



2026 PLAN OF ACTION



Team 102 Contact Info

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		OYM Committee			
Sarah	Sherwood	Foundation Appointment	She/ Her	Muskegon	
Carena	Townsend	Foundation Appointment	She / Her	Ann Arbor	carenaatowntsend@gmail.com

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

2026 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

JCI MICHIGAN OVERVIEW

JCI Mission

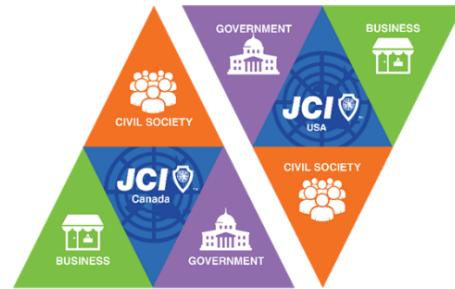
To provide development opportunities that empower young people to create positive change.

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

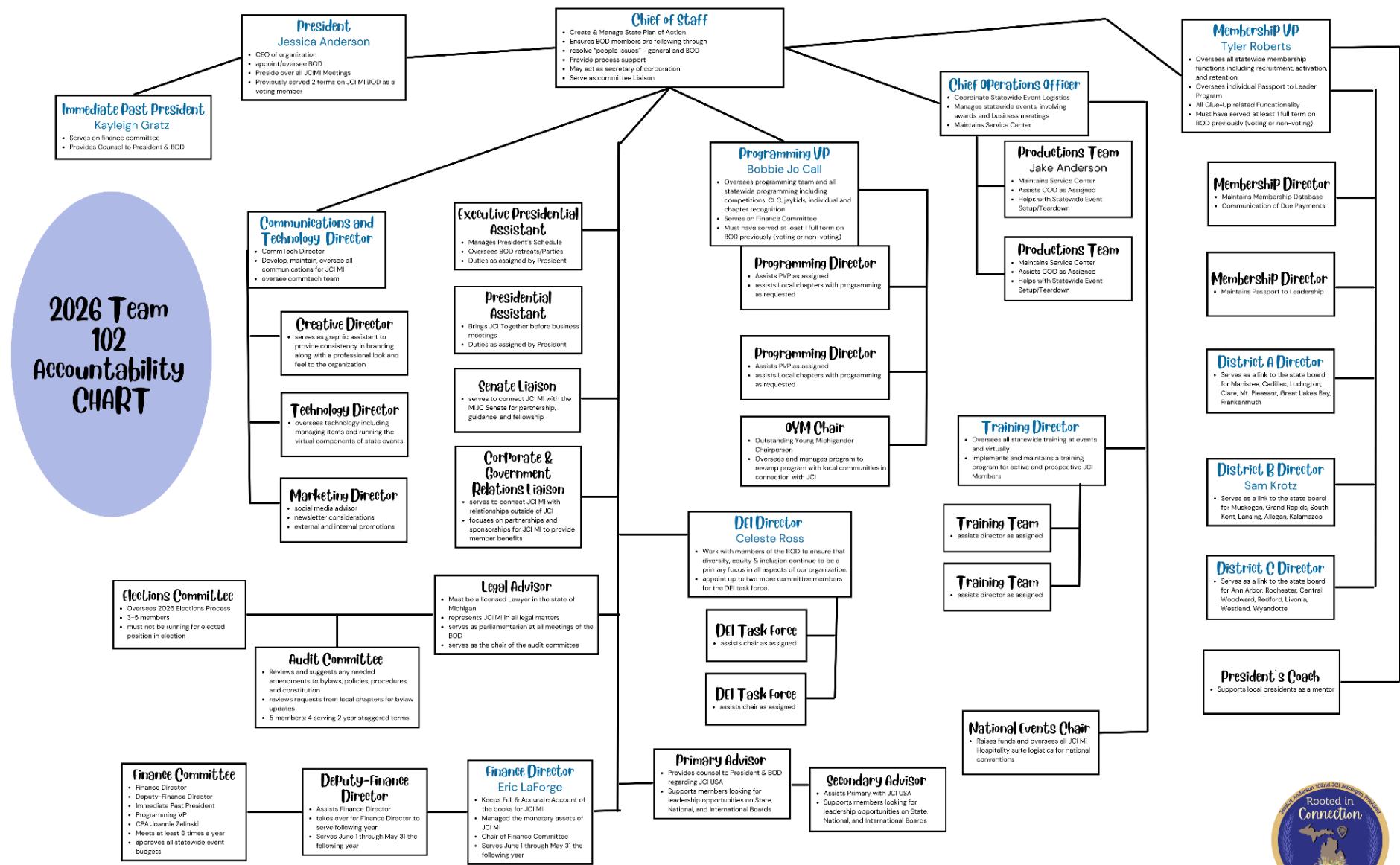
To become the young person's leadership organization of choice in Michigan by providing chapters with the resources and development they need to further a lasting legacy in their local communities.

