



2019

JCI Plan of Action
Accelerate Transformation

INTRODUCTION

The Beginning to Accelerate Transformation

2019 is a year of alignment.

The 2019–2023 JCI Strategic Plan outlines a five-year vision for audacious change and bold action. We have the strategy in place to take JCI into the future, to engage and empower global citizens in new, innovative and high-impact ways the world has never seen. 2019 will mark the beginning to accelerate transformation.

Before we can build an adaptable structure and carve new paths for the organization, we must engage our stakeholders to deeply understand what transformations are necessary to achieve our long term goals.

The JCI history stretches more than 100 years, and we will carry this legacy into the future through our mission, however we must also embrace the rich diversity and rapid change of today's world, to be ready to meet young active citizens where they are.

The 2019 JCI Plan of Action outlines how we, as an organization, will begin to transform from within to equip our vast global network of JCI Members and JCI Organizations as well as supporters with the ability to unite all sectors of society to achieve sustainable impact.

When all stakeholders, all programs and all structures are aligned, the transformation will be swift and the organization will be ready.

IMPACT

JCI will focus the power of young people to advance sustainable impact.

Align organizational design at all levels to accelerate impact.

Expand the deployment and reach of the Active Citizen Framework™.

Use evidence-based metrics to measure impact.

Action Steps

- Restructure JCI Headquarters to align with strategic priorities.
- Revise JCI governance structure to align with strategic priorities, including recruitment and training of Board, duties and responsibilities of Board, overall structure.
- Engage existing partners and collaborators to use the Active Citizen Framework™.
- Develop platform for accessing, sharing and using Active Citizen Framework™ resources and development experiences.
- Define clear metrics of success driven by the JCI brand.
- Implement system to track and report on metrics throughout the year.

Expected Outcome

JCI's strategic positioning is stronger with an agile team that is equipped to meet the changing needs of young people. Our organizational structure is clearly aligned to our strategic priorities. More global citizens are empowered by the Active Citizen Framework™. JCI's theory of change is increasingly recognized by external stakeholders.

MOTIVATE

JCI will unite the passion of young people to motivate bold action.

Cultivate a mindset of global citizenship.

Drive the dialogue of young active citizens toward sustainable impact.

Transform events to align with relevant trends.

Action Steps

- Define global citizenship and build a global citizenship strategy.
- Establish programs to engage and empower global citizens.
- Develop and execute a public relations strategy to raise JCI's international visibility and drive the dialogue of active citizenship.
- Engage in partner events to reach new audiences.
- Assess the current events structure and recommend changes to the Constitution to ensure higher-quality, impact-driven events.
- Build an events team to drive high-quality, high-impact events.

Expected Outcome

The JCI movement expands with more engaged and empowered global citizens, greater traction and clear results. JCI has greater visibility locally, nationally and internationally. JCI's high-impact events effectively engage and empower global citizens who are better equipped to create positive change.

INVEST

JCI will accelerate transformation by investing in technological, financial and human resources.

Develop the JCI brand to distinguish JCI as the organization that unites all sectors for sustainable impact.

Align human capacity with strategic objectives at all levels.

Effectively allocate resources to achieve strategic objectives.

Action Steps

- Engage consultants to define and develop the JCI brand.
- Leverage the JCI brand to reach new audiences and engage young active citizens in the JCI mission.
- Distribute talent according to biggest priorities and opportunities.
- Create and nurture an organizational culture that attracts skilled young active citizens as leaders, supporters, volunteers, champions, participants and staff.
- More effectively engage and utilize Board and Committee members for strategic priorities.
- Revise the JCI budget structure and development process to align with strategic priorities.
- Conduct assessment and create a plan to attract and retain high-quality talent.
- Update Board and Committee duties and responsibilities to more effectively use these resources.
- Leverage partner resources for strategic priorities.

Expected Outcome

The JCI brand is clearly defined and understood throughout JCI and by communities around the world. JCI stakeholders at all levels are able to more effectively engage and empower global citizens. JCI's action is accelerated and the impact is increased. The financial resources of the organization are more effectively deployed, and more partner resources are available to empower global citizens.

COLLABORATE

JCI will foster a collaborative culture in a dynamic world.

Position collaboration as central to positive change.

Maximize the capacity of the Global Youth Empowerment Fund to foster collaboration.

Action Steps

- Deepen engagement with existing partners and engage new partners around high-impact initiatives.
- Deploy resources to train members on partnerships.
- Increase resources for the Fund through individual and corporate donors.
- Share the stories of impact from the Fund.
- Strengthen the administration capacity of the Fund.

Expected Outcome

JCI is more visible in communities and countries around the world. The projects supported by the Global Youth Empowerment Fund have greater impact in the communities they serve.

CONNECT

JCI will connect young people to drive the world in a positive direction.

Be at the forefront of innovative methods to engage young people to create a meaningful experience.

Action Steps

- Develop alternate methods of engagement to meet changing needs of young people, including alternate forms of membership.

Expected Outcome

More young people around the world are engaged with and empowered by their involvement with JCI.

ENGAGING KEY STAKEHOLDERS

Individuals

- Embrace the mindset of global citizenship and bring this mentality into all activities.
- Understand and adopt the JCI brand and act as JCI brand ambassadors in communities around the world.
- Use the Active Citizen Framework™ to lead high-impact local projects.
- Drive the dialogue of young active citizens.

Local and National Organizations

- Incorporate the global citizenship mindset into all organizational communications and activities.
- Facilitate understanding of the JCI brand throughout the Local or National Organization, align all activities and communications to this brand, and empower organizations to serve as brand ambassadors in their communities and countries.
- Encourage the use of the Active Citizen Framework™ to run high-impact projects locally and nationally.
- Drive the dialogue of young active citizens.

JCI Board of Directors

- Effect governance changes to align organizational design to strategic priorities, empower the increased effectiveness of future Boards of Directors, and transform JCI events.
- Oversee and approve a budget aligned to strategic priorities
- Represent the mindset of global citizenship in all communications and activities.
- Champion the JCI brand throughout the organization, encourage alignment of all activities and communities to the brand, and serve as brand ambassadors.
- Encourage the use of the Active Citizen Framework™ to run high-impact projects locally and nationally.
- Nurture relationships with partners, connect JCI to new opportunities and promote collaboration as central to positive change throughout JCI.
- Represent JCI externally to drive the dialogue of young active citizens.

ENGAGING KEY STAKEHOLDERS

JCI World Headquarters

- Align Headquarters structure, systems, policies and activities to ensure maximum strategic effectiveness.
- Develop and maintain the JCI budget aligned with strategic priorities.
- Lead the global citizenship strategy and incorporate the mindset of global citizenship in all communications and activities.
- Shepherd the development of the JCI brand and ensure alignment of all programs, communications and activities.
- Continue the development and promotion of the Active Citizen Framework™.
- Facilitate and develop international partnerships and represent JCI among partner organizations and other external entities.
- Define meaningful metrics of JCI's impact and implement systems to track and report on this impact.
- Facilitate the transformation of JCI events.
- Assess and incorporate new ways to engage young people.

CONCLUSION

In 2019, the time has come to accelerate transformation.

We are on the path to become the organization that unites all sectors of society to create sustainable impact. As we align our projects, programs, structures and mindsets, we will gain momentum to achieve this goal at increasing speed.

We have audacious goals, and they will only be achieved by audacious action. JCI in 2023 will look different than JCI today, and the organization will look different by the end of 2019 than it did at the beginning.

This bold vision will require support and action from all stakeholders of the organization. Working together toward a unified vision with clear focus and determination, we will achieve incredible impact.

We are everyday changemakers. We are JCI.