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| The Alexandria JayceesCHAIRMAN’S PLANNING GUIDE |  |

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| Chapter Name and Number: | Alexandria, #2 |
| State Name and Number: | Virginia, #45 |
| Project Name: | City of Alexandria Speaker Series - Wellbeing: The Five Essential Elements |
| Project Co-Chairs and Contact Info: | Michael F.  Diana K. |
| CPG Category and Supervisor: | Individual Development, Abbey W. |

**PLANNING**

1. Primary purpose.

What is the one reason you want to successfully run this project? Be sure to write only **ONE** reason!

To provide citizens of the City of Alexandria and surrounding areas individual development, self-improvement opportunities through speaking engagements around the City of Alexandria. The speakers will use Wellbeing: The Five Essential Elements by authors Tom Rath and Jim Harter to assist in framing their remarks.

2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project.

Briefly describe what this project is all about. Please include the Pinnacle Award area in which the project falls, for example “This project falls under the Community Services Pinnacle Award Area of the Community Development programming area of the 1995–96 Seattle Jaycees Chapter Plan. Then, write a couple of paragraphs about this project, why it is being run, history of the project, what you hope to achieve, etc. Be sure to describe where the idea came from, how it was determined that this project was needed.

The intent of the City of Alexandria Speaker Series is to provide individual and community development opportunities through a 5 part speaker series that focuses on the ideas and concepts outlined in Wellbeing: The Five Essential Elements by Tom Rath and Jim Harter.

Proposed speaker list\*:

Career Wellbeing: Ms. Steffanie Easter, Assistant Deputy Chief of Naval Operations (Manpower, Personnel, Training and Education)

Social Wellbeing: Reverend Doctor Howard-John Wesley, Pastor, Alfred Street Baptist Church

Financial Wellbeing: Mr. Seamus O’Neill, Owner, Liscarnan Solutions, LLC

Physical Wellbeing: Ms. Jessica Howard, Owner, Aponi Yoga

Community Wellbeing: Ms. Lavern Chatman, President and CEO, Northern Virginia Urban League

\* All speaking engagements will take place in the City of Alexandria. Chairperson will finalize no-cost venue upon speakers’ confirmation.

**The goals for this project are as follows:**

**GOAL 1**: Host 5 speaking engagements throughout the City of Alexandria that cover all 5 topic areas in Wellbeing: The Five Essential Elements; Career Wellbeing, Social Wellbeing, Financial Wellbeing, Physical Wellbeing, Community Wellbeing.

**GOAL 2**: Have 125 attendees during the course of the Speaking Series. (25/speaking engagement)

**GOAL 3**: Have 25 members either volunteer and/or participate during the course of the Speaking Series. (5/speaking engagement)

**GOAL 4**: Meet 5 prospective new members.

**3. What Are The Specific Manpower Assignments? (Show Names and Duties)**

**A. Harry S. - Chapter President**

president@alexjaycees.org

Responsible for all Chapter activities; and oversees the smooth operation of the chapter.

**B. Abbey W. - Individual Development VP**

id\_vp@alexjaycees.org

Assigns a Director to oversee the Project Chairperson; keeps the Executive Board aware of the progress of the project, and helps as needed by both the director in charge and project chair.

**C. Michael F. and D.- Project Co-Chairs**Plans the project; communicates with the Director/VP; recruits the necessary manpower, promotes the project to the membership through project flyers, event-line announcements, newsletter articles, website, and list-serve; runs the project on the day of the event, saves all documentation on the project; and completes & presents the final CPG to the Board.

**D. TBD, Refreshment Coordinator**

The Refreshment Coordinator will be responsible for coordinating and procuring refreshments for all 5 speaking engagements.

**E. Website Coordinator**

webmaster@alexjaycees.org

Posts all information regarding event on the website.

**F. Erica O. - Newsletter Editor**

newsletter@alexjaycees.org

Make sure newsletter promotional article gets printed in the Jaycees newsletter.

**4. What specific materials, supplies, and resources will be required?**

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| **What** | **Who** | **When Needed** |
| **Pre-Event Items** |  |  |
| 5 copies of Wellbeing: The Five Essential Elements (1/speaker) | Chairperson | Upon project approval |
| 35 copies of Wellbeing: The Five Essential Elements (15/speaking engagement) | Chairperson | 2-weeks before the 1st speaking engagement |
| **Communications** |  |  |
| Newsletter Article | Chairperson | By 20th of each month |
| Flyers | Chairperson | Distribute at chapter meetings and speaking locations |
| Meetup.com | Chairperson | Every week until the last speaking engagement |
| Chapter Web Site | Chairperson | Upon project approval and confirmation of speaker, location, date and time |
| **Personnel** |  |  |
| Photographer | Chairperson | At the event |
| Interest Sign-Up Sheet (to volunteer for speaking engagements; usher, introduce speaker, etc.) | Chairperson | Chapter meetings |

List supplies/items here Where do you plan to purchase Always put an estimated

these supplies/materials? cost. Use our cost

reference sheet for ideas.

5. Describe the potential problems and solutions to successfully complete this project.

EXAMPLES:

Potential Problem Poor weather.