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.



STATE MEMBERSHIP HISTORY

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Beginning Membership	1037	1023	1040	995	694	614	399	395	328	335
Year End Membership	1024	1029	994	673	616	400	408	328	337	
Membership Gain/Loss	-17	6	-46	-335	-80	-214	9		9	
New Members	333	306	266	85	108		161	127	131	
Member Drops	350	300	312	421	188		84		117	
Retention Percentage	66%	71%	70%	58%	73%		62%	51%	64%	
Active Chapters	34	32	31	26	25	21	19	15	14	14

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 (#) as of January 1, 2026	Level of State Engagement	Primary Area of Focus	District
Allegan	Landria Johnson	17	High	Community	B
Ann Arbor	Micheal Shultz	42	Medium	Social/Community	C
Frankenmuth	Olivia Howard	38	Low	Community	A
Grand Rapids	Celeste Ross	51	High	Professional Development	B
Great Lakes Bay	Aaron Vogel	10	Low	Community	A
Muskegon	McKenna Grennan	43	High	Community	B
Kalamazoo	Brenna LaForge	10	High	Community	B

Michigan Lansing	Leah Dryer	12	High	Community	B
Livonia	Meghan Rokita	16	High	Community/Entrepreneurship	C
Ludington	Darwin Mitchell	22	High	Community	A
Mount Pleasant	Claire Doty	21	Low	Community	A
Redford	Carly Baciball	24	Medium	Community/Civic Engagement	C
South Kent	Sandi Brinks	17	High	Community/Individual Development	B
Wyandotte	Joshua Major	11	Low	Community	C

JCI MICHIGAN 2026 GOALS

Objective 1: Grow and retain an engaged statewide membership

JCI USA Alignment:

- POA Objective 2: Expand programs that activate young changemakers
- POA Objective 3: Deliver a personalized, modern member experience

Key Results:

- Achieve net statewide membership growth by year end 2026
- Position leadership development opportunities (Growth Academy, trainings, competitions) as on-ramps for new and prospective members
- Support chapters under 20 members with targeted recruitment tools and peer-sharing from thriving chapters
- Improve member retention through increased leadership, training, and recognition opportunities

Objective 2: Strengthen long-term financial sustainability and partnerships

JCI USA Alignment:

- POA Objective 1: Build recognition and partnerships to expand visibility and impact

Key Results:

- Secure at least one long term statewide sponsor aligned with JCI Michigan's mission
- Utilize and refine the existing sponsorship packet for consistent quarterly outreach
- Establish a small sponsorship committee to coordinate outreach and follow-up
- Increase available funding to support member development, grants, and statewide events

Objective 3: Increase competition and awards participation through program restructuring

JCI USA Alignment:

- POA Objective 2: Activate changemakers through programs and recognition
- Strategic Plan emphasis on learning through application and recognition

Key Results:

- Increase the number of local chapters submitting competitions and awards by 20% (minimum of 3 additional chapters)
- Transition competitions and awards back to a quarterly submission structure by mid-year
- Introduce in person skill development competitions at conferences
- Improve clarity and participation through stronger communication, timelines, and resources

Objective 4: Expand leadership and professional development beyond conferences*JCI USA Alignment:*

- POA Objective 1: National training and leadership development
- POA Objective 4: Equip members with timely, relevant resources

Key Results:

- Continue Growth Academy, positioning it as both a member benefit and a recruitment/financial opportunity
- Launch quarterly virtual trainings, scheduled at the beginning of the year
- Plan and implement a Spring Leadership Summit focused on tangible takeaways (certifications, applied skills usable outside JCI)
- Survey membership to identify desired training topics and members willing to facilitate sessions

Objective 5: Improve statewide operations and strengthen chapter connections*JCI USA Alignment:*

- POA Objective 3: Deliver a connected, modern member experience
- POA Objective 4: Centralized and accessible resources

Key Results:

- Continue maintaining and expanding The Book as a centralized resource for institutional knowledge
- Improve chamber to state communication by clarifying expectations

- Support smoother chapter leadership transitions through documentation, training, and accessible resources

Objective 6: Identify and build a statewide priority service project

JCI USA Alignment:

- POA Objective 2: Expand programs that activate young changemakers
- Strategic Plan focus on community impact and partnerships

Key Results:

- Facilitate discussion of potential projects during the Board of Directors retreat
- Identify a local chapter already executing a similar project to serve as a model
- Establish a partnership with a state level nonprofit organization aligned with the selected cause
- Pilot or launch the project with a clear structure for chapter participation and long-term sustainability

Objective 7: Strengthen relationships with the JCI Michigan Senate

JCI USA Alignment:

