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# JCI Michigan

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2024 Local Organization Handbook

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Programming & Recognition

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**Kayleigh Gratz**

2023 Programming Vice President  
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## Letter from the 2024 Programming Vice President

Hello Michigan Jaycees!

Over the past few years, JCI Michigan has undergone a lot of changes. Our chapters have persevered through a pandemic, readjusted to virtual events, and bounced back in a variety of ways. We have also grown and have many new members. Along the way, communication of institutional knowledge has been lacking. In 2024, our goal is to make programming more accessible to every member, while we continue to make an impact and recognize the hard work put in.

This year the programming team aims to make programming more accessible, exciting and less intimidating in 2024. We plan to provide virtual and in-person trainings throughout the year to support JCI Michigan in creating chapter plans, help utilize local and national resources to support projects, communities and partnerships. Our biggest change to look forward to is a return of in-person presentations and competitions, which was the pre-Covid approach, and most greatly supports personal and professional growth for our members.

We are here to support JCI Michigan, so please reach out to us if you have any questions, concerns, need help or want training opportunities. We hope to attend and support your events throughout 2024.

We hope you find this manual very useful to support in understanding the recognition process.

Best,

*Kayleigh Gratz*

**2024 Programming Vice President  
Programming Directors**

2024 Programming Directors:

Kayleigh Gratz, Allegan

McKenna Grennan, Greater Muskegon

Sandra Brinks, South Kent

## 2024 Programming Dates

**All submissions are due no later than 11:59PM EASTERN TIME on the date listed below. Late entries will not be considered for recognition.**

Note: Below are the currently planned dates. Any Changes to these dates will be announced and the manual will be updated.

### Semester 1

June 30, 2024	S1 Ends
July 10, 2024	S1 Submissions Due
July 20, 2024	S1 SPE interviews & Competitions: <b>In Person</b> <i>Michigan Chamber of Commerce Bldg, 600 S Walnut St Lansing</i>
September 27-29, 2024	S1 Awards at JCI Michigan Conference: <b>In Person</b> <i>Kewadin Casino, Sault Ste. Marie</i>

### Semester 2

December 31, 2024	S2 Ends
January 8, 2025	S2 Year-End Submissions Due
January 18, 2025	S2 Year-End SPE Interviews & Competitions: <b>In Person</b> <i>Michigan Chamber of Commerce Bldg, 600 S Walnut St Lansing</i>
February 2025	S2 Year-End Awards at JCI Michigan Conference: <b>In Person</b> <i>Location TBD</i>

## AREAS OF FOCUS

### Management Development

This is the area that tracks the “health” of the chapter by knowing about progress being made on the accomplishments of chapter goals.

See [Appendix L](#) for fundraising ideas.

Chapter management	Civic Leadership Certification	General Member meetings
Visitor protocol	Financial management	Strategic planning
Business partnerships	Public relations	Marketing plan
Execution of PMGs		

\*This list is not exhaustive of components in this area.

### Individual Development

This is the area that coordinates the development of the individual members by knowing and addressing the needs of the chapter members.

Personal development	Professional development	Member growth
Chapter activities like socials	International involvement	Member surveys
Single Project entries	Skills development	Competition programs

\*This list is not exhaustive of components in this area.

## Community Development

This area is more than just the community service hours and raising funds for local charities, it's about the places we live, work and raise our families.

See [Appendix M](#) for tips on running successful events.

Community services	Community funding	Government involvement
Civic involvement	Advocacy	Community needs assessments
Community partnerships with other non-profits		

\*This list is not exhaustive of components in this area.

## Membership Development

Please see the Membership Team for questions focusing on activation, recruitment, and retention of individual members.

# RECOGNITION FOR SEMESTERS

## Programming Award of Excellence

This recognition is given to up to four (4) chapter(s), project(s) or individual(s) for demonstrating excellence in “paving the programming way” for the support of programming in management of your local chapter, impacting your community, or assisting in developing your members professionally and personally. The Programming Team determines recipients of this award and there is no submission form for it. These awards are based on observation of local chapters and their programming.

## Civic Leadership Certification

Civic Leadership Certification is a program often referred to as the “Roadmap” or “Building Blocks” to create a successful chapter. It is a checklist program to help chapters keep on track with their chapter plans, come up with more programming and membership ideas, and keep involved with JCI Michigan and JCI USA events and resources.

CLC is scored by a percentage of points possible that have been earned by the chapter. The Top 5 CLC chapters per semester receive recognition, with an award being given at the end of the year to the top CLC chapter.

CLC is also a program offered by JCI USA. It is being brought back for the first time in a couple years in 2024. For information about and to submit to JCI USA’s CLC, visit [JCI USA Young Leader Lab](#)- you will find CLC in the Course Catalog.

