



NORTH CAROLINA JUNIOR CHAMBER

2021 Corporate Plan of Action

Abstract

This document has been created with input from the members of the North Carolina Junior Chamber to serve as a guiding program for the management of the corporation. This document is a living document intended to be updated regularly and to serve as a reporting of actions to the governing body, the Board of Directors.

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NORTH CAROLINA JUNIOR CHAMBER

2021 PLAN OF ACTION

OVERVIEW

The North Carolina Junior Chamber is a non-profit corporation, organized for such educational and charitable purposes as will promote and foster the growth and development of young persons' in communities throughout North Carolina, designed to inculcate in the individual member a spirit of genuine civic interest, and, as a supplementary education institution, to provide them with opportunity for personal development, leadership development and achievement and an avenue for intelligent participation by young persons in the affairs of their community, state and nation, and to develop true friendship and understanding among young persons of all nations.

The North Carolina Junior Chamber Vision

Fostering the development of leaders through training, real world experience, community involvement, and the creation of a collaborative network among young adults.

The North Carolina Junior Chamber Mission

North Carolina Junior Chamber is the premier organization providing opportunities for 18-40 year olds to participate in activities encouraging professional and personal growth resulting in effective leadership that contributes to the local, national and global community.

2021 Primary Purpose

The primary purpose of the 2021 North Carolina Junior Chamber is to Rise Up, Reach Out and Reconnect. Rise up and take action where you see fit for your community. Reach out and Reconnect with your fellow Jaycees to check on them, talk to them. Reconnect with your projects to make sure they are still serving the purpose you intended. Lastly let's get back to the basics on WHY we Jaycee. Let's ignite our passions and remember why we joined in the first place.

If we have passion then it will be contagious and we can use that to increase awareness of the JCI brand statewide by making sure our local chapters are delivering high quality programming and projects in their communities.

The Executive Committee will be tasked with implementing the second phase of the 3-year strategic plan, which focuses on fiscal sustainability primarily through reimagining our midyear convention and increasing Corporate Sponsorship. The committee will also be tasked with assuring that our local chapters have the tools, talent, and training to be seen in their communities as premier organizations for active young citizens creating sustainable positive change.

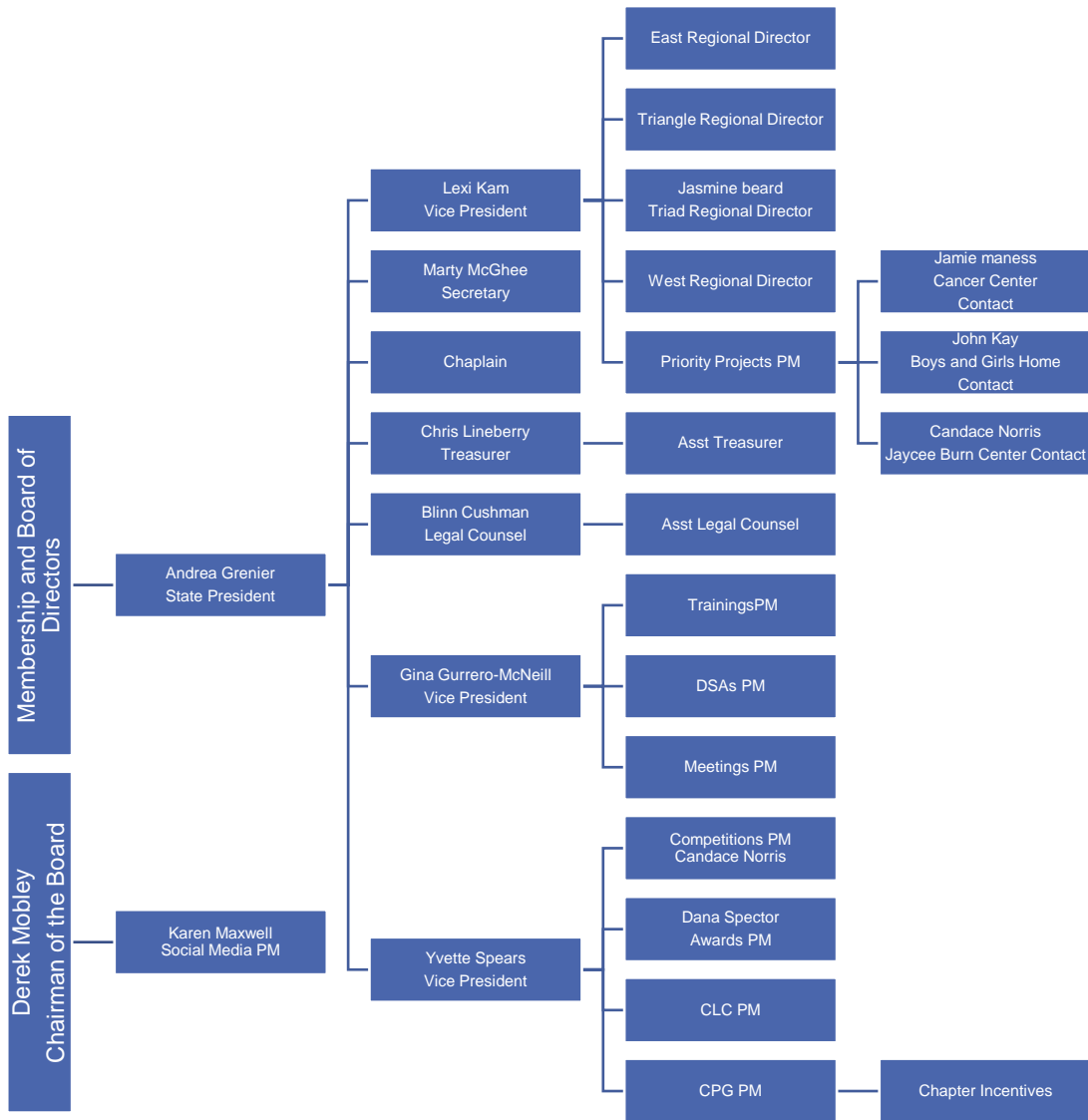
Additionally, the Executive committee will actively work with our membership base to ensure the information we have on each member is accurate and up to date. If our members are not receiving the information, they are less likely to show up. More emphasis will be placed on the on boarding process, streamlining the process to make it easy for chapters to follow a simple plan.

