

# Positive Change

## NEWSLETTER

2012 Volume 1



## USJC Members Step Up to Solve National Problems

At its January meeting, the USJC Board of Directors responded to the global rallying cry of the UN Millennium Development Goals (MDGs). By doing so, the US Junior Chamber joins people and organizations all over the world in seeking a high quality of life for people in need.

### Embracing Our Roots with a Clear Mission and Vision

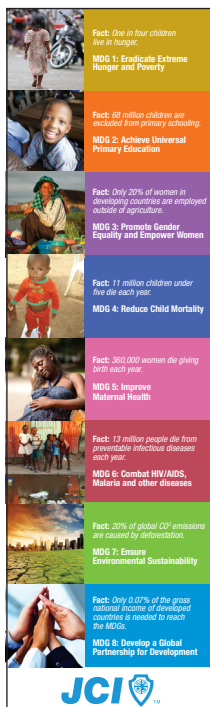
In March 2012, the US Junior Chamber Board of Directors adopted a clarified mission and vision for the Association. Giving us a stronger sense of who we are, this change marks a return to our core values and strengths. When Henry Giessenbier founded the first USJC chapter, he said his aim was to "make a good citizen a better citizen," bringing "the young men of our great city together" to create a "constructive approach to civic problems." These ideas inspired this mission statement. All chapters are encouraged to use both in their meetings and marketing materials.

The Association's new mission statement is:  
**To provide development opportunities that empower young people to create positive change.**

The new vision statement is:  
**To be the leading global network of young active citizens.**

#### UN Millennium Development Goals:

- 1 Eradicate Extreme Hunger and Poverty
- 2 Achieve Universal Primary Education
- 3 Promote Gender Equality and Empower Women
- 4 Reduce Child Mortality
- 5 Improve Maternal Health
- 6 Combat HIV/AIDS, Malaria and other diseases
- 7 Ensure Environmental Sustainability
- 8 Develop a Global Partnership for Development



In the year 2000, world leaders from virtually every country marked the milestone by coming together to create a list of ambitious goals for addressing the needs of the world's poor. The MDGs offer unique opportunities for governments, businesses, civil society and active citizens like USJC members to advance global goals on the local level. Only with dedicated time, talent and passion from all sectors in every country can the world hope to achieve these immense but urgent goals. In over 100 countries citizens are seeking to understand the roots to these critical problems and take action.

A close look at every community in America will reveal people experiencing the problems that the goals seek to address. For example, in 2009, 43.6 million Americans were living in poverty. One of every eight babies born in the United States is premature and therefore at greater risk of poor health. USJC chapters across the country are already taking steps to accomplish the MDGs and improve life in the United States.

Get ideas about what you can do to advance the MDGs at [www.undp.org/mdg](http://www.undp.org/mdg) and [www.jcinothingbutnets.com](http://www.jcinothingbutnets.com).

Members may contact [customerservice@usjaycees.org](mailto:customerservice@usjaycees.org) to receive copies of this bookmark.

"The MDGs have given a focus to our state and chapter organizations. Several chapters have run or are running projects that focus on poverty, female empowerment and so much more. Showing our members the Active Citizen Framework has allowed them to go out into their community with purpose and direction and create positive change."

– Travis Ahlquist  
2012 US Junior Chamber President

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# Free Templates Take Local Websites to the Next Level

Thanks to a working partnership with JCI, new website templates, available to all state and local organizations, provide a consistent and professional look while offering an unprecedented level of flexibility and customization.

A website embodies the identity of an organization. Visitors evaluate the professionalism and trustworthiness of any organization based on their site. Utilizing this new tool offers a cost-free way to maintain a consistent and professional image from year to year in every USJC organization in every part of the country. This consistent image showcases the national scope of the organization.

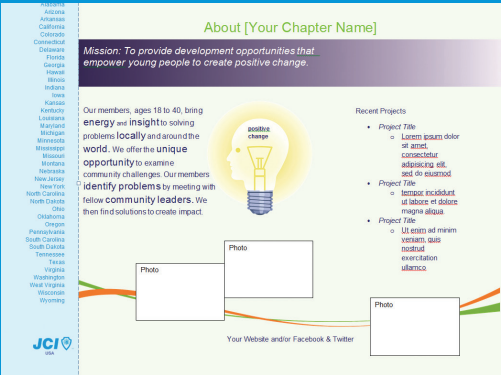
### An Array of New Features

- Customizable with local chapter name and logo
- Available in a variety of USJC and JCI colors
- Local chapter controls content, including news, events, programs and a document library
- If the web site stays static for 60 days in a row, the news feed will automatically pull from the national news feed, ensuring fresh content for viewers
- Administrative rights automatically roll over to new chapter leadership each year
- Only local chapter presidents have initial control panel access rights, but they may assign access rights to others
- Connected with registered members across the US and worldwide, enabling members to IM and video chat with members anytime, anywhere
- Integrated with the international project gallery

The use of this website system is available to any USJC organization that wishes to utilize the service, which is funded by membership dues.

### Make the Switch

To launch your new local chapter’s site, email [execdirector@usjaycees.org](mailto:execdirector@usjaycees.org).



This brochure template, available for download at [www.usjaycees.org](http://www.usjaycees.org), provides a ready-made design to save you time.

## National Website Brings Resources Straight to Members

This collection of tools, documents and templates available free of charge from [www.usjaycees.org](http://www.usjaycees.org) aims to improve the efficiency of local chapters across the country.