- POA Objective 3: Connected member experience across generations
- Strategic Plan emphasis on mentorship and institutional knowledge

Key Results:

- Increase Senate presence and visibility at state and chapter events
- Leverage the Senate Liaison role to improve communication and collaboration
- Encourage mentorship opportunities between Senators and active members
- Build cohesion across JCI Michigan organizations to support long term stability

Team 102 Priority #1: Objective 4

Team 102 Priority #2: Objective 3

Team 102 Priority #3: Objective 6

Reference:

JCI USA 2026 POA:

https://drive.google.com/file/d/1JSsM1Tj73iJrtaVF8hb1nwXD60uWEsAU/view?usp=drive_link

JCI USA 5 year Strategic Plan:

https://drive.google.com/file/d/1A-h1eGPa5kaT8yVMLbRvpqeOP2Khmh4j/view?usp=drive_link

Team 102 SUCCESS

**To be assessed at Board Retreat 1/10/2026

How are we defining success for this year?

- Increased attendance at state events
- Cohesive working Board of Directors
- Other Chapter Members attending different chapter events outside of BOD
- No Chapter Folders
- Increase in local award submissions
- Creation and execution of State Fundraiser
- Member Growth - in numbers
- Improvement in Senate relationship

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

- Consistent Contested Elections at the local and state levels
- New Board of Director faces
- Junior Jaycee Programming
- Current BOD members moving up
- Defined Priority Project

- Financially Sustainable
- 2 New chapters; 1 may be at-large/virtual
- Formalized non-jaycee partnerships

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

- At least 1 National President from JCI MI
- At least 1 International Officer from JCI MI
- Double in Membership
- Financially sustainable to the excess of “fun money”

TEAM 102 Individual Goals

<https://docs.google.com/spreadsheets/d/13EQvzz4xAYc8qKBAJpGy4mn9jFt0d3hYYv7-gEOv0Mc/edit?gid=1051451740#gid=1051451740>

Name	Goal
Jeri Behrmann	Attend both national conferences to provide institutional knowledge to SP. Jessica.
Noel Groom	Connect MI Senate members with chapters through web interface that maps senators in relation to nearby chapters.
Brandon Diller	Create a training ecosystem that provides certified trainings to our members that are externally recognized. Examples/Ideas: 1. Project Management 2. Six Sigma 3. OSHA 4. First Aid 5. Diversity, Equity, Inclusions, Belonging.
Emily Weber	1. Don't miss any state conferences. 2. Attend one National JCI event. 3. Be more confident in Discord, Canva, and other communications team programs/technology.

Jaycees	Mentor someone to be COS next year.
Amanda Wingelaar	Post regularly to social media and boost visibility, engagement, and traffic to encourage new member activity/info/help. Share info with members for awareness and involvement.
Jessica Mancini	Plan at least 1 state wide social to get members involved while recruiting new members.
Sam Krotz	Host 1 district social every 3 months.
Ashley Devers	1. Junior Jaycees start a project to involve youth. 2. Get growth chapters in my district A to be involved in submissions & state conferences.
Tyler Roberts	To acknowledge all GlueUp issues that were brought to my attention within 24/hours unless I am unreachable.
Bobbie Jo Call	To successfully know my role by the end of the year. To feel confident in my role and to successfully make or build others up for success. To be available to others and to hold myself accountable to my duties and ensure I am doing my duties.
Ray Russell Jr.	1. To be more accountable. 2. Look at discord more. 3. Stay up to date on what is happening.
Krista Graverson	Fall conference: 1. Send out a press release to WoodTV8 for OYM. 2. Increase attendance by 10 3. Recruit 1 hope college student.
Karen Kekelik	Leave with an in-depth and robust understanding of non-profit law that produces positive change (and) or efficiency.
Alecia Sherwood	1. Help local chapters see their programming potential. 2. Go to more state and other chapter events.
Corey Rickett	1. Connect with every local president. 2. Get a golf outing started as the annual fundraiser.
Michelle McGrann	Encourage 5 members to take a step up to a higher level: local --> state state --> national national -- international
Lee DeKievit	Conference template update to help systemize the future conference finances.
Sandi Brinks	Find someone to take my role for 2027 and show up to all meetings to take notes. (Same with local chapter - get local 2027 board together that isn't the "same" people.)
DeMarcus Evans	Revive the Junior Jaycees starting with my chapter! (Please email any documentation to help with this goal)

Michigan	<ol style="list-style-type: none"> 1. Support Members. 2. Make Foundation more tolerable. 3. Make USA Awards better. 4. TOYA/OYM 5. Buy a small herd of normande/brown swiss cattle. 6. Have a Jaycee history documentary started.
DJ Campbell	Travel to as many events across the District/State as possible.
Jessica Anderson	Travel to each chapter at least once Grow as a state Have someone run in elections in each elected position for 2027 Start a State Fundraiser that can be sustainable
Jake Anderson	Proactively think about the little things so I'm not even asked for those tasks
Ryan Watkins	I want to learn how to properly write and review chapter plans and single project entries.
Brenna LaForge	To make sure the brand transition is smooth and seamless- including graphics, swag, and printed materials.

