



2025 PLAN OF ACTION



Team 101 Contact Info

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		DEI Task Force			
Gil	Mayrand	Foundation Appointment	He / Him	Wyandotte	
Carena	Townsend	Foundation Appointment	She / Her	Ann Arbor	

2025 Accountability Chart

General JCI MI Contacts

EMAIL	REASON TO CONTACT
communications@jcimi.org	General inquiries from website, newsletter, social media, technology requests
events@jcimi.org	Information, questions, concerns or ideas about state events
finance@jcimi.org	Funding questions, refunds, invoices, direct payments
legal@jcimi.org	Contracts, bylaws, insurance questions, formal complaints
membership@jcimi.org	Joining, re-joining, creating new chapters, feedback, canceling membership, passport to civic leadership, Glue Up Issues
president@jcimi.org	General questions, formal complaints, requests for interviews
programs@jcimi.org	Competitions, state-wide projects, submissions
dei@jcimi.org	Diversity, Equity and Inclusion issues and events
staff@jcimi.org	General questions, formal complaints, information on Board of Directors
training@jcimi.org	Information on training programs for trainers or attendees



EMAIL DIRECTORY FOR JCI MICHIGAN

WWW.JCIMI.ORG

2025 Quarterly Evaluations

Quarter one:

- Due April 15.

Quarter two:

- Due July 15.

Quarter three:

- Due Sept 15.

Quarter four:

- Due January 15.

Year-end:

- Due January 20.

PART 1: DEFINING SUCCESS

CRAFTING YOUR TEAM VISION

1. Why did I choose to run for this leadership position? Why am I part of this organization?
 - a. encouragement from others
 - b. to learn new skills
 - c. only 1 of 3 eligible members (and this was Cory's first board retreat after 6 years!)
 - d. Voluntold
 - e. skill building
 - f. forcing oneself to push outside comfort zones
 - g. new challenge
 - h. fill a personal void
 - i. make new connections
 - j. help others gain knowledge, we've learned as a Jaycee

2. What have been some of the best experiences during my time in this organization?
 - a. NAA
 - b. World Congress
 - c. Gaining things outside of the "sheltered" childhood upbringing.
 - d. ability to travel and meet new people, never would have otherwise
 - e. fun moments outside of scheduled agendas
 - f. planned spontaneity

3. Were there specific experiences that motivated me to move into a leadership role?
 - a. told it was a "safe place to fail"
 - b. someone encouraged me
 - c. relationships with others on the board
 - d. someone directly called
 - e. trauma response to hone confidence
 - f. saw someone else behind the curtain and thought that was a job they could do
 - g. gain growth changes based on others
 - h. receiving an unexpected award provided encouragement
 - i. nominated at local board
 - j. want to give tools to others
 - k. liking others on the board

- l. a mentor seeing potential
 - m. people believing in me
 - n. someone encouraged me with “try is all we ask”
4. What does success look like for our team at the end of this year?
- a. Avoid unintentional gatekeeping
 - b. plan moments of “unplanned” fun
 - c. if you’re going to an event, take someone with you

JCI MICHIGAN OVERVIEW

JCI Mission

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

JCI Vision

To be the leading global network of young active citizens.

JCI's Core Philosophy is to:

Inspire confidence, unite communities, enhance equal opportunities, establish justice, embrace cultural diversity, and create sustainable impact.



JCI Michigan Vision

To become the young person's leadership organization of choice in Michigan by providing chapters with the resources and development they need to further a lasting legacy in their local communities.

JCI Michigan Purpose

Promote active participation in Local Chapter programs and projects designed to improve their community, state, and nation; Provide young persons an opportunity to develop leadership skills, and an opportunity for personal development and achievement; Encourage intelligent participation by its members in the affairs of their community, state, and nation; Provide for expansion and growth of JCI Michigan; and coordinate the activities of JCI Global, JCI USA, and JCI Michigan.

JCI Areas of Opportunity

- International Cooperation through exciting and innovative events,
- Individual Development through leadership and personal development training,
- Business and Entrepreneurship through flagship programs,
- Community Impact through projects anchored in helping sustain and rebuild local economies, motivate the workforce through youth entrepreneurship and promote mental health awareness.

Team 101 Vision

How are we defining success for this year?

Success is being defined by evaluation of past, present, and future programming. To be successful we must think big and small and recall that every member has a voice and makes an impact.

Where do we want our organization to be in 5 years?

