

Local Vice President for External Affairs

Being elected a Local Vice 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.

As Vice President, you are the member of the Board of Directors who is closest to the grassroots action that is the driving force behind the positive change JCI creates in your community. The types of activities that you oversee are crucial to your organization's identity in the community. They fulfill the promise of action for positive change that JCI makes to the community.

APPOINTING DIRECTORS/CHAIRPERSONS

One of the first things you'll need to do as Vice President is look at the local plan of action and work with your Local President to determine which goals fall into your assigned area of responsibility. Once familiar with your objectives for the year, start to consider how many people and committees you need to help you meet these objectives. There may be existing directors/chairpersons in place, but you may determine that additional committees need to be formed. Below are some ways to find members to oversee specific duties.

1. **Survey**
Work with the Board of Directors to create a membership survey where members can indicate their interests for the year. Depending on your areas of responsibility, this may lead you to a pool of new candidates.
2. **Discuss in a membership meeting**
Reserve a time on the agenda of a membership meeting to discuss your needs with the members and ask for volunteers for your committee needs.
3. **Make a personal invitation**
After having reached this level of leadership, you have worked with many of your fellow members and know their strengths and interests. If a particular person stands out as being a good candidate for the role, approach them and suggest that they take a responsibility as a director/chairperson for a committee. Share with them why you think they are a good candidate and that you will support them. This may motivate them to accept a role they may not have thought of before.

AREAS OF EXTERNAL RESPONSIBILITY

To create a simple and natural division of activities among the Vice Presidents, JCI suggests that the following types of activities be assigned to the Vice President(s) for External Affairs:

- **Community engagement and outreach**
This includes working with external sources to analyze the needs of the community. According to the JCI Active Citizen Framework, a needs analysis of your entire community should be performed every one to three years to create targets for action. This will lead to greater public awareness of JCI. Work closely with the partnership committee to identify potential partners. Refer to the JCI Active Citizen Framework needs analysis tools for details.
Another facet of community engagement is identifying potential members as you develop relationships with external entities. When you meet an individual that fits the JCI profile, invite them to a meeting and refer them to the membership management committee. Work closely with that committee for membership management, who would fall under the responsibility of the Vice President for Internal Affairs. Refer to related action guides for details.
- **Community project management**
This includes all hands-on projects that are run in the local community that specifically address problems identified in the needs analysis and the UN Millennium Development Goals. There may be one or more committees in this area of activity, depending on the number of community projects are being run at any given time. These projects will serve as showcase projects for your Local Organizations, demonstrating the tangible impact created by JCI in your community.
- **Advocacy and awareness**
This includes championing solutions to problems identified in the needs analysis and the UN Millennium Development Goals that cannot be solved by JCI in your community. This might include advocating for policy changes at the local government or raising

- awareness of a problem so that you can gain the support needed to create the solution.
- **Partnership and sponsorship management**
This includes identifying among your community stakeholders individuals and entities that share the same goals and values as JCI. Members working in this area of activity reach out to potential partners, develop mutually beneficial agreements to work together to improve the organization and the community. This also includes maintaining partner relationships long-term.
- **External communications**
This includes any communications to external stakeholders and the media, via the local website, newsletters, press releases or other publications.
- **External JCI Programs**
This includes running JCI Programs that target and serve those outside of the membership, such as JCI Nothing But Nets, UN Global Compact, JCI TOYP and JCI CYEA.

COORDINATION OF DIRECTORS/CHAIRPERSONS

Once you have chairpersons appointed to cover all of the external responsibilities, work with them to allocate specific tasks among the committees throughout the year. Consider workload, interests and experience when assigning projects. If one committee gets overloaded, consider appointing another chairperson to divide the responsibility. If a project director/chairperson oversees more than 10 committee members, consider helping them create subcommittees.

Keep close contact with all the directors/chairpersons so you can assist them as needed. Make sure the responsibility is distributed fairly and that each directors/chairperson feels valued and supported.

As a Vice President, you also need to keep in contact with the other Vice Presidents, especially the others assigned to the external category. Be mindful that many projects may have internal as well as external components, so communicate accordingly with all Vice Presidents. Pay attention to the reports of all other Vice Presidents so that you are informed about other projects that might have a component that relates to your area of responsibility. Even at member events, there may be elements relating to the responsibilities of Vice President(s) for External Affairs.

PROJECT MONITORING

Once you have your chairpersons and committees in place, your main role is to oversee and monitor the status of their projects and activities. Periodically attend their committee meetings and stay in close contact with all the chairpersons to receive updates on their progress. Make sure the committees know how to contact you if they have questions or problems along the way.

Project Plan

Depending on the committee's area of activity, they may already have an existing plan in place. Committees that are more project- or event-based will need to create a plan for each new activity. Work with them to ensure they are aware of the tools available to assist with these planning processes. Recommend that they access the online project planning tool available in the members section of www.jci.cc and that they read the Project Planning Action Guide. These tools will help them step-by-step through the planning and execution process, which will not only help them, but also make your management role easier.

Measuring Impact

Once a project is underway, make sure the committee is measuring their progress and their impact throughout the process. The committee should record the result or response to every action taken.

For example, for a community project that targets child health through vaccinations and hygiene skills, the committee should record details including the demographics of the community targets, child health statistics for that group, how many families were invited to participate, what methods were used to contact them, what was the response rate, how many people received treatment or training, and how did statistics, such as rate of disease, change after the project. Data of this type will allow the committee and you to effectively evaluate the strengths, weaknesses and impact of the initiative. Compare these results to the goals set out in the project plan to create a complete evaluation of the activity and make informed decisions in the future.

Reporting

When the project is complete, help the committee prepare a report to the local Board of Directors, the local membership and on the JCI website to create a record and to share the successes and challenges. Your experience will not only help your local members, but also other members around the world.