[JCI Michigan Google Calendar](#)

Event/Project/Program	Date(s)	How is success measured?	Impact Level	Effort Level	Pre-Planning
LOTS	Nov 15, 2025	Number of attendees	Medium	Low	Yes
Year End Conference	Feb 5-8, 2026	Number of registrations	High	High	Yes
Growth Academy	September 2026	Number of registrations	High	High	Yes
Leadership Summit	May 2026	Number of registrations	Medium	High	Yes
Fall Conference	Nov 5-8, 2026	Number of registrations	High	High	Yes
OYM	TBD	Number of participants	High	Medium	Yes
Jaycee Day 1	Jan 24, 2026	Number of participants	Medium	Medium	Yes
Jaycee Day 2	July 2026	Number of participants	Medium	Medium	Yes

Event	Description	Date(s)	Location	Link(s)
JCI USA Spring Convention	JCI USA 2025 Year End awards and Young Changemaker Summit, BOD meeting	April 23-26, 2026	Montana	Link



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Michigan United to Beat Malaria 2026 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	March 16-18, 2026	Washington, DC	Applications closed January 5, 2026
JCI Conference of America	JCI Area Conference with training, networking, and much more!	May 13-16, 2026	Antigua	https://jcicoa2026.com/
JCI USA Annual Meeting	Annual meeting of JCI USA featuring elections and development sessions	Sept 11-13, 2026	Virginia Beach	Coming soon
North American Academy	Academy event for up and coming leaders of the organization	TBD	TBD	Link
JCI World Congress	JCI annual meeting featuring connections with Jaycees from around the world	Nov 11-15, 2026	Phillipines	https://jciwc26.com/
2026 State Presidents Retreat	Kickoff point for the incoming Board of Directors and State Presidents	December 11-14, 2026	TN	SP Jessica
State Board Retreat	Plan the year as state board, work through Plan of Action	January 10, 2026	Grand Rapids, 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 24, 2026	JCIMI Service Center, Lansing MI	Coming soon
2025 Year End Conference	Year-End conference, 2024 Semester 2 and Year-End Awards, Trainings provided by 2025 team, BOD meeting	Feb 5-8, 2026	Livonia, 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.	September 2026	TBD	TBD



2026 JCI Michigan Plan of Action

Motor City Pride Parade	JCI Michigan participating in Motor City Pride Parade to promote JCI and our DEI efforts	TBD- June 2026	Detroit MI	TBD
JCIMI Jaycee Day	Semester 1 SPE Presentations and Competitions		JCIMI Service Center, Lansing MI	TBD
JCI Michigan Mid-Year Retreat/Social	Gathering of state board to review progress of year and refresh	Aug 1, 2026	TBD	TBD
JCIMI Election Results	Virtual announcement by elections committee	September 2026	Virtual	
JCIMI Fall Conference/Inauguration and Outstanding Young Michigander	Semester 1 awards ceremony, trainings, inauguration of 2027 BOD, General Assembly Business Meeting	Nov 5-8, 2026	Holland, MI	TBD
Local Organization Training School	Run by 2027 Team, Trainings for incoming chapter board members	Nov 8, 2026	Holland, MI	TBD
JCIMI BOD Holiday Party	Holiday Party for BOD	Dec, 2026	TBD	TBD
JCIMI Jaycee Day	Semester 2 SPE Presentations, Competitions, and interviews	Jan 24, 2026	JCIMI Service Center, Lansing MI	TBD
2026 Year-End Conference	Awards Banquet, trainings led by 2027 team	Feb 2027, TBD	TBD	TBD

JCI USA RESOURCES

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
Individual Development	<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:</p> <ul style="list-style-type: none"> Passport to Civic Leadership CLC JCI USA Young Leaders Lab Skills Development Competitions
	<p>This area develops the sensitivity of individual members to societal</p>

Michigan Community Impact	<p>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:</p> <p>One Year to Lead Offerings</p> <p><u>North American Academy</u></p> <p>JCI USA Ten Outstanding Young Americans TOYA Program</p>
Business & Entrepreneurship	<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><u>Creative Young Entrepreneur (CYE)</u></p> <p><u>JCI Masterclasses</u></p> <p>Corporate Social Responsibility (CSR)</p> <p><u>JCI and BNI Partnership</u></p>
International Cooperation	<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>

[Twinning](#)
[JCI World Congress](#)
[JCI Area Conferences](#)
[JCI Human Duties Day](#)
[United to Beat Malaria](#)
[JCI Rise](#)