To be the leading organization in the state of Michigan for young leaders looking to create positive change. We want to be growing and thriving, not just surviving.

Where do we want our organization to be in 10 years?

In ten years we want to have started the trend of being a household name again. Being an organization that other organizations think about as a partner in the endeavor to create positive change.

PART 2: ANALYZING

LOOKING AT THE CURRENT STATE/STATUS QUO

1. **Specific Community Needs** (i.e. recycling center, community center, eradicating poverty, after school children/teenage activities, etc.) are as follows:
 - a. Civic engagement of young leaders
 - b. meeting space after hours in town
 - c. family engagement opportunities
 - d. local business ordering for chapter needs
 - e. talent retention in the city

2. **Specific Member Needs** (i.e. social/business networking, leadership trainings and opportunities, etc.) are as follows:
 - a. not becoming a board member at the same time as joining
 - i. leads to feeling like drinking from a firehose, or being steamrolled
 - b. have a calendar of events to actually go to next
 - c. Being purposeful with events
 - d. make personal connections
 - e. actually deliver on what we sell
 - i. if we say we are a “volunteer org”, make sure there are volunteer opportunities
 - ii. if we say we are a “leadership development” org, make sure we provide those opportunities
 - f. it’s okay to do something different mentality
 - i. just because it’s always been this way, doesn’t mean it has to stay that way
 - g. if it doesn’t work, change it, as long as it doesn’t break bylaws
 - i. or change the bylaws
 - h. lack of leadership opportunities
 - i. be clear on “what we are”
 - i. Kayleigh - “we are a place for 18-40 year old young people to improve lives around them and learn skills along the way”
 - j. diversify events
 - i. inclusive of partnering with diverse demographic organizations
 - k. member booths at community events
 - i. include activities or swag
 - l. Refocusing from personal wants and gains to “what’s best for the organization as a whole”

3. **Prospective Member Needs** (i.e. access to development opportunities for young people, networking and community needs, desire to give back and drive positive change)
 - a. Clear organizational direction
 - b. Diverse events
 - c. Safe space
 - d. Volunteer changes
 - e. Leadership opportunities
 - f. Professional development

4. **Problems & Solutions**

Use the above information to list out identified community/state problems and solutions that your organization can provide:

- Community/State Problem: **Professional Development Opportunities**
Solution that your organization can provide:
 - Through our Training Director and Programming Vice President, we aim to make professional development opportunities at the forefront of every program and project sponsored by JCI MI. We will utilize various training methods to fulfill this goal.
- Community/State Problem: **Safe Space**
Solution that your organization can provide:
 - As part of our DEI initiatives we aim to make everyone included and recognize ourselves as a “safe space to fail”, a “safe space to be physically, mentally, and emotionally”. We also will reiterate our Policies and Code of Conduct that does not tolerate negative behaviors.
- Community/State Problem: **Family Engagement Opportunities**
Solution that your organization can provide:
 - Programming that involves family friendly activities where children are welcome and non-members alike can participate year round.
- Community/State Problem: **Civic Engagement**
Solution that your organization can provide:
 - Encourage local chapters to partner with local Chamber of Commerces to build relationships and begin civic conversations.



**PART 2: ANALYZING
CHAPTER RELATIONS
TEAM WORKSHEET**

State of Local Chapters

Local Chapters and members are the backbone of our organization. Getting in touch with your Local Chapters, learning about their leaders' aspirations, and building relationships is key to a successful year.

Local Chapter	Chapter President	Membership Size (#)	Relationship with State	Primary Area of Focus
Allegan	Will Darling	18	Good	Community
Ann Arbor	Marie Boze	62	Good	Social/Community
Frankenmuth	Olivia Howard	40	Decent	Community
Grand Rapids	Adrian Bonilla	23	Good	Professional Development
Great Lakes Bay	Amanda Kernstock	17	Decent	Community
Muskegon	Emily	48	Good	Community

	Erffmeyer			
Kalamazoo	Eric LaForge	10	Good	Community
Lansing	Leah Dryer	10	Great	Community
Livonia	Meghan Rokita	14	Decent	Community/ Entrepreneu rship
Ludington	Amanda Wingelaar	12	Great	Community
Mount Pleasant	Claire Doty	19	Little contact	Community
Redford	Chris Tomasik	21	Good	Community/ Civic Engagement
South Kent	Tyler Roberts	17	Great	Community/ Individual Developmen t
Westland	DJ Campbell	10	Great	Community
Wyandotte	Danielle Boura	16	Decent	Community

PART 3: BUILDING OUT GOALS

HOW YOU KNOW YOU'RE STAYING ON TRACK

Goal #1: To hold Outstanding Young Michigander awards again. Ideally with CYE during the day prior to OYM awards banquet.

