



DRAFT Chapter Business Plan JCI Calgary 2011

Last Updated: February 2011

JCI Mission

To provide development opportunities that empower young people to create positive change.

Chapter Vision Statement

To be the voice of our generation in our community.

Chapter Mission Statement

JCI Calgary is the premiere organization in Calgary for young professionals and leaders that empowers its members to achieve personal fulfillment and professional development through training and fellowship initiatives.

Key Result Areas

Business Development Area of Opportunity
Individual Development Area of Opportunity
Community Development Area of Opportunity
International Area of Opportunity
Growth & Development

Chapter Executive Board

<u>Position</u>	<u>Name</u>	<u>Portfolio of Responsibilities</u>
All Positions		<ul style="list-style-type: none"> • Support and promote all JCI functions. • Provide budget of estimated revenue/expenditures for your position. • Set individual goals for coming year – short term (realistic and obtainable within one year term) and long term (stretch beyond one year term). • Provide submissions to the Director of Communications for the weekly emails and as requested. • Attend at least one non-local JCI event. • Promote membership awareness of the various levels of the JCI organization (i.e. local, regional, national, etc.) • Prepare year-end and monthly reports to membership, including follow-up on goals.
President	Bethany Wall	<p>Be responsible for the well-being and overall supervision of the Chapter. Prepare and distribute meeting agendas in the Monday email prior to the monthly meeting. Bring extra copies of both agendas to the meetings. Bring a calendar of events to the meeting. Facilitate meetings. Manage/develop relationship with the Calgary Chamber of Commerce. Confirm monthly meeting dates with meeting location Assist in coordinating Impromptu Speaking at Member Opportunity Nights. Correspond with Regional and National on general matters and communicate those matters to the Board and Membership as appropriate. Represent Chapter on Western Regional Board. Manage votes and issues for Regional and National Convention. Be an authorized signatory on bank account. Coordinate Board Planning Sessions (beginning, middle and end of year). Provide leadership direction to executive and committee chairs. Represent JCI Calgary for general and community events as necessary. Coordinate the budget of estimated revenues and expenditures with the treasurer. Maintain contact with Canada Jaycee Foundation. Submit Chapter Excellence Program information to National Office.</p>
Immediate Past President	Kristin Krause	<p>Support the current president. Organize Elections in October 2010. Be an authorized signatory on the bank account. Organize and coordinate membership awards (Rookie, Jaycee and Board Member of the year) and recognition efforts with IPP. Coordinate with IVP submission for National Awards program by August 1st. Be responsible for ensuring that a minimum of at least 3 awards are submitted. Coordinate the activities of other Past Presidents. Review and submit Senatorship applications if applicable. Coordinate MRC scholarship. Mount Royal College \$1000 Work with Director of Training & Events and VP External in developing external relationships.</p>

Secretary	Joanne Xu	<p>Send a reminder email Wednesday before the meeting to all Board Members to compile reports no later than the Sunday prior to the meeting.</p> <p>Compile all Board Reports by the Sunday before the monthly Board Meeting.</p> <p>Record and type monthly Board and Chapter meeting minutes, indicating what action must be taken and who is responsible for carrying it out.</p> <p>Distribute meeting minutes to all board members.</p> <p>Post meeting minutes in the documents section of the website.</p> <p>Aid in the preparation of the record of the Chapter's history.</p> <p>Coordinate annual return and all corporate filings.</p> <p>Maintain any archives related to the Chapter.</p>
Treasurer	Ben Wagler	<p>Coordinate the collection of money for all events.</p> <p>Maintain spreadsheet of all financial transactions of the Chapter. Be responsible for updating based on all cheques written and deposits made. Reconcile to bank statements on a monthly basis.</p> <p>Act as main cheque signer.</p> <p>Provide monthly update reports on current bank balance for general and casino account, cash activity during the month, receivables, payables, reconciliations, etc.</p> <p>Provide quarterly budget to actual reporting and annual financial statements to the Chapter. Deadline is the Monday before the monthly meeting following the quarter or year end (Fiscal year end is December 31).</p> <p>Coordinate budgeting process for general funds and Casino account and submit budget to general membership for approval. Ensure adherence to the approved budget throughout the year. Any significant modifications to the budget should be discussed with the Board and brought forward to the membership.</p> <p>Develop and maintain financial internal controls and provide reasonable security to the membership.</p> <p>Manage Casino funds.</p> <p>Organize changing of signatory's on the bank account at year end. (Should be treasurer, IPP, and President).</p> <p>Coordinate annual return and all corporate filings.</p>
Vice- President Internal	Dean Voykin	<p>Fill in when the President is absent or unable to perform a specific duty.</p> <p>Facilitate/monitor the progress of Project Chairs.</p> <p>Ensure the progression of projects is being made and communicated to the Board and Membership.</p> <p>Act as liaison to all committees. This should include obtaining and presenting committee reports, collecting & presenting PBPs (in the absence of committee chairs) and collecting final committee reports and completed PBPs.</p> <p>Coordinate with IPP the submission of the National Awards by August 1st.</p> <p>Ensure committee chairs are submitting reports and post on the website the Sunday before the Member Opportunity Night.</p>

