

2016 JCI Plan of Action

Global Leadership of Active Citizens





Introduction

JCI has a long-term strategic goal to become the organization that unites all sectors of society to create sustainable impact. To achieve this goal the organization must continue in its mission to provide young people with development opportunities that empower them to create positive change in themselves and subsequently in communities around the world. It is only through concrete actions of creating positive change that JCI will achieve its long-term strategic goal.

2016 marks the third year of the implementation of the 2014–2018 JCI Strategic Plan and follows the celebration of the 100th Anniversary of the JCI Movement in 2015. These two milestones have created immense opportunities for JCI.

First, as we are midway through the Strategic Plan, now is the time to evaluate and accelerate progress of the Strategic Plan's implementation. The Strategic Plan is the framework for keeping us on the path toward achieving the JCI Vision. In 2016, JCI stakeholders at all levels must accept responsibility for the future of this organization and position JCI as the leading global network of young active citizens by taking action and not just saying we will.

Second, in 2016, we must capitalize on the momentum gained during a yearlong celebration dedicated to emphasizing and honoring JCI's 100 years of impact. As we launch into the next 100 years, we must define our relevance in addressing global challenges. This opportunity allows JCI to be understood more deeply in the communities in which we already exist and also encourages JCI's impact to expand into new communities.

Finally, now more than ever we must share the JCI story by living the JCI Mission. JCI is only relevant locally, nationally and internationally when we are actively creating sustainable positive change in regard to the livelihood of individuals, communities, countries and the world at large.

2016 is the year that JCI will review and rediscover our sphere of influence, continue to prove our relevance and invest in expanding our impact around the world.



!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

- Revise the JCI Impact course to better align with the implementation of the JCI Active Citizen Framework.
- Identify and invest in at least 25 new communities and at least five new countries to start JCI Organizations using the JCI Impact Strategy.
- Deploy the JCI Project Management and Needs Analysis tools to increase visibility and measure impact in local communities around the world.
- Capitalize on the JCI Active Citizen Framework as the tool to engage businesses, governments and civil society organizations.
- Develop an engagement strategy that enables Local and National Organizations to properly engage stakeholders and past members who hold influential positions.
- Institute a “Peace in the World” campaign.

Expected Outcome:

By the end of 2016, JCI will be recognized in communities where the organization is present as relevant to ensuring access to social, economic and environmental opportunities.

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

- Engage and motivate members to accomplish the JCI Mission by using the Journey of the Active Citizen to demonstrate how young people are empowered by JCI to create positive change.
- JCI Events will be used as a platform to motivate JCI members by engaging with highly motivational speakers whose philosophies are aligned with those of the organization.
- Continue to develop and implement JCI Skills Development courses that encourage growth and enable members to unite stakeholders to create sustainable impact.
- Develop and implement a post-event survey and evaluation system that ensures continuous improvement of JCI Events.
- Develop a program for Local Organizations to recognize internal and external communities, initiatives and/or individuals that are creating sustainable impact in their community.
- Showcase best practices of impactful individuals and organizations both internally and externally, leveraging JCI Impact Talks, JCI Ambassadors and JCI Alumni.

Expected Outcome:

By the end of 2016, JCI members will have access to more tools and opportunities that will enable them to stay motivated and focused on actively accomplishing the JCI Mission.



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

- Create a Board of Trustees to support the implementation of the Global Youth Empowerment Fund and host a summit for potential funders and/or donors for the organization.
- Engage a professional fundraising consultant to develop a fundraising strategy that will support advancing the JCI Mission at the local level.
- Develop a long-term plan to implement a revised membership dues structure based on recommendations made in 2015.
- Develop and deploy a public relations plan that will support funding opportunities for the organization at all levels.
- Build the business and entrepreneurial capacities of JCI members.
- Identify and maximize alternative sources of income.
- Prioritize and support the establishment of National Secretariats through the JCI Foundation.

Expected Outcome:

By the end of 2016, JCI will have strengthened its membership resource and financial security strategy to support individual members efforts to accomplish the JCI Mission.



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

- Provide informational guidelines and action steps to encourage organizing Local Partnership Summits in order to engage community stakeholders.
- Develop a system that consistently and diligently supports communications and management with organizational partners at all levels.
- Use the JCI Regional and Global Partnership Summits as an opportunity to position JCI as a relevant regional and global solution provider to today's challenges.
- Strengthen and enhance existing partnerships while focusing on building new partnerships within the business community.
- Adopt and implement the post-2015 global development agenda.

Expected Outcome:

By the end of 2016, stakeholders from all sectors of society will recognize the relevance of JCI as a valuable partner in achieving 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

- Enhance the network of the JCI Senate and JCI Alumni by making them more attractive and meaningful toward advancing the JCI Mission.
- Foster connection between JCI World Headquarters and National Secretariats and/or National Secretaries General.
- Implement a revised version of the JCI Twinning Program aligned to the overall JCI Strategic Plan with a clear monitoring and evaluation process.
- Promote the JCI documentary “What’s in a Movement” to connect people of all sectors to the JCI story.
- Promote JCI Events and invite external audiences.
- Design and develop a public relations program for better visibility and brand management.

Expected Outcome:

By the end of 2016, JCI will have connected stakeholders throughout the organization with the aim of better communicating the JCI message in local communities and internationally.



Conclusion

Sustaining the JCI legacy is the responsibility of all JCI stakeholders in order to ensure that the JCI Movement lives on and continues to create opportunities for future generations.

We accept this responsibility and recognize that we must be the driving force for the sustainable solutions of the next 100 years, just as JCI has been dedicated to creating a better world in the face of global challenges during the past 100 years. Embracing new technologies, innovation and creativity will allow us to address internal and external challenges. We must urgently rediscover ourselves and define our sphere of influence to expand our ideas and impact.

In 2016 we must be audacious—we must think and act boldly to set this organization apart as the leading global network of young active citizens. At all levels we must challenge the status quo with fresh ideas, asking hard questions and finding the right answers. 2016 must be the year that will clearly lead the organization down the path toward being the organization that unites all sectors of society to create sustainable impact.