustainable impact in their communities.

Expected Outcome:

By the end of 2014, JCI members will have actively participated in an environment that enables them to share knowledge and tools, motivating them to create positive change.



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

Investment is important because active citizens are responsible for sustaining progress to advance our mutual goals.

ACTION STEPS

- Develop a measurable financial growth plan utilizing and collaborating with experts in the financial field.
- Launch and market the online JCI store to ensure that JCI merchandise is easily available to all JCI members and the public.
- Review the policy of JCI Development Grants.
- Develop and implement a promotional plan for the JCI Foundation.

Expected Outcome:

By the end of 2014, JCI will have taken responsibility for the organization by developing financially stable plans.

COLLABORATE

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

Collaboration is important because it unites like-minded active citizens to expand our ability to create sustainable solutions.

ACTION STEPS

- Position JCI as the organization that will unite all sectors of society to create sustainable impact.
- Develop a project gallery that stimulates a dialogue about JCI impact stories.
- Encourage JCI Local Organizations across the world to honor the day that JCI was founded, JCI Active Citizen Day, by running projects.
- Kick off the 100th year celebration that showcases the organization's accomplishments to all sectors of society.
- Seek corporate partners for JCI Programs to maximize program impact.

Expected Outcome:

By the end of 2014, JCI members will have engaged stakeholders from all sectors of society in dialogue and action in order to create mutual impact.

CONNECT

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

Connection is important because sharing ideas and actions will result in a global movement that creates positive change.

ACTION STEPS

- Create a global JCI Active Citizen Framework Campaign to share the concept and accompanying tools around the world and encourage the use of the Framework.
- Support the establishment of National Secretariats to foster greater connection and communication.
- Use more effective communication tools to increase the exchange of information within the organization.
- Produce and distribute videos that highlight the sustainable solutions developed and implemented by JCI in order to create sustainable impact.
- Design and produce an adaptable and downloadable press kit to assist Local and National Organizations when communicating with media about the organization and our impact.
- Redefine the JCI Senate's purpose and role.

Expected Outcome:

By the end of 2014, JCI members will have built a stronger network that supports idea and information sharing within the organization.

Conclusion

It's the end of 2014.

The shift from number of projects to impact of projects,

From words to actions has begun.

There is no turning back.

JCI members are now aware of their capability, responsibility,
and passion to

Impact

Motivate

Invest

Collaborate and

Connect.

With each other.

With their communities.

With the global society.

Through conducting more JCI Active Citizen Framework projects,
Connecting like-minded individuals to accomplish mutual goals,
and strengthening the global JCI movement, JCI members around
the world have realized that the ability to ensure human security
begins in local communities.

These achievements have brought us one step closer to
becoming the organization that unites all sectors of society to
create sustainable impact.