Vice- President External	Jill Walker	<p>Fill in when the President is absent or unable to perform a specific duty. Responsible for the development and maintenance of relationships with sister/twinned Chapters. Develop relationships & coordinate presentations to external organizations. Coordinate with Director of Communications regarding Media Issues. Create sponsorship database. Coordinate and communicate with the Alumni Committee. Attend networking events to promote JCI. Represent JCI Calgary in relationships with ACE, SIFE, AIESEC, Calgary Chamber of Commerce, Canadian Youth Business Foundation or similar organization. Working with Director of Communications, communicate with outside organizations (i.e. Chamber of Commerce, ACE, etc.) regarding upcoming Chapter events and activities.</p>
Director of Membership	Melanie Smith	<p>Maintain the membership list and ensure the current list is on the website under the documents section of the website. Send any changes in contact information for current members to JCI Canada Administrator and Director of Communication. Process membership forms with JCI Canada in conjunction with the Treasurer. Ensure that no membership is obtained without both the membership form and membership fee. Coordinate the ordering and distribution of nametags. Maintain a list of past members. Provide information via email, phone or in person, to future members who enquire about JCI. Coordinate orientation and involvement sessions for members.</p>
Director of Member Engagement	Kim Kohlenberg	<p>Maintain the mentorship program - Coordinate all new members being met with one on one to go over the website, find out the areas of opportunity they are most interested in and the best way to help them get involved. Coordinate board members to meet with current members to ensure engagement.</p> <p>**To be updated as the position develops further.</p>
Director of Training	Claire Reid	<p>Coordination of the Training Days. Develop and implement a training topic/exercise for each Members Opportunity Night (except for February and October). Initiate training opportunities for Chapter members outside of regular meetings as appropriate. Organize the Effective Speaking Training and Competition (if required) Inform membership of training opportunities for the year. Create/Maintain database of trainers. Plan 2 Executive Spotlight Events for 2011</p>

<p>Director of Communications</p>	<p>Felicity Aston</p>	<p>Working with VP External, communicate with outside organizations (i.e. Chamber of Commerce, ACE, etc.) regarding upcoming Chapter events and activities. Communicate with other chapters regarding upcoming events and news from our Chapter. Coordinate the issuance of Public Service Announcements and Press Releases relating to Chapter events as necessary. Develop and maintain media database. Check voicemail weekly. Monitor JCI Calgary general email account (info@jcialgary.com) and disperse emails as necessary. Prepare and send weekly email to members and bi-weekly email to prospects. - Coordinate with Board for content for website/newsletter Work with Director of Events/Project team leaders to develop marketing/communications plan for ad-hoc events/activities Provide channels for members to provide feedback to/communicate with the Board</p>
<p>Director of Events</p>	<p>Erik Ross</p>	<p>Research new venue for monthly social; negotiate discount and build relationship with venue providers. Ensure venue is booked each month, JCI signage is displayed, name tags are provided to each member/prospect, greeter is at the door. Organize Holiday Party by determining location, booking venue, coordinating communication to guests, and collecting payment. Coordinate other special events (ie. Stampede BBQ). Promote local, national, and international conferences within the chapter, by utilizing word-of-mouth, MON's, and social media. Track members who are interested and attending; advise of travel funding that will be provided. Determine potential costs for each conference on an annual basis (ie. flights, hotel, registration fee). Ensure that we have satisfactory representation of our chapter at each conference to continually support JCI brand; provide members travelling abroad with JCI Calgary swag (ie. jacket, water bottle, business card holder, name tag, etc). Liaise with JCI Canada Delegation Coordinator to ensure that members are set up for success when travelling abroad (ie. Visa requirements, airport transfer, delegation hotel, nation night). Utilize social media (ie. Facebook, Twitter, YouTube, LinkedIn, Flickr, MeetUp) and our new website to further develop our brand, both in the community and internationally. Use social media tactics to drive traffic to our website and newsletter. Liaise with Director of Communications in providing updates to all channels.</p>