- Specific: **Outstanding Young Michigander was a program that existed in JCIMI from 1955 to 2019.**
- Measurable: **Award at least 3 OYM.**
- Achievable: **Create a committee with Jen Groom (former COO, great at operations and keeping people on task), Brandon Diller (CommTech team and great at partnerships and operations), Dan Gratz (senator/past Outstanding Young Farmer PM), Sarah Nelson (past state president/senator/past OYM chair)**
- Relevant: **Brings back a prior Jaycee program, gets Jaycee name into the public eye through partnerships.**
- Time-Bound: **Aiming for fall 2025.**

Other Considerations:

- What part of your organization's vision does this connect to? **Recognizing young people creating positive change in their communities.**
- How can this set the following year up for success? **Provide the following year with a program in place to promote JCI objectives, ideally having recruited new members for the organization.**

Goal #2: Bring back The Book to provide institutional knowledge to every member.

- Specific: **Provide a virtual copy of The Book and additional resources on jcimi.org**
- Measurable: **Utilize resources from previous years' books and anything else accumulated.**
- Achievable: **Kayleigh personally had been working on The Book during 2024, and we have everything from previous years saved in the Google Drive that would need updating.**
- Relevant: **Provides information to the members in an accessible manner.**
- Time-Bound: **Have the primary materials live on the website by LOTS (Nov 9th, 2024) and add to it as we go throughout the year/get feedback from members/board on what they would like to see included.**

Other Considerations:

- What part of your organization's vision does this connect to? **Empowering our members by providing them with comprehensive resources and tools to utilize in order to create positive change.**
- How can this set the following year up for success? **Provides the membership with the knowledge needed to successfully run a chapter and successful projects, as well as tools such as New Member Orientations, recruitment tips, ideas for M-Nights and fundraisers, etc.**

"The Book" Link -

[Document Library – JCI Michigan](#)

- **Under Handbook**

Goal #3: **Secure sponsorships for JCIMI.**

- Specific: **Utilize Sponsorship packet created in 2024, sending it out to corporations.**
- Measurable: **Aim to secure at least \$3,000 in sponsorships.**
- Achievable: **Sponsorship packet is already completed; Form committee to coordinate these activities.**
- Relevant: **Helps the organization raise money to provide our members with more opportunities. Funds can be utilized for Member Empowerment Fund for grants to help make events achievable for all members or state events as voted on by the board and finance committee.**
- Time-Bound: **Send out packets on at least a quarterly basis, if not monthly.**

Other Considerations:

- What part of your organization's vision does this connect to? **It connects to providing development opportunities by contributing to funds so JCI MI can afford to continue to host events for member development.**
- How can this set the following year up for success? **Giving the following year more of a budget to utilize for events.**

Goal #4: **Improve relationship with the JCI MI Senate.**

- Specific: **Recognizing the senate with more of a presence to general membership and offering support to current members.**
- Measurable: **Measure by senate attendance at state events or chapter events.**
- Achievable: **2025 reinstated the role of Senate Liaison, choosing a Senator who is active with the current membership and has influence on the Senate board to work on improving relations. Due to some previous years' drama, the senate has been somewhat removed.**
- Relevant: **As 2025 brings back some of the "old", having senators who still support the JCI mission around to help mentor current members is incredibly beneficial.**
- Time-Bound: **To see an increase in senate turnout at Fall Conference 2025 from 2024 fall conference.**

Other Considerations:

- What part of your organization's vision does this connect to? **Empowering members - the senate has been through the various roles and has seen the same issues the current members are facing. If they can share some advice, so the current members have the tools and don't have to waste time reinventing the wheel, it will further empower them to create positive change.**

- How can this set the following year up for success? **By having the JCI organizations in the state be more cohesive once more, which can improve efforts in the state for years to come.**

Goal #5: **Growth, increase value to members, keep them around**

- Specific: **increase JCI Michigan membership to provide a foundation of newer members to continue promoting the mission and vision of JCI.**
- Measurable: **grow by 3% in 2025**
- Achievable: **provide tools to current chapters for recruitment, provide support to chapters struggling, ask thriving chapters how and then pass that along,**
- Relevant: **many chapters are under 20, or smaller. This will encourage those chapters to help with recruitment.**
- Time-Bound: **Growth by Year End.**

