

# 2018 JCI Plan of Action

Global Leadership of Active Citizens

## Introduction

2018 marks the fifth and final year of the 2014 – 2018 strategic plan.

How far have we come since 2014?

Where are we now?

Where do we go from here?

The 2018 JCI Plan of Action takes us across the finish line, enables JCI to track progress and propels the organization into the next strategic plan, moving the organization closer to the long-term strategic goal to be the organization that unites all sectors of society to create sustainable impact.

In the last four years we planned, we talked, we acted. We trusted the strategic plan we put into action back in 2014 and have been following the guide of our five key strategies—impact, motivate, invest, collaborate, connect. In 2018 we are driven by these strategies and the actions we take in this concluding year will strengthen our achievements from the prior four years.

The world is evolving, thus we too must evolve as an organization. JCI has existed for over 100 years because our core purpose has remained relevant—we must empower young people to create positive change. The future of the world requires it. The landscape of the world has changed drastically over the past century, but the success of the future continues to require the active participation of young people.

In 2018, we will increase our momentum—we will continue to engage young people of the world to take responsibility for the future, yet we will continue to find new ways and platforms to empower young people with skills and tools necessary that best suit the current landscape of our world. We will continue to reach out to all sectors of society at all levels to mobilize resources and inspire action for change.

What role will you—the JCI member, the JCI leader—play on this exciting journey?

You must take ownership of the organization, you must embrace its ideals and philosophies, you must adopt and commit to implementing its strategic plan and this plan of action at all levels and always. You must do this because change begins with you!

# !MPACT

## 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

- Utilize the JCI Impact Strategy to trigger community impact in countries where JCI is not currently active.
- Enhance the capacity of JCI Officers and staff in efforts to grow and develop the organization.
- Increase the JCI Impact Index to 1.0, where all JCI Local Organizations will conduct a minimum of one JCI Active Citizen Framework project during the year.
- Develop a JCI Active Citizen Framework course that is targeted to local, regional and national stakeholder groups outside of the organization that positions the framework as a useful tool to government authorities, businesses and civic organizations in communities as they work to advance their efforts to create sustainable impact.
- Build on the momentum of the Peace is Possible campaign to push young people toward action, encouraging them to take small, local, tangible actions that build toward a peaceful society.
- Encourage all JCI members to expand their impact by conducting projects that advance at least one of the Global Goals for Sustainable Development, which seek to end extreme poverty, fight inequality and injustice and combat climate change.
- Increase collaborative efforts between the Area Development Councils, elected JCI Officers and JCI staff members.

### Expected Outcome:

By the end of 2018 JCI Local Organizations around the world use the JCI Active Citizen Framework to achieve sustainable impact within their community. By the end of 2018, JCI members will be recognized as the people in their community who do not create problems, but rather develop solutions.

# MOTIVATE

## 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

- Ensure the next generation of active citizens is engaged with JCI and all its activities by providing them innovative platforms to create positive change.
- Fully launch JCI Facilitator to increase the capabilities of trainers and ultimately help JCI members develop skills and knowledge to better lead their National and Local Organizations.
- Review the requirements to facilitate JCI Official Courses.
- Implement the Journey of an Active Citizen at the local level to allow members to engage young active citizens in their communities.
- Research and create web-based development tools that will be useful to JCI members.
- Engage individual JCI members, Local Organizations and National Organizations in the development of the 2019–2023 JCI Strategic Plan.
- Encourage National and Local Organizations to activate strategic planning committees to ensure alignment with the 2019–2023 JCI Strategic Plan.
- Develop tools that support JCI organizations in their efforts to retain members and increase their engagement with the organization.
- Share JCI's story of creating impact by focusing on the accomplishments of Local Organizations.
- Invest in identifying relevant speakers for JCI Events to inspire young citizens to be more active.
- Review the program structure of JCI Events to ensure that they keep young people motivated to create sustainable impact.

### Expected Outcome:

By the end of 2018, JCI members empower one another and themselves by sharing ideas, best practices and resources. Inspired and empowered by each other, young people will be motivated to address the biggest challenges of our time.



# INVEST

## 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

- Continue to implement a fund development strategy, focusing on large donors, corporations and planned giving.
- Invest in increasing global visibility through the development and implementation of a public relations and media strategy.
- Utilize the Global Youth Empowerment Fund as a way to generate resources to support the grassroots action of young people creating sustainable impact in communities across the world.
- Tell the stories of impact that the JCI Foundation funds in order to increase donations.
- Review the overall budget structure related to JCI Events and propose innovative ways to adapt to industry trends.

### Expected Outcome:

By the end of 2018, JCI will invest strategically with the ultimate goal of creating positive change around the world. JCI will be seen as a reliable investment for achieving such impact.

# 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

- Encourage National and Local Organizations to participate in collaborations with at least one of each of the following: government entity, business entity, civic organization.
- Join the Let's Do It! Campaign for World Cleanup Day to cultivate a cleaner planet.
- Educate JCI members on the relationship that JCI shares with the United Nations, highlighting the benefits of this relationship, especially at the local level.
- Share the externally-focused JCI Active Citizen Framework course with JCI Partners, with the possibility of conducting the course at partner-hosted events.

## Expected Outcome:

By the end of 2018, JCI and like-minded stakeholders from all sectors of society will collaborate to expand our impact and achieve mutual goals for sustainable development.

# 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

- Develop a strategy to educate members about existing membership tools.
- Develop interactive tools and update existing tools that support JCI members in achieving the JCI Mission.
- Develop marketing resources with a regional focus, in order to better market the organization and engage young active citizens around the world.
- Strengthen the connection between JCI World Headquarters and National Secretariats and/or National Secretaries General.
- Implement a JCI Twinning Program that focuses on creating impact in a sustainable relationship that is focused on the value that the brotherhood of man transcends the sovereignty of nations.
- Develop a strategy to relaunch the JCI Alumni program.
- Use multi-lingual materials to connect with alumni and reintroduce them to the JCI Movement, encouraging them to stay connected to the organization and support the impact that active JCI members are making.

### Expected Outcome:

By the end of 2018, JCI will streamline communication and connection between JCI members at the local, national and international levels. JCI members will be connected by their shared desire to create sustainable impact in the face of the greatest challenges of our time.



## Conclusion

At the end of 2018, we will have concluded the implementation of the 2014 – 2018 JCI Strategic Plan. With tremendous progress made in the past few years, with the action steps taken in 2018, we will advance closer toward our long-term strategic goal.

While we will strive to accomplish all our goals, the reality is sometimes we will exceed some goals and sometimes we will fall short of some goals.

We will share our successes and learn from our shortcomings.

As we proceed, we will be mindful that a global movement like JCI's cannot transform in one year.

This year, like years past, we will lay the foundation for the future.