See [Appendix A](#) for CLC Information.

## Membership Award of Excellence

This recognition is given to up to four (4) chapter(s) or individual(s) for making noise in their communities through active membership. This may include membership events, incorporating member recruitment and chapter promotion into signature projects, outstanding chapter growth and much, much more. The Membership Team determines the recipients of the recognition based on observation. There is no submission form for this recognition and ANY MEMBER of JCI Michigan may be chosen.



### Single Project Entry

Recipients of the award will be determined after the written project resume and presentation have been judged by a 3-person panel and results tabulated by the Programming Team. There are five (5) categories for Single Project Entries.

### First-Timers

This event is directed by the MI JCI Senate. To be considered a First Timer, it must be your first time as a member attending a JCI Michigan Leadership Conference. First-timers competition is usually held Friday night at conference with winners determined and announced by the Senate.

### Competitions

JCI Michigan will have Competitions at every conference. Competitions will take place virtually. Winners of each Competition will be recognized at the designated event as JCI Michigan determines.. Each competition will be judged by a 2-3-person panel. These competitions include:

- Prepared Write-Up
- Impromptu Write-Up
- Prepared Speak-Up
- Impromptu Speak-Up
- Prepared Master Speak-Up
- Create It!
- Film It!
- Online Professional Networking

See the [Competitions Manual](#) for more details.

### Presidential Medallion

This is the highest honor a JCI Michigan President can bestow on an individual. Each President has a unique medallion. This recognition is traditionally accompanied by a speech about the individual(s) about to receive the medallion. These are awarded solely at the discretion of the President.

*Special Note:* As this is the highest honor given to an individual during the Presidential Year, it is customary to observe the presentation in silence and to stand when the recipient's name is called. If presented at a State meeting, the room will be temporarily closed until the presentation is complete.

# SINGLE PROJECT ENTRY PROGRAM PARTICIPANT GUIDELINES

## Overall Program

All projects will be judged on a combination of their written submission and presentation. **Projects that do not submit a written Project Resume are not eligible for the oral presentation.** The Programming Team will determine a winner following the presentation round.

## Categories

There are five (5) Single Project Entry categories for 2024: Local Community Development, Financial Development and Economic Growth, Member Development, Inter-Organization and Civic Collaboration, and United Nations Sustainable Development Goals (UN SDGs). An explanation of the categories is featured on the next page.

This is a deviation from what was done in more recent years, and a return to the more simplified categories JCI Michigan had previously. JCI USA still has the expanded nine (9) SPE categories. For projects that will go onto national submission, the 2024 Programming Team will determine the JCI USA category the project falls under.

## Written Project Resume

To be considered for JCI Michigan recognition, the Programming Team must receive Project Resume submissions no later than the communicated deadline. This portion of the recognition process is based solely on the written document submitted which is the Single Project Entry Resume Form along with a Project Management Guide if one is available. Grammar and spelling will be reviewed as well as project information and outcomes.

See [Appendix B](#) for the Written SPE Project Resume Form

## Presentation Portion

All projects from Round One (written Project Resume) compete in Round Two, the presentation portion. Winners are not determined until the conclusion of Round Two. Although other presenters from the chapter are eligible, the project chair, co-chair, or committee member should be the presenter. Time limits will be strictly enforced. After the presentation, judges will be allowed 5 minutes for a brief Question and Answer period.

### Judges

Panel judges will be selected by the Programming Team. The judges can be current members of JCI Michigan. Potential judges may be drawn from past JCI Michigan members, Senators, JCI USA or other states, local organizations, or businesses. All judges will follow the judging guidelines created by the Programming Team.

### Categories

<b>Local Community Development</b>	This category is for projects whose primary goal is to address community needs through innovation and collaboration, enabling communities to achieve sustainable long-term impact. (key words: community leader, connect, collaborate)
<b>Financial Development &amp; Economic Growth</b>	This category is for projects whose primary goal is to create a positive financial impact in the local chapter, with the primary goal of raising funds to directly support chapter programming. (key words: management, invest)
<b>Member Development</b>	This category is for projects whose primary goal is to develop the local members through personal or professional skill-building and training, chapter growth and recruitment, and member activation/retention (key words: membership, individual development, active citizen, motivate, connect)
<b>Inter-Organization and Civic Collaboration</b>	This category is for projects whose primary goal is to develop and foster collaboration and cooperation between the local chapter and civic and/or community organizations to create impact and positive change. (key word: collaborate)
<b>United Nations Sustainable Development Goals (UN SDGs)</b>	This category is for projects whose primary purpose is to advance one or more of the United Nations Sustainable Development Goals using a sustainable solution (see below for SDGs). The project takes steps toward eliminating the underlying issue at a local level and focuses on next steps. Note: this includes projects that would further the UN Global Compact’s Mission to promote the values of Corporate Social Responsibility. (key word: impact)

Note 1: In addition to evaluation based on the primary purpose as stated above, all SPEs will be judged on objectives, planning, finance and execution, membership participation, sustainability, and impact on the local chapter.