Other Considerations:

- What part of your organization's vision does this connect to? **Membership engagement and empowerment.**
- How can this set the following year up for success? **Increasing membership sets the following year up for success by providing further opportunities of growth with new energy and ideas.**



**PART 3: BUILDING OUT GOALS
PROJECT, PROGRAM, EVENT INVENTORY
TEAM WORKSHEET**

Event/Project/Program	Date(s)	How is success measured?	Impact Level	Effort Level	Pre-Planning
LOTS	Nov 9 2024	Number of attendees	Medium	Low	Yes
Year End Conference	Feb 14-16 2025	Number of registrations	High	High	Yes
Growth Academy	May 2-4 2025	Number of registrations	High	High	Yes
Fall Conference	Oct 3-5 2025	Number of registrations	High	High	Yes
OYM	Oct 4 2025	Number of participants	High	Medium	No
Jaycee Day	Jul 20 2025	Number of participants	Medium	Medium	Yes
Jaycee Day	Jan 17 2026	Number of participants	Medium	Medium	Yes



**PART 3: BUILDING OUT GOALS
MICHIGAN ANNUAL CALENDAR**

Event/Project/Program	Description	Date(s)	Location	Link(s)
Event/Project/Program	Insert any International, National, State, or Local Chapter events in this Section We also recommend you look at what external events - potential partners, conferences, etc. - make sense to attend			
JCI USA Spring Convention	JCI USA 2024 Year End awards and Young Changemaker Summit, BOD meeting	April 2 - 6, 2025	Chicagoland, IL	Link
United to Beat Malaria 2025 Leadership Summit	This annual Summit brings together hundreds of passionate advocates so that they can engage deeper in the fight against malaria and meet with their members of Congress	TBD	Washington, DC	
JCI Conference of America	JCI Area Conference with training, networking, and much more!	May 7 - 10, 2025	Roatan, Honduras	OnTo Coming Soon
JCI USA Annual Meeting	Annual meeting of JCI USA featuring elections and development sessions	September 25 - 27, 2025	Raleigh, NC	Coming soon
North American Academy	Academy event for up and coming leaders of the organization	February 19 - 22, 2025	New Orleans, LA	Link
JCI World Congress	JCI annual meeting featuring connections with Jaycees from around the world	November 2 - 9, 2024	Tunis, Tunisia	OnTo Coming Soon
2026 State Presidents Retreat	Kickoff point for the incoming Board of Directors and State Presidents	TBD	TBD	TBD

State Board Retreat	Plan the year as state board, work through Plan of Action	January 11, 2025	Marshall MI	NA
JCI Michigan Jaycee Day	Semester 2 SPE Presentations, Competitions, Award Interviews, free headshots for members, and other activities to make it more fun	January 18, 2025	JCIMI Service Center, Lansing MI	Coming soon
2024 Year End Conference	Year-End conference, 2024 Semester 2 and Year-End Awards, Trainings provided by 2025 team, BOD meeting	Feb 14-16, 2025	East Lansing, MI	Coming soon
Growth Academy	State-wide training designed similar to NAA to provide individual development and leadership skills to members- with challenges such as high ropes course, yard game olympics, etc.	May 2-4, 2025	TBD	TBD
Moo-ville Tour/State Social	A family friendly social touring a dairy farm that has their own creamery. They produce delicious ice cream, and have a petting zoo for kids.	June 2025	Nashville MI	TBD
Motor City Pride Parade	JCI Michigan participating in Motor City Pride Parade to promote JCI and our DEI efforts	TBD- June 2025	Detroit MI	TBD
JCIMI Jaycee Day	Semester 1 SPE Presentations and Competitions	July 20, 2025	JCIMI Service Center, Lansing MI	TBD
Mid-America Institute Workshop	Gathering of Mid-America States, training and speaker showcase opportunities	Aug 15-17, 2025	Sandusky, OH	TBD
JCI Michigan Mid-Year Retreat/Social	Gathering of state board to review progress of year and refresh	Aug 23, 2025	Lansing, MI	TBD
JCIMI Election Results		Sept 6, 2025	Virtual	
JCIMI Fall Conference/Inauguration and	Semester 1 awards ceremony, trainings, inauguration of 2026 BOD, General Assembly	Oct 3-5, 2025 (tentatively)	TBD	TBD