Lastly, we will continue to utilize social media outlets to provide up-to-date information to current and potential members with incorporating those avenues that speak to Generation Z.

Goals

- ◆ Membership:
 - Retain at least 60% of the current memberships by December 31, 2021.
 - Q1 Updates:
 - Have membership growth of +1 by December 31, 2021 based on Strategic Plan (410).
 - Q1 Updates:
 - Have 60% of jayeemember and Constant Contact databases updated with correct member information by December 31, 2021
 - Q1 Updates:
- ◆ Activation:
 - Have at least three chapters per semester participate in the recruitment social incentive program.
 - Q1 Updates:
 - Post to social media at least 4 times per month recognizing chapter and member activity.
 - Q1 Updates:
 - Have 80% of chapters recognized positively in local publications or news media by December 31st, 2021.
 - Q1 Updates:
 - Visit 80% of local chapters by December 31st, 2021 by at least 1 member of the Executive Committee for training or community outreach.
 - Q1 Updates:
 - Conduct at least 6 Local Presidents' conference calls December 31, 2021.
 - Q1 Updates:
 - Update the state website quarterly through December 31st, 2021.
 - Q1 Updates:
 - Have RDs visit 100% of local chapters per semester either to deliver a training or to arrange a meeting with a local civic or business leader that is interested in partnering with the chapter on shared goals.
 - Q1 Updates:
 - Conduct trainings at 2 state meetings/events by December 31, 2021 with the fall training centered on planning efforts of the 2022 team.
 - Q1 Updates:
- ◆ Sustain:
 - Conduct a State Planning session by November 20, 2021.
 - Q1 Updates:
 - Have 75% of State Executive Committee find and train their replacement by October 15, 2021.
 - Q1 Updates:
- ◆ Fiscal sustainability:
 - Approve the 2022 budget by November 16, 2021
 - Q1 Updates:
 - Complete IRS filings by December 31st, 2022.
 - Q1 Updates:
 - Provide quarterly income versus expense reporting through December 31st, 2021.
 - Q1 Updates:
- ◆ Corporate integrity:
 - Update North Carolina Junior Chamber Policy Manual by December 31st, 2021.
 - Q1 Updates:
 - Update North Carolina Junior Chamber Bylaws by December 31st, 2021.
 - Q1 Updates:
 - Maintain liability insurance through December 31st, 2021.
 - Q1 Updates:
 - Serve as advocates for the membership of the North Carolina Junior Chamber during meetings of the United States Junior Chamber through December 31st, 2021
 - Q1 Updates:
 - Conduct at least 10 Executive Committee conference calls December 31, 2021.
 - Q1 Updates:

NORTH CAROLINA JUNIOR CHAMBER 2021 ORGANIZATIONAL STRUCTURE



NORTH CAROLINA JUNIOR CHAMBER

2021 DEFINITION OF TITLES

Vice President 1 State Outreach— Responsible for the direct supervision of the Regional Directors and all programming areas associated with Recruitment and Activation of members. In coordination with Regional Directors, follow-up with local chapters ensuring member information is current in the jayceemember database. Manage the relationship with Jaycee Priority Projects either directly or through Program Mangers.

Regional Director – Reports to the Vice President – Primary point of contact from local chapter to North Carolina Junior Chamber Executive Committee and reverse; Serve as a resource to the local chapter and its leadership; Provide feedback from the local chapter regarding the successes and struggles of the local chapters; Facilitate communication with appropriate parties to foster the sustainability of the local chapter and the North Carolina Junior Chamber. Follow-up with local chapters ensuring member information is current in the jayceemember database.

Priority Projects – Reports to the Vice President – Liaison between the North Carolina Jaycees and the three priority projects (NC Jaycee Burn Center at UNC, Duke Cancer Patient Support Program, Jaycee Cottage at Boys and Girls Homes of North Carolina); Encourage chapter fiscal support of the Burn Center, in-kind support of the DCPSP as well as fiscal and personal involvement with the BGHNC; Promote USJC and JCI Priority Projects.

Jaycee Cottage Liaison – Reports to the Priority Projects PM or Vice President – Responsible for all programming associate with the Jaycee Cottage at Lake Waccamaw. Has a seat on the Board of Directors for Lake Waccamaw Boys and Girls Homes of North Carolina.

Burn Center/Cancer Center Liaison – Reports to the Priority Projects PM or Vice President – Responsible for all programming associate with the NC Jaycees Burn Center and Duke Cancer Center. In the absence of the President or VP, the PM will sit on the Board of Directors for the NC Jaycees Burn Center and/or Duke Cancer Center equivalent.

Vice President 2 Events - Responsible for all programming areas associated with Meetings, Trainings and Distinguished Services Awards. This includes planning and executing Mid-Year Convention; Spring Conference, or any variation; Fall Local Officer College and End of year Convention. Within the meetings include Trainings and Distinguished Service Awards Lunch

Meeting Logistics – Reports to the Vice President – Responsible for the logistics and management of four state meetings (Year End Convention, Midyear Convention, DSA/Training Day and Local Officers College); Serve as liaison between host organization, subsidiary organizations and Executive Committee; Ensures consistency of the events; May serve as chair of conventions if Executive Committee is the host

Trainings – Reports to the Vice President – Survey membership regarding training needs; Create schedule and recruit trainers for state events; Update trainer/training database; Collaborate with Executive Committee, NCJCI Senate and NC Cardinal Corps leadership on creation of chapter “boot camp” training program.

Distinguished Service Awards – Reports to the Vice President - Responsible for the North Carolina Jaycees DSA program including collection of nominations, recruitment of judges, presentation of awards and media relations for the event; Collaborate with Meeting Logistics PM regarding program/meeting specifics; Compile and submit nominations for the USJC TOYA program.

Vice President 3 Awards, Competitions – Responsible for all programming areas associated with Chairman’s Planning Guides, Parade or Chapters and Civic Leadership Certification, and Competitions, and Incentive programs.

Awards – Reports to the Vice President – Recruit judges for the All Star awards; Responsible for compilation of award results (POC, PMG, All-Star) into the awards script; Solicit/confirm sponsors for the awards and submit fees to Treasurer for billing of sponsorships; Order awards; Facilitate distribution of awards.

Chairman's Planning Guide (CPG) – Reports to the Vice President – Facilitate the transition from CPG to PMG to comply with USJC; Train local chapters about CPG or PMG when requested; Coordinate judging of submissions and transmit results to Awards PM; Facilitate submission of entries to USJC in time for Annual Meeting; Create/update submission library.