Note 2: This year we are returning to the simpler project categories for the ease of the submission process. JCI USA has 9 categories for SPEs. The Programming team will determine what SPEs will go onto National submission, and will determine what category each SPE falls into for JCI USA.

**Sustainable Development Goals (SDGs)**



See [Appendix C](#) for JCI USA’s SPE Categories

UN Global Compact’s Mission to spread and promote the values of Corporate Social Responsibility



### Requirements for Round One (1): Written Project Resume

See [Appendix D](#) for Written Portion Judging Form

#### Scoring Explanation

Most components can earn a maximum of 5 points. These portions are judged on a scale of 1 to 5. Most portions begin with a score of 3. This score is adjusted, up or down, based on the submission.

EXAMPLE: Submission followed guidelines but had numerous spelling and grammar errors. The programming team moved the score from a 3 to a 2 for that component.

The project participation portion differs from this scale, in that its score is determined by the percentage of participation, based off the Chapter's Membership Base as of January 2023.

PERCENTAGE	POINTS
0 - 20	1
21 - 40	2
41 - 60	3
61 - 80	4
81 - 100	5

Failure to include requested information or to answer all the questions will result in a point reduction.

### Requirements for Round Two (2): Presentation

See [Appendix E](#) for SPE Presentation Judging Form

#### Presenters

Presenters should wear business attire and are expected to be professional in demeanor during their presentation. The presentation should be equivalent to one your chapter would present to community partners and businesses for sponsorship. The project chair or co-chair should give the presentation whenever possible. If these members are not able to attend, another chapter member is eligible to present. If the project chair or co-chair is the presenter, the project will earn three points. If the presenter is a project committee

member, president, or VP, the project will earn two points. If the presenter was not involved in the project, it will earn one point. No one will be allowed in the room during the presentation other than the presenter(s) and the judges.

In-person presentation is encouraged, though under extenuating circumstances (for example, there's a blizzard during January's Jaycee Day in Lansing, and members from Cadillac are unable to make the drive), virtual presentation can be accommodated. To encourage in-person presentation however, additional points will be given for those who present in-person.

### **Content**

Presentations should complement rather than repeat the written portion. However, it is important to give an overview of the project and its objectives. Highlight the outcomes and impact, and give a critical assessment including how the project can be improved.

### **Time Limit**

Presentations have a strict time limit of five (5) minutes. Presentations will be stopped at the end of five minutes and presenters will be asked to conclude the presentation. Please try to use as much of the five minutes as possible without going over. Rehearse and time yourself.

### **Substantiation**

Presenters should bring substantiation to show project details and impact. Substantiation can include a PowerPoint presentation, news articles, photos, etc.

### **Question & Answer**

A question and answer period of up to five (5) minutes will follow the conclusion of the presentation. Judges may ask questions for clarification or to learn more about a particular part of the project. This portion is scored based on how well the presenter answers the questions.

### **Feedback**

Following the Question & Answer session, judges will be allowed to give immediate feedback to the presenter for a maximum of five (5) minutes.

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## YEAR-END AWARDS

### Individual Member Awards

#### Robert Joseph Peacock Memorial Award

This memorial award is presented to the individual member who has recruited the most new members. (See [Appendix F](#) for Peacock submission form.)

#### Thom Stark Memorial Award

Presented to up to ten (10) Outstanding Local Vice Presidents. Recipients may be considered for National recognition. An interview process determines this award for Year-End Conference in February. The current JCI Michigan President makes the final determination on the top winners. (See [Appendix G](#) for Stark submission form.)

#### Dave Lichwala Memorial Award

Presented to up to twenty (20) Outstanding Local Presidents. An interview process determines this award for Year-End conference in February. The current JCI Michigan President makes the final determination on the top winners. (See Appendix H for Lichwala/Luthy submission form.)

#### Martin P. Luthy Memorial Award

Presented to up to ten (10) Outstanding Local Presidents from the Dave Lichwala Memorial Award winners. Recipients may be considered for National recognition. The same interview given for the Dave Lichwala Memorial Award determines this award for Year-End conference in February. The current JCI Michigan President makes the final determination on the top winners. (See [Appendix H](#) for Lichwala/Luthy submission form.)