Outstanding Young Michigander	Business Meeting			
Local Organization Training School	Run by 2026 Team, Trainings for incoming chapter board members	Nov 8, 2025 (tentatively)	JCIMI Service Center, Lansing MI	TBD
JCIMI BOD Holiday Party	Holiday Party for BOD	Dec 2025	TBD	TBD
JCIMI Jaycee Day	Semester 2 SPE Presentations, Competitions, and interviews	Jan 17, 2026	JCIMI Service Center, Lansing MI	TBD
2025 Year-End Conference	Awards Banquet, trainings led by 2026 team	Feb 2026, TBD	TBD	TBD

PARTS 4 & 5: HURDLES & DISTRACTIONS IDENTIFYING LIABILITIES & RESOURCES

Goal #1: Hold Creative Young Entrepreneur/Outstanding Young Michigander

- Resources: **Community Partners with individual chapters, Partnership with Michigan Chamber of Commerce, supportive Senators, current and past members who received TOYAs, Michigan Jaycees Foundation for grant opportunities, IPP Michelle (who has judged CYE at World Congress)**
- Liabilities: **Lack of recognition statewide of JCI MI, lack of funding, new project trying to get off the ground**

Goals #2: Re-debut The Book

- Resources: **Previous Year's books, existing institutional knowledge**
- Liabilities: **Low risk - without this book confusion continues related to resources for members.**

Goals #3: Secure Sponsorships

- Resources: **Already-created Sponsorship packet, Marketing Director board position, Corporate and Government Affairs committee, partnership with Michigan Chamber of Commerce**
- Liabilities: **Not knowing who to contact**

Goals #4: Strengthen relationship with the JCIMI Senate

- Resources: **Many senators still actively involved in chapters**
- Liabilities: **Drama and disputes that occurred during previous years holding over.**

Goals #5: Growth, increase value to members, keep them around

- Resources: **Partnerships; Toolkits; chapter plans; exhausted members; training opportunities; community involvement.**
- Liabilities: **without membership we ultimately are not an organization.**



PART 4 & 5: HURDLES & DISTRACTIONS

JCI USA RESOURCES

TEAM WORKSHEET

When thinking through your State events, projects, and programs, you can leverage the JCI USA and JCI and JCI USA initiatives that are already established.

Area	Program/Description & Resources
Marketing	<p>The JCI USA Brand Guidelines give an overview of how we communicate our brand, which goes far beyond just the color scheme.</p> <p>This document also includes templates for social media and other useful links (see last page of the guide for more information).</p>
USJC Foundation	<p>Did you know that as a chapter of JCI USA, you're eligible for grants from the US Jaycee Foundation?</p> <p>You can find more information on their website, including a form for applying for grants.</p>



Area of Focus	Program/Description
<p>Individual Development</p>	<p>This area provides an opportunity for individual members to realize their personal potential through development programs.</p> <p>While there is an Area of Opportunity for individual development, every single activity in the Junior Chamber organization is oriented to develop the potential and skills of the individual member. Active participation in activities in any of the Areas will give the member the opportunity to enhance his or her potential.</p> <p>Programs: Passport to Civic Leadership CLC JCI USA Young Leaders Lab Skills Development Competitions</p>
<p>Community Impact</p>	<p>This area develops the sensitivity of individual members to societal problems, and knowledge of community dynamics in solving these problems, through actual experience. Like all citizens, Junior Chamber members have a stake in the betterment of their communities.</p> <p>Programs: One Year to Lead Offerings North American Academy JCI USA Ten Outstanding Young Americans TOYA Program</p>

<p>Business & Entrepreneurship</p>	<p>This area develops business and entrepreneurship skills for members. Almost all members of JCI USA are involved in some business activity - working on their own, for an-other company, or preparing to open their own business.</p> <p>Programs:</p> <p>Creative Young Entrepreneur (CYE) JCI Masterclasses Corporate Social Responsibility (CSR) JCI and BNI Partnership</p>
<p>International Cooperation</p>	<p>This area provides an opportunity for individual members to contribute to the development of goodwill, under-standing, and cooperation among all peoples.</p> <p>Programming in this area would encompass all projects and programs that enhance a member's knowledge of different cultures and countries around the world.</p> <p>Programs:</p> <p>Twinning JCI World Congress JCI Area Conferences JCI Human Duties Day United to Beat Malaria JCI Rise</p>