Competitions – Reports to the Vice President – Responsible for the implementation of ID Competitions; Provide training to local chapters when requested; Recruit judges for ID competitions; Assist with the preparation of NCJC members competing at USJC Annual Meeting and develop incentive/recognition programs that reward member and chapter successes or participation.

Parade of Excellence/Civic Leadership Certification – Reports to the Vice President – Educate members on purpose and benefits of the Parade of Excellence and Civic Leadership Certification programs; Encourage participation in the program; Compile results of submissions and submit to Awards PM in advance of state meetings.

Chapter Incentive Programs – Reports to the Vice President – Educate members on purpose and benefits of the Chapter Incentive Programs, monitors compliance, and recommends compliant chapters for reimbursement.

Chairman of the Board – Provides support and mentorship to the Executive Committee to facilitate the continued development of an effective state leadership team. This role is comparable to a corporate Staffing consultant. Help with Social media posts and newsletter.

Social Media PM-Reports to IPP. In charge of representing a company across social channels as the sole voice of the brand. They respond to comments, compile campaigns and create content. These experts provide organizations with the guidance needed to enhance their online presence.

NORTH CAROLINA JUNIOR CHAMBER 2021 TIMELINE FOR EXECUTION

| Event | Date | Location |
|---|--|--|
| 2020 Local Officers College (Training, Board of Directors Meeting) | November 14, 2020 | Jaycee Headquarters Asheboro |
| Executive Committee Conference Call | Second Sunday of every month during 2021 | Call in info TBD |
| Local Presidents' Conference Call | Fourth Sunday of every other month during 2021 | Call in info TBD |
| USJC Leadership Training University | January/February 2021 | TBD |
| 2020 2 nd Semester Electronic CPG Submissions, Annual Reports and Awards Submissions due | January 8, 2021 | cpgs@ncjaycees.org awards@ncjaycees.org |
| 2020 Year End Convention (Trainings, Competitions, Board of Directors Meeting and Awards) | February 5-7, 2021 | Gastonia. NC |
| USJC National Meeting | April 2021 | TBD |
| John Stackhouse Century Cycling | Whole month of April | Virtually |
| Mid-year Awards Submissions & DSA Nominations Due (All Star Nominations, Project Books, Parade of Excellence. ID competitions) | August 5, 2021 | Awards@ncjaycees.org PMG@ncjaycees.org (Books) POE@ncjaycees.org (Parade) Competitions@ncjaycees.org (ID) |
| Annual Meeting (Trainings, DSA, Competitions, Board of Directors and General Membership Meetings) | August 29, 2021 | Cary, NC |
| USJC Fall Meeting (2021 ID Competitions and Elections) | September 2021 | St. Louis, MO |
| 2021 NCJC Fall Conference (Trainings and Board of Directors Meeting) | November 14, 2021 | Jaycee Headquarters in Asheboro |
| NCJC Holiday Party with Boys and Girls Homes | December, 2021 | Boys and Girls Home |
| 2021 Year End Convention (Trainings, Competitions, Board of Directors Meeting and Awards) | February 2022 | TBD |