Program/Project Chairs & Directors

<u>Position</u>	<u>Name</u>	<u>Portfolio of Responsibilities</u>
Community Chair		Coordinate opportunities for learning about and giving back to the community
Quebec Exchange		Coordinate the opportunity for our members to participate in this fabulous event
Casino Chair	Sheri Jamieson	Coordinate our Casino volunteer event
Alumni Engagement		Reconnect with Alumni – build relationships, invite to events
Travel Chairs		Per event, share event information with interested members and coordinate JCI Calgary attendees budget projections, travel information and communication with organizers as needed

Key Objectives

Business Area of Opportunity

1. Give members opportunities to network within Calgary's business community
2. Provide training that develops members' business skills

Individual Area of Opportunity

1. Offer a full calendar of social opportunities
2. Share information and facilitate funding for JCI local, national and international travel opportunities
3. Provide training that develops members' personal skills

Community Area of Opportunity

1. Provide opportunities for members to become educated about needs in the community, and provide opportunities for members to help fulfill those needs

International Area of Opportunity

1. Build relationships with international JCI chapters
2. Consider opportunities to support international community efforts, particularly those that JCI works with nationally and internationally

Growth & Development

1. Make JCI Calgary known to young professionals in Calgary, and build JCI Calgary's reputation as a resource and base for young professionals in Calgary
2. Educate potential members about JCI, and encourage them to become members if it is a good fit
3. Measure member satisfaction and engagement, and look to improve this

Business Development Area of Opportunity

Strategy	Action Steps	Who's Responsible	Timeline & Budget
Help JCI members build networks with members of other local, similarly-minded groups	<ol style="list-style-type: none"> 1. Speed networking 2. Chamber of Commerce events 3. Sharing news about other local business events with JCI members 	<ol style="list-style-type: none"> 1. Dean 2. Jill 3. Felicity 	<p>Timelines:</p> <ol style="list-style-type: none"> 1. March 3rd event date <p>Budgets:</p> <ol style="list-style-type: none"> 1.
Host a high-caliber speaker as a benefit for current members and to attract prospects	<ol style="list-style-type: none"> 1. Host a speaker event with ample opportunity for networking 	<ol style="list-style-type: none"> 1. Jill and Felicity 	<p>Timelines:</p> <ol style="list-style-type: none"> 1. Event scheduled for April <p>Budgets:</p> <ol style="list-style-type: none"> 1.
Host JCI training opportunities	<ol style="list-style-type: none"> 1. Effective speaking 2. JCI debating 	<ol style="list-style-type: none"> 1. Claire 2. Bethany 	<p>Timelines:</p> <p>Budgets:</p> <ol style="list-style-type: none"> 1.
Support interested members in gaining JCI training certification	<ol style="list-style-type: none"> 1. Ensure members who take JCI Presenter and Trainer courses have opportunity to earn hours for certification 	<ol style="list-style-type: none"> 1. Bethany 	<p>Timeline:</p> <ol style="list-style-type: none"> 1. Support interested members in attending JCI training opportunities <p>Budgets:</p> <ol style="list-style-type: none"> 1. Potential travel and training funding
Ensure business training opportunities abound	<ol style="list-style-type: none"> 1. Seek connections with speakers who are interesting to members 2. Meet with potential speakers to ensure appropriateness 3. Book speakers for Opportunity Nights 	<ol style="list-style-type: none"> 1. All board members to seek ideas for speakers 2. Claire to coordinate speakers 	<p>Timelines:</p> <ol style="list-style-type: none"> 1. Monthly for Opportunity Nights 2. According to calendar for other events <p>Budgets:</p> <ol style="list-style-type: none"> 1. Space and refreshments for Opportunity Nights 2. Space and other 3. Bed Net purchases for all speakers 4. Fee for some speakers