### National Documents

- By-laws
- National policies
- Plan of Action
- Strategic Plan
- 2012 Budget

### Marketing Materials

- Customizable postcard
- Guide for writing a successful press release
- Guide for designing an event flier
- Guide for taking dynamic photographs
- Customizable event flier
- Customizable tri-fold brochure
- Membership application for local chapters
- E-newsletter template for local chapters

### Applications

- Ambassador
- Senate
- Top Outstanding Young American (TOYA)
- All award forms

### Chapter Guides

- Many Project Management Guides
- Legal primer for local chapter
- Information for extensions

### Trainings

- Basic Bookkeeping
- Body Language Basics
- Business Etiquette
- Business Writing
- Coaching and Mentoring
- Communication Strategies
- Conflict Resolution
- Creative Problem Solving
- Generation Gaps
- Interpersonal Skills
- Job Search Skills
- Leadership and Influence
- Media and Public Relations
- Negotiation Skills
- Personal Networking and Development
- Presentation Skills
- Public Speaking
- Stress Management



The popular accordion-style brochure is back in stock! Contact Sharon to make a request. [customerservice@usjaycees.org](mailto:customerservice@usjaycees.org)



## Expand Your Horizon: National and International Events

Passion is contagious. Share ideas and best practices with young active citizens from every corner of the globe.

### JCI Conference of the Americas

Every year, JCI members in North, Central, and South America come together to exchange ideas, learn how to maximize their local impact and collaborate with other National Organizations in their area.

### US Junior Chamber Annual Meeting

The annual meeting provides an opportunity for members from across the country to come together for in-depth trainings and fellowship. Vote for national president and officers in elections that shape the leadership and future of the organization.

### JCI Global Partnership Summit

At the 2012 JCI Global Partnership Summit, the young active citizens of JCI will unite with leaders of business, government and civil society to address the critical challenges of our times and how the coordinated efforts of these three sectors can lead the way to sustainable global change through the framework of the UN Millennium Development Goals.

### Government Affairs Leadership Seminar

Hone your activism skills with targeted training designed for leaders interested in getting their chapters better engaged with politicians in addressing community and state-wide issues.

### JCI World Congress

Every November, members from across the globe come together for the peak of the JCI year at JCI World Congress. At this global forum, delegates elect the next year's international officers, meet JCI members from more than 100 countries, find new ways to create positive change and magnify the positive impact of the JCI movement.

Register today at [www.jci.cc/local/events/usa](http://www.jci.cc/local/events/usa)

## From the Executive Director, Joel Harper

Welcome to the new USJC official membership publication! For years the Jaycee Magazine served us well. Times change; this new streamlined format better reflects the style and preferences of today's young person. The new web site now acts as the primary channel for conveying information to members. Please visit [www.usjaycees.org](http://www.usjaycees.org) weekly to know everything that is going on at the national level. This newsletter will be mailed to members three times a year. We hope you enjoy this new format and approach. It's better for the environment, too!

## Partner Takes the Reins of Outstanding Young Farmer Program

The Board of Directors has transferred ownership of the Outstanding Young Farmer program to one of our national partners, the Outstanding Farmers of America Fraternity (OFA). The OFA Fraternity will assume all expenses associated with the program, including federal trademarks. USJC members may continue to participate in the program without charge, as they have always done. The United States Junior Chamber will remain a partner, reorganized as the founder of the program.

## Honest Feedback for a Better Organization

Last December, the National Service Center started sending exit surveys to non-renewing members. We ask them why they joined, what they enjoyed the most, and why they left. Because the surveys are anonymous, we have found respondents willing to candidly explain their decision. We then share feedback with National Officers and State Presidents. Local chapters should contact the National Service Center to access the surveys.



# Dig Deeper on Community Problems with the Active Citizen Framework

Cultivate successful projects with a refined, step-by-step process for increased impact.

At its January meeting, the USJC Board of Directors endorsed the Active Citizen Framework to guide local chapters as they create positive change in their communities. The Framework outlines a step-by-step process that enables chapters to work alongside elected officials and other community leaders to identify problems and solutions.

Based off past successful projects, the Framework gets to the heart of civic engagement and breaks it down into specific steps. As an organization with a long history of involvement in communities, the US Junior Chamber will reach new heights with this method. It empowers chapters to tackle hard issues afflicting their community to achieve measurable results. It teaches members to see their community with fresh eyes and get to the root of community problems.

These new insights then enable members to identify projects around thoughtful, long-term solutions. Chapters are encouraged to involve the media to generate community awareness for the chapter. Visit the forms and documents page at [www.usjaycees.org](http://www.usjaycees.org) for a guide to writing a successful press release to highlight success.

Members can start by selecting an issue from the UN Millennium Development Goals (MDGs) and then interview leaders working on

that issue. For example, speaking with the mayor, school officials, and directors of shelters will enable members to discover the root causes of the problems of literacy, truancy, homelessness or poverty. Together, they then develop and undertake projects to improve that area.

A JCI Official Training Course, JCI Impact, will introduce members to the Active Citizen Framework and teach skills to assess their community's needs, take action and access resources. Members will explore their role in the development of their community and in achieving the MDGs. Participants will learn to work with partners – government, businesses and civil society – to address these needs. The course is currently in development and test courses will be run at the 2012 JCI Conference of the Americas, the 2012 USJC Annual Meeting and the 2012 JCI Global Partnership Summit.

After this activation course, members carefully examine their own community to identify the problems their chapter can address. By meeting with experts, discussion, surveys and observation, members can choose to tackle the issues that are most relevant to both the community and the members.