NORTH CAROLINA JUNIOR CHAMBER 2021 BUDGET

| Line Item | Acct # | Account Description | 2021 Proposed | 2020 Budget Details |
|-------------------------|-------------|--|------------------|--|
| INCOME | | | | |
| Dues | 4010 | Institutional Members | 400.00 | 20 Members @ \$20 |
| | 4005 | From National | 11,400.00 | 400 @ \$29.50 - 20 Institutional members @ \$0 |
| Reg Fees - State Conv | 4505 | Mid-Year Conv | 4,000.00 | had a goal of 50 people \$80 x50= 4000 |
| | 4510 | YE Conv | 8,000.00 | goal of 100 people \$80x100 |
| Reg Fees - State Events | 4500 | Spring Conference | 250.00 | SP and 3 trainers free, all else pay so 25 @\$15 |
| | 4600 | Fall Conference | 250.00 | SP and 3 trainers free, all else pay so 25 @\$15 |
| | 4610 | Other State Events | 300.00 | For B&G Xmas Party meal. |
| Reserves | | From Reserves | 0.00 | |
| Sponsorships | 4700 | Corporate Sponsorships | 4,500.00 | Could also include state fundraisers like virtual 5k race. |
| | 4705 | Chapter- Paid Award Sponsorships | 500.00 | Chapter sponsored awards for year-end convention |
| | 4710 | Other - Paid Award Sponsorship | 1,200.00 | \$200 from NC JCI Senate & Cardinal Corp awards for year-end. \$1,000 NC JCI Senate Raffle at Mid-Year Convention. |
| Other | 4100 + 4200 | Entry fees, filing fees, bank interest | | 0.00 |
| | 4400 | Bank interest | 2.00 | 0.00 |
| | 4420 | President's gift | 100.00 | Offset by expense acct #7575 |
| Total Income | | | 30,902.00 | |
| EXPENSES | | | | |
| Accounting | 6000 | Audit/Review & Tax | 3,960.00 | Estimate for Review & tax return prep by Parrish & Mills CPA |
| | 6005 | Gen. Accounting | 480.00 | QuickBooks 12 months at \$40. |
| Communications | 6100 | Postage | 270.00 | \$100 mailbox, postage, stationary |

| | | | | |
|-------------------------|------|---|--------|---|
| | 6115 | Website | 300.00 | social media fees, etc. (\$0 hosting fee renew in 2023), Zoom Account |
| Condolences | 6200 | Condolences | 50.00 | Flowers and memorials |
| Dues | 6300 | Regular Renewing Members | 0.00 | Do not pay with direct pay |
| | 6305 | Institutional Members | 300.00 | 20 members @ \$15.00 |
| | 6320 | NC Lifetime Members | 38.00 | 1 @ \$38 (just derek for 2021) |
| Finance Charges | 6700 | Bank charges | 0.00 | check order and general fees |
| Insurance & Bonding | 7015 | Insurance & Bonding | 187.00 | Fidelity bonding for President & Treasurers \$187 on 1/16 |
| Memorial Foundation | 7200 | Memorial Foundation (\$2/member) | 800.00 | \$2 * 400 members |
| National Fall Mtg | 7300 | Officer Travel | 750.00 | Travel For President and 2022 Elect to Annual Meeting |
| | 7305 | Officer Lodging | 630.00 | Rooms for President and 2022 Elect for Annual Meeting |
| | 7310 | Officer Registration | 400.00 | Annual Meeting Registration for President and 2022 Elect |
| | 7520 | Comp/Judge Lodging | 0.00 | 0.00 |
| | 7525 | Comp/Judge Reg | 0.00 | 0.00 |
| | 7535 | Natl Awards Entry Fees | 200.00 | 4 competitions at \$50 |
| Nat'l Year End Mtg | 7500 | Officer Travel | 600.00 | Year End Travel for COB and President |
| | 7505 | Officer Lodging | 864.00 | Year End Room for COB and President |
| | 7510 | Officer Registration | 400.00 | Year End Registration for COB and President |
| Other National | NEW | | 250.00 | Travel for State President's Retreat |
| Operating Supplies | 7600 | Office Supplies | 100.00 | 0.00 |
| | 7605 | Printing (forms, letterhead, bus cards) | 100.00 | 0.00 |
| | 7610 | Nametags | 50.00 | Nametag just for President and RDs. |
| | 7615 | New Program Expenses | 0.00 | Removed |
| Meetings/Events | 6600 | Executive Meetings | 0.00 | 0.00 |
| | 6605 | BOD Meetings | 0.00 | 0.00 |
| | 6610 | Other State Events | 300.00 | B&GH Party meal |
| | 6615 | Bike Race Fundraiser | 0.00 | |
| State Convention - Fall | 8100 | Awards | 500.00 | |
| | 8130 | ID Competitions Prizes | 0.00 | Moved to Awards |

| | | | | |
|-----------------------------|------|--------------------------------|----------|--|
| | 8105 | Meal Cost for Members | 2,000.00 | |
| | 8107 | Meal Cost for Exec/VIP | 0.00 | cover meal for SP and National Officers. Moved to 8105 line item |
| | | F&B Expense | | |
| | 8120 | President's Reception | 100.00 | |
| | 8125 | Hosting Expenses | 2,000.00 | Convention meeting space expense and lodging for State President and any National Officers |
| State Convention - Year End | 