Individual Development Area of Opportunity

Strategy	Action Steps	Who's Responsible	Timeline & Budget
Host a wide variety of social events	<ol style="list-style-type: none"> 1. Wine/Beer tasting 2. Dinner Club 3. Monthly socials – 3rd Thursday of each month 4. Try something new club 	<ol style="list-style-type: none"> 1. Erik/Kim 2. Lara 3. Erik 4. Erik to find event hosts 	<p>Timelines:</p> <ol style="list-style-type: none"> 1. June and October 2. Every 6 weeks 3. Monthly 4. Every 6 weeks <p>Budgets:</p> <ol style="list-style-type: none"> 1. Refreshments, space rentals
Ensure personal training opportunities abound	<ol style="list-style-type: none"> 1. Seek connections with speakers who are interesting to members 2. Meet with potential speakers to ensure appropriateness 3. Book speakers 4. Topics to include: <ul style="list-style-type: none"> • Effective speaking training, • JCI debate training • Health and fitness sessions • Personal financial planning session • Leadership training 	<ol style="list-style-type: none"> 1. All board members to seek ideas for speakers 2. Claire to coordinate speakers 3. Bethany to support all areas 4. Melanie to coordinate health and fitness session 	<p>Timelines:</p> <ol style="list-style-type: none"> 1. Monthly for Opportunity Nights 2. According to calendar for other events <p>Budgets:</p> <ol style="list-style-type: none"> 1. Space and refreshments for Opportunity Nights 2. Space and other 3. Bed Net purchases for all speakers 4. Fee for some speakers

Community Development Area of Opportunity

Strategy	Action Steps	Who's Responsible	Timeline & Budget
Educate members about needs in the community	<ol style="list-style-type: none"> 1. Schedule 10 minutes at every 2nd Opportunity Night for a community speaker 	<ol style="list-style-type: none"> 1. Community Chair 2. Dean 	<p>Timelines:</p> <ol style="list-style-type: none"> 1. March/May/July/Sept/November <p>Budgets:</p> <ol style="list-style-type: none"> 1. None
Facilitate opportunities to give back (linked to cause presented by community speaker at Opportunity Night)	<ol style="list-style-type: none"> 1. Product or item donations 2. Volunteer time 	<ol style="list-style-type: none"> 1. Community Chair 	<p>Timelines:</p> <ol style="list-style-type: none"> 1. April/June/August/October/December <p>Budgets:</p> <ol style="list-style-type: none"> 1. None