Solution Plan possible alternate poor weather date, or alternate locations.

Potential Problem Lack of attendance.

Solution Use chapter communications tools: phone calling committee, newsletter, fliers, etc. to notify the membership and prospective members.

Potential Problem Too few committee members to accomplish necessary tasks.

Solution Project chair should attend as many chapter events (GM, M6, etc.) as possible to recruit committee members face to face. Start promotion and planning in plenty of time. Use chapter communication tools.

**Potential Problem:** Invited speakers are not interested.

**Solution:**  Continue to invite same caliber speakers until all 5 subject areas are covered.

**Potential Problem:** Not enough interest.

**Solution:** Distribute flyers at chapter events and locations where the speaking engagement is going to be held. Leverage the speakers’ community based organizations; potential attendees. Ask those who have shown interest by signing up the initial interest sheet to ask friends, families, and colleagues to participate in the speaking engagements. Advertise event on website and Meet-up.

6. Complete a Proposed Budget indicating all anticipated income and expense.

Look back at the items you listed in question # 4 and include them. Itemize your budget as much as possible. This will help your committee members, supervising officer and staff members to troubleshoot, to make sure that you haven’t left things out. Brainstorming and itemizing every anticipated budget item will help you avoid budget overruns later. The grand total under income should match the grand total under expenses.

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|  |  | **Budget** |
| Revenue |  |  |
|  | **Total Revenue** | **$0.00** |
| Expenses | 40 copies of Wellbeing: The Five Essential Elements ($15/each) | $600.00 |
|  | Refreshments for 5 speaking engagements (25 @ $3/person for total of $75) | $375.00 |
|  | Speaker Series Programs (150 copies) | $50.00 |
|  | **Total Expenses** | **$1,025.00** |
| **Net Cost (Appropriation required from Chapter)** | | **$1,025.00** |

TOTAL EXPENSES and TOTAL INCOME should be the same - this will produce a balanced budget!

Re. tickets & admission fees: you should account for anticipated tickets/admission income, and complimentary (free) or discounted tickets you will give away and to who they will be given. It is chapter policy to invite the state president, state vice presidents, District 2A Director and Region 2 Director and offer free admission if they RSVP by a set date.

7. List the specific steps to bring this project to a successful completion showing planned dates for each step.

Don’t forget to include the dates you begin to write your CPG questions #1–7, get approval for, and complete your CPG questions #8–10. Put the dates you came up with the idea for the project, and how it all came about. You don’t have to be totally accurate with these dates, that’s what question #8 is for! Do try to be realistic though, and you’ll be better prepared for your project.

| **Date** | **Action** |
| --- | --- |
| 14 Jun 10 | Present CPG at Board of Directors Meeting. |
| 20th of each month | Submit newsletter articles (as needed). |
| TBD | Once speakers, dates, times and locations are confirmed place information on the chapter website. Produce Speakers Series flyers. |
| Each chapter meeting | Promote and distribute flyers (as needed) at monthly chapter meetings. Circulate preliminary interest sheet. Provide electronic flyer to guest speakers for their distro list and provide hard copy flyers for confirmed locations. |
| TBD | Send out Meet-up messages. |
| TBD | Host speaking engagements. |
| December 2010 | Present final CPG at Board of Directors Meeting. |

**8. Record any revision of the original plan.**

Due to budget constraints, the only purchase made was the 5 books for the guest speakers. Extra books, refreshments and speaker series programs were not purchased. Due to the sizes of the venues, proposed attendees was changed from 25/engagement to 15/engagement.

**9. What solutions or recommendations do you have for a future chairperson?**

Be flexible and maintain constant/open communication between the guest speakers, venue point of contact and potential attendees.  **10. Give specific and measurable results for each goal established.**

**Impact on Chapter:** Achieved 3 of 4 project goals; hosted 5 speaking engagements throughout the City of

Alexandria, 33 people attended the speaker series (projected goal of 75) (sign-in sheets are available upon request),

21 Jaycees attended the speaker series (projected goal of 18), met 5 prospective members (1 associate member

registered with 5 associate membership applications pending).

**Impact on Individual:** Based on the attendee feedback and critique sheets, the City of Alexandria Speaker

Series – Wellbeing: The Five Essential Elements was a resounding success! The attendees enjoyed the

speakers and the venues in which the speaking engagements were held. Feedback and critique sheets are available

upon request.

**Impact on Community:** The Speaker Series provided practical ways for individuals to increase their wellbeing. All

supplemental documents were distributed through email distribution lists to those who couldn’t attend the speaking

engagements. A special thanks goes to our 5 guest speakers; Ms. Steffanie Easter, Ms. Linda Washington, Mr.

Seamus O’Neill, Ms. Jessica Howard and Ms. Lavern Chatman.

**FINAL BUDGET REPORT**

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|  |  | **Budgeted Amount** | **Actual Amount** |
| Revenue | **Total Revenue** | **$0** |  |
| Expenses | 5 copies of Wellbeing: The Five Essential Elements (receipt attached) |  | $130.00 |
|  | **Total Expenses** |  | **$130.00** |
| **Net Cost (Appropriation required from Chapter)** | |  | **$130.00** |