### Chapter Awards

#### New or Under Twenty

This award is given to chapters who are new chapters or start their year under twenty (20) members. This award is determined by the Programming Team for the chapter's efforts to rise above twenty (20) and the impact they make in their community. **A Year-End chapter plan must be submitted to be considered for this award.**

#### BBC Media Excellence Award

This award combines the Bob Beard (outstanding newsletter communication), the Paul D. Ballinger (outstanding use of electronic communication) and the Pamela Cunningham (outstanding online social media and marketing plan). **A Year-End chapter plan must be submitted for this award with a detailed and updated section on marketing and**



**communications.** It is suggested that a chapter includes the Programming Team on their email newsletters throughout the year. Send your newsletters to **Jeri Behrmann** at **[jbehrmann@jcimi.org](mailto:jbehrmann@jcimi.org)** please.

### Governor's Cup

Chapters may submit for this award following guidelines to be communicated with Year-End Submission guidelines. This award recognizes Outstanding Government and Civic Involvement. (See [Appendix I](#) for Governor's Cup submission form.)

### Steve Little Memorial Award

Best Flagship Membership Program. This award is presented to the local chapter or state board group that implements the most outstanding state-wide programming that impacts membership activities. This award is determined by the current JCI Michigan President.

### Dennis-Hamilton Memorial Award

Best Flagship Program. Described as the finest and most important part of a state-wide programming. This award is determined by the current JCI Michigan President.

### Henry Giessenbier Memorial Award

Top Local Chapters in the State. This award is determined by the current JCI Michigan President. There are up to three (3) chapters that are awarded this honor. **A local chapter must submit a Chapter Plan to be considered for this award.**

### C.W. Bill Otto Memorial Award

Best Overall Chapter in the State. One (1) chapter is honored with this award. The current JCI Michigan president determines this local chapter. This local chapter is chosen from the Henry Giessenbier Memorial Award winners. **A chapter must submit a Chapter Plan in order to be considered for this award.**

## State Board Member Awards

### Sandra K. Luikes

Awarded to up to three (3) outstanding District Directors.

### Seiji-Horiuchi

Awarded to up to three (3) outstanding Programming Directors or State Chairs.

### Doc Huldin Memorial Award

Presented to the most outstanding Michigan JCI Senator for their service to the Jaycee organization.



**R. Bradley Trafton Memorial Award**

Presented to the most outstanding Appointed Officer to JCI Michigan Board of Directors.

**Outstanding Member of the JCI Michigan Board of Directors**

Presented to a member of the JCI Michigan Board of Directors for their service during the year.

**Mark N. Pankner Award**

Presented to a member of the JCI Michigan Executive Board for their service during the year.

**Betty Sexton Award**

Presented to a JCI Michigan Programming Vice President or Membership Vice President for their service during the year.

# CHAPTER PLAN SUBMISSIONS

See [Appendix J](#) for Chapter Plan Checklist

## Parts of a Chapter/Strategic Plan

- Board Directory with contact information – This is not only helpful to have all contacts in one place, but state board members can easily find whom they need.
- Mission, Vision, and Purpose Statements – Why do you exist and what is the vision and purpose for your chapter?
- Objectives – What goals do you want to set for your chapter? These should set a clear direction for where you want your chapter to go.
  - Key Results – Measurable outcomes required to achieve your objective
  - Initiatives – Specific action items to achieve a key result.
- Programming Overview
- Yearly Membership Plan
- Corrective Action Plan (only applicable for chapters under 20 members)
- Needs of Membership (survey)
- Needs of Community (survey or evaluation)
- Community/Business Partnership Evaluation
- Diversity, Equity, and Inclusion Evaluation
- Marketing and Communications Plan
- Calendar of events/projects
- Yearly Budget
- Evaluation

See [Appendix J](#) for the Membership Plan

A Chapter Plan is a working document. It should be updated as you go. It should be considered a living document of what worked and what didn't work for the year.

Don't forget about evaluating the areas of your Objectives and Key Results throughout the year!

## RECOGNITION SUBMISSIONS

### General

Quarter/Semester and Year-end submissions will be handled through the Submissions Portal at <https://jcimi.org/programs/submissions/>.

**\*\*Make sure to talk to your local chapter board regarding who will actually submit for recognition. It is general practice that a Local Chapter President or Vice President does the submitting on behalf of the Chapter. \*\***

### How to Submit

Please save all documents as "Chapter\_DocumentType.pdf" i.e. "Livonia\_ChapterPlan.pdf"

Check Appropriate Box(es) on the page, upload files, and submit.

#### SPE Submissions Portal

Please include chapter and submission type in all file names (Project\_Chapter\_LastName.pdf).  
This form may be submitted multiple times for different submissions. Please contact the programming team with questions at [programs@JCIMI.org](mailto:programs@JCIMI.org).

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**Chapter Name \***

Please Select

**Your name \***

**Email \***

ex: myname@example.com

example@example.com

**Phone \***

My we use your headshot in promotional and presentation materials?  Yes  No

Please upload your headshot.