International Area of Opportunity

Strategy	Action Steps	Who's Responsible	Timeline & Budget
Strengthen relationship with Santa Clarita Valley (SCV) Jaycees	<ol style="list-style-type: none"> 1. Invite SCV members to Calgary for Stampede 2. Look to send JCI Calgary members to SCV training weekend in July 	<ol style="list-style-type: none"> 1. Jill 2. Claire 	<p>Timeline:</p> <ol style="list-style-type: none"> 1. July 2. July <p>Budget:</p> <ol style="list-style-type: none"> 1. Stampede party 2. Costs to send Calgary members to Santa Clarita
Maintain relationship with the Quebec Jeune Chambre (National Area of Opportunity)	<ol style="list-style-type: none"> 1. Ensure members are aware of the opportunity to attend Quebec exchange in February 2012 	<ol style="list-style-type: none"> 1. Felicity 2. Kristin 	<p>Timeline:</p> <ol style="list-style-type: none"> 1. February 2011 <p>Budget:</p> <ol style="list-style-type: none"> 1. If training is available, travel funding will be available
Build awareness of support for JCI's international community and charitable partnerships	<ol style="list-style-type: none"> 1. Host a speaker or show video of Nothing But Nets or other charitable connection as one of the Community spotlights 	<ol style="list-style-type: none"> 1. Jill 	<p>Timeline:</p> <ol style="list-style-type: none"> 1. Throughout the year <p>Budget:</p> <p>No budget requirement</p>
Support and encourage interested members to attend regional, national and international conferences and Congress	<ol style="list-style-type: none"> 1. Include dates and information in weekly email correspondence, on the Calendar of Events, on the website, and make announcements at Member Opportunity Nights 2. Different travel coordinator for each event 	<ol style="list-style-type: none"> 1. Felicity 1. Dean 2. Bethany 3. Jill 	<p>Timeline:</p> <ol style="list-style-type: none"> 1. According to event <p>Budget:</p> <ol style="list-style-type: none"> 1. Depending on event; see budget for details
Implement the budgeted system to provide funding for members to attend national and international conferences	<ol style="list-style-type: none"> 1. Consult with interested members to create an appropriate system for allocating funding 	<ol style="list-style-type: none"> 1. Bethany 2. Ben 3. Travel Chair(s) 	<p>Timeline:</p> <ol style="list-style-type: none"> 1. According to event <p>Budget:</p> <ol style="list-style-type: none"> 1. Depending on event; see budget for details

Growth & Development

Strategy	Action Steps	Who's Responsible	Timeline & Budget
Regularly promote events in the media	1. Regular press releases	1. Felicity 2. All members to give event information to Felicity	Timelines: 1. As necessary Budgets: 1. None
Build relationships with organizations that connect new Calgarians	1. Realtor packages	1. Felicity	Timeline: 1. During 2011 Budget: 1. Small budget for materials and printing
Track people who express an interest in JCI Calgary	1. Follow up with prospective members 2. Provide a new member package 3. Make sure future members know who to direct questions to 4. Use welcome desk and sign-in sheet at Opportunity Nights	1. Melanie 2. Kim	Timeline: 1. Ongoing Budget: 1. Small budget for materials and printing
Engage and inform new members	1. 30 minute orientation sessions twice per year directly before Opportunity Nights	1. Melanie 2. Kim 3. Bethany	Timeline: 1. March and September Budget: 1. Small budget for materials and printing
New member recruitment	1. All publicly advertised events are opportunities to recruit new members	1. Melanie 2. Kim 3. All board members	Timeline: 1. Ongoing Budget: 1. Small budget for materials and printing
Send e-cards to members to strengthen relationships	1. Send holiday cards 2. Consider birthday cards	1. Felicity	Timeline: 1. Ongoing Budget: 1. None

Growth & Development

Strategy	Action Steps	Who's Responsible	Timeline & Budget
Use mentorship opportunities to strengthen networks within JCI and to further engage members	<ol style="list-style-type: none"> 1. Look to re-establish the mentorship program 2. Begin matching mentors and mentees 3. Coordinate details of sharing within the relationship 	<ol style="list-style-type: none"> 1. Melanie 2. Kim 3. All members 	<p>Timeline:</p> <ol style="list-style-type: none"> 1. Begin as soon as possible 2. Continue ongoing <p>Budget:</p> <ol style="list-style-type: none"> 1. None
Use member engagement surveys and forums to build awareness of what members are interested in and will benefit from	<ol style="list-style-type: none"> 1. Use short post-event surveys to gauge interest and value 2. Phone or connect with members who haven't been engaged in a while 	<ol style="list-style-type: none"> 1. Felicity 2. Each event chair 3. Melanie 4. Kim 	<p>Timeline:</p> <ol style="list-style-type: none"> 1. At each event <p>Budget:</p> <ol style="list-style-type: none"> 1. None

