



LOCAL ACTION GUIDE

Local President

Being elected a Local President is both an honor and a responsibility. You represent your fellow members and the interests of the organization in every decision. You must understand your fellow members' motivations and needs and earn their respect.

JCI members have a choice as to their level of involvement and investment. They have chosen you, just as they have chosen to dedicate themselves to creating positive change through JCI. They come to JCI to find their own power to improve the world, positively impact the lives of others, become part of a global network and find personal purpose creating positive change. A deep understanding of the organization's purpose and its members is key to leading in the right direction.

You have been elected to serve as the leader of a non-profit membership-based organization – your Local Chapter. A Chapter's primary goal, unlike a for-profit company, is to fulfill the JCI Mission: **To provide development opportunities that empower young people to create positive change.** As Local President, it is your responsibility to mobilize your members to act on this Mission. Because you have only one year to lead, you must build on impactful exciting initiatives and strategies while encouraging new ideas and improvements. Your role is to foster cooperation, nurture a positive outlook and lead with vision.

As a leader, the responsibility will weigh heavily on your shoulders at times. The job may be challenging and sometimes frustrating, but after your year ends, you will see that those challenges are what makes the role of Local President the most fulfilling and enriching position in JCI.

GOALS

1. Align all Activities with the JCI Mission

The JCI Mission represents our organization's purpose for existence. Everything we do must be based on it. As a Local President, you, along with your Board of Directors, will be approving your organization's projects. This process allows you to evaluate initiatives through the lens of the JCI Mission.

2. Implement the Plan of Action

Be familiar with the JCI international Plan of Action and the local plan of action accepted for your year while you were a candidate. Consider the current financial state of the organization and its capabilities. Include goals for membership growth, anticipating the loss of some members during the year. Use the JCI Active Citizen Framework to analyze the needs of the community and maximize the effectiveness of projects. This will ensure the projects will be relevant to the current situation and make a local impact.

3. Maintain JCI Strategy

If your Local Chapter already has a long-term strategic plan in place, ensure its continuity from year to year. Your Local Chapter may also have more in-depth strategies for specific areas. If it is time to revise or improve the strategy, refer to the JCI Strategic Plan as a framework. The JCI website also provides guides for local planning in the areas of marketing, membership growth and more. Each Local Chapter must contribute to accomplishing the international strategic plan so all of JCI can move in the same direction and advance as a global organization.

REPRESENTING JCI

As Local President, you are the primary representative of the Jaycees in your community, both internally and externally.

Internally, you represent your Local Chapter on the national and international levels. You also represent your members to other JCI Local Chapters in your area. Ensure that the image you project reflects positively on the JCI brand and serves as a model for others. Even outside of JCI activities, you still represent JCI, so be mindful of your actions and your choices in an external setting.

Externally, it is your responsibility to understand your Local Chapter's place in the greater community. It is your role to speak to community officials and members of the press about JCI and your local activities. Be aware of local challenges and the initiatives of other civic organizations. This will help you both in choosing which projects to do and prepare you for dialogue with community leaders.



MANAGING YOUR LOCAL CHAPTER

- Plan and chair meetings
- Supervise projects and activities and monitor progress
- See that activities and attitudes are conducive to membership growth
- Delegate tasks to implement the plan of action and local long-term strategy
- Establish clear expectations and deadlines
- Hold members accountable for progress
- When you receive a status report, give timely and constructive feedback as well as encouragement
- Maintain control of the budget and cash flow, and review the budget regularly
- Prepare a report to the general membership at the end of your term on results and achievements.

National Resources

Stay informed about national programs, partnerships and deadlines to take advantage of the national services and recognition opportunities. Sign up for national communications and stay in contact with your State President or assigned National Vice President.

International Resources

The national website, www.usjaycees.org, is your best resource for staying up-to-date on international events, programs and activities. If you are in need of assistance or guidance, the website is the first place to go for tools and guides. Ensure that you have an active user account on the members' website. This is the most convenient way for you to fulfill your job of informing your members of JCI international events, trainings and programs.

LEADING YOUR MEMBERS

Build a strong team around you

Take responsibility to lead your Board of Directors. Organize and conduct training for all your officers at the beginning of the year. To create a simple and natural division of activities among the Vice Presidents, JCI suggests two categories of Vice Presidents: Internal and External. If you do not have an Executive Vice President as part of your Board of Directors, one of your roles will be to oversee the Vice Presidents and allocate activities among them. See the Executive Vice President action guide for details.

Ensure that each member has the support they need and is taking action to fulfill their role. Guide

- members with potential to take leadership roles as directors or chairpersons. Monitor progress and reassign duties if they are not being fulfilled. Maintain an open and respectful communication to build a culture of cooperation and teamwork.
- **Understand members' needs and expectations**
Cultivate personal relationships with your members to make them feel comfortable sharing their thoughts and ideas. Listen with an open mind so you can take their opinions into account in decisions.
- **Inspire and motivate members**
JCI members participate because of a desire to contribute, serve and belong. It is your responsibility to consistently rekindle their passion for JCI and inspire them to contribute more. Internal conflict distracts members from the JCI Mission. So, maintain an organizational culture of respect, honesty, diversity of thought and tolerance for differing opinions so members remain motivated. Recognize members for their achievements throughout the year and plan a formal recognition of your Board of Directors for the end of the year.
- **Model parliamentary procedure and protocol**
As you will be chairing all meetings, you'll need to become very familiar with parliamentary procedure and prepare for the meetings well in advance. Know local protocol in order to avoid possible offense to visiting dignitaries, guests or members. Most members learn protocol and parliamentary procedure by watching others, so model proper behavior at all times. Ensure meetings provide a welcoming environment for discussion among members.

LOOKING TO THE FUTURE

Ensure a plan for the NEXT year

While you are in charge of your Local Chapter this year, the most important legacy you can leave is a strong, prepared successor. Preparing qualified leaders to take over after you is the only way your organization will survive.

Participate and lead the transition between the incoming and outgoing Board of Directors. Examine the structure to see if it fulfills the needs of the Local Chapter. Share your experience with the incoming leaders, both negative and positive to avoid repeating mistakes and continue successful practices. By doing this, you will sustain positive change in the future.