

## MISSION

To provide young people the opportunity to develop personal and leadership skills through local community service and organizational involvement while expanding the Jaycee Movement.

## VISION

We will be recognized as the organization of choice for young people in Ann Arbor. We will achieve this by:

- Inspiring the very best in our members.
- To provide the highest standards of leadership development for our members.
- Committed to be recognized as an asset in our community.

## VALUES

### Involvement

The diversity and activation of our members is a foundation of our strength.

### Integrity

We will conduct our affairs in a manner consistent with the highest ethical standards.

### Teamwork

Working together to attain common goals.

### Personal Enrichment

Providing opportunities for growth in personal and professional development.

## OBJECTIVES

The long-term objectives that will help our organization fulfill its mission are listed below by area and sub-area of opportunity. These directional objectives are consistent with our vision and the strategic emphasis areas.

### **Business / Management Area of Opportunity:**

#### Financial Management Commission

- To run a minimum of one (1) fundraising project a quarter by December 31, 2010.
- To develop year-round fundraising by December 31, 2011.
- To ensure no project accounts for more than 35% of chapter revenue by December 31, 2012.

Marketing and Public Relations Commission

- To update the membership brochures and marketing materials by December 31, 2010.
- To present a minimum of one (1) DSA/OYM/OYF award annually by December 31, 2010.
- To create and maintain an electronic online database of media outlets by December 31, 2011.

Strategic Planning Commission

- To attain a 50% response rate on the beginning year surveys and a 50% response rate on the mid-year surveys by December 31, 2010.
- To collect and electronically archive old CPGs and awards by December 31, 2011.
- To grow the Savings Account to \$22,000 by December 31, 2012.
- To create an account for a building fund with no less than \$5,000 by December 31, 2012.

Business Opportunities Commission

- To conduct 50% of all business tours with local Ann Arbor businesses by December 31, 2010.
- To create an electronic member business directory by December 31, 2011.
- To sponsor at least one (1) Ann Arbor Chamber of Commerce event annually by December 31, 2012.

**Community Area of Opportunity:**Community Service Commission

- To develop and administer a Community Survey to local businesses and organizations by December 31, 2011.
- To apply for and receive \$500 in grant monies from businesses or organizations other than the Ann Arbor Jaycees Foundation annually by December 31, 2012.

Community Fundraising Commission

- To choose no more than four (4) charitable organizations per year to raise monies for by December 31, 2011.
- To raise a minimum of \$1,000 per year for the Ann Arbor Jaycees Foundation by December 31, 2012.

Government and Civic Involvement Commission

- To have quarterly meetings with the Mayor or local legislative officials by December 31, 2012.

Children and Youth Commission

- To co-host an event with a children's organization by December 31, 2011.

**Individual Area of Opportunity:**Personal Development Commission

- To run at least four (4) projects annually that were not run the previous year by December 31, 2010.

Professional Development Commission

- To establish quarterly professional development seminars, run by professionals or qualified members, by December 31, 2010.
- To host an official JCI Training course by December 31, 2011.

International Involvement Commission

- To have a minimum of one (1) international excursion annually by December 31, 2010.

**Membership Area of Opportunity:**Membership Retention, Growth and New Chapters Commission

- To create and fully implement an integrated new member orientation/buddy program process by December 31, 2011.
- To grow the base of the membership by +10 annually through December 31, 2012.
- To retain 75% of base membership by December 31, 2012.
- To activate 75% of base membership by December 31, 2012.

Chapter Activities Commission

- To run at least four (4) projects annually that were not run the previous year by December 10, 2010.

State, National, and Junior Chamber International Involvement Commission

- To have 25% of the membership attend a MIJC state convention annually by December 31, 2011.
- To have a minimum of eight (8) members attend a USJC or JCI event annually by December 31, 2012.