Proposed 2011 Schedule of Events & Activities

January	February	March	April
Total Membership Goal: 55 January 12 – Opportunity Night (ON) January 9 – Board Meeting January 20 – Social January 28-Awards Night	Total Membership Goal: 60 February 3 – 6 – Quebec Exchange February 9 – ON February 13 – Board Meeting February 17 - Social	Total Membership Goal: 62 March 3 – Speed Networking event March 9 – New member orientation March 9 – ON March 17 – Social March ? – Effective Speaking	Total Membership Goal: 65 April 13 – ON April 21 –Social April ? – High profile speaker
May	June	July	August
Total Membership Goal: 66 May 4-7 – Conference of the America’s, Curacao May 11 – ON May 19 - Social May ? – Regional Convention May – Health & Wellness event	Total Membership Goal: 67 June 8 – ON June 16 – Social June – Wine Tasting	Total Membership Goal: 68 July – Stampede Party July – Invite Santa Clarita Jaycees to Stampede July 21 – Social	Total Membership Goal: 69 August 10 – ON August 18 – Social
September	October	November	December
Total Membership Goal: 73 September 14 – New member orientation September 14 – ON September ? – National Convention, Toronto September 22 - Social	Total Membership Goal: 74 October 12 – ON October 20 - Social October ? – Beer Tasting October 31 – November 5 – World Congress, Belgium	Total Membership Goal: 75 October 31 – November 5 – World Congress, Belgium November 9 – ON November 17 – Social November– LOTS	Total Membership Goal: 75 December ? – Christmas Party December 14 – ON

To Be Scheduled – Bi-monthly community events

- Dinner Club every six weeks
- Try Something New Club every six weeks

**JCI Calgary
Statement of Changes in Fund Balances
December 31, 2010**

	Restricted	Unrestricted	Total
Balance at beginning of year	23,018	19,938	76,032
Excess of revenue over expenses	78,000	-	78,000
Transfer of internally restricted funds			
Account balances as of Dec 31st, 2010	101,018	19,938	154,032
Anticipated impact from Japan for 2010	-21,000		-21,000
Adjusted total	80,018		80,018
Excess of revenue over expenses as budgeted 2011	-69,925	4,100	-65,825
Projected closing balance December 31st, 2011	10,093	24,038	34,131

JCI Calgary 2011 Budget				
		Unrestricted	Restricted	Total
REVENUES				
	Dues - New Members	3,000	-	3,000
	Dues - Renewing Members	6,875	-	6,875
	CASINO	-	-	-
	Awards	225	-	225
	Christmas party	1,000		
		11,100	-	10,100
EXPENSES				
PROJECT EXPENSES				
OPERATIONS, MANAGEMENT, & ADMINISTRATION				
Professional Services	General Liability Insurance & Director & Officer Insurance	-	350	350
	Financial Audit / Financial Review	-	-	-
Memberships & Assessments	JCI Canada Assessment		1,500	1,500
	JCI Western Region Assessment	-	600	600
Executive & Chapter Development		-		-
	Leadership Academy		650	
	Awards Night	1,000		
	Christmas Party	2,000		
	Regionals	-	7,500	7,500
	Nationals	-	10,000	10,000
	Area C	-	7,000	7,000
	World	-		18,000

	Congress		18,000	
	Effective Speaking	-	1,500	1,500
	Quebec Exchange	-	5,000	5,000
	Training		8,000	8,000
Office	Postage & Shipping	150	-	150
	Office Supplies		125	125
	Bank Charges, Cheques & Moneris Fees	400		400
Miscellaneous				
	Board Discretionary	400	-	400
	Bed Nets	300	-	300
	Board Member Business Cards	250	-	
	Kahanoff Centre		2,500	2,500
	Food (ONs and Socials)	1,600	-	1,600
	Casino fees			-
Subtotal - Operations, Management, & Administration			62,725	64,925
MEMBERSHIP				
	Member Name Badges	900		900
	National Dues - New		1,200	1,200
	National Dues - Renewing		3,300	3,300
Subtotal - Membership			4,500	5,400
MARKETING & PUBLIC RELATIONS				
	Website			-
	Marketing Materials		2,500	2,500
	Newsletter software		200	200
Subtotal - Marketing & Public Relations			2,700	2,700
TOTAL LOM EXPENSES		7,000		73,025

			69,925	
TOTAL LOM REVENUE		11,100	-	10,100
TOTAL LOM EXPENSES		7,000	69,925	73,025
TOTAL LOM INCOME (LOSS)		\$ 4,100	\$ (69,925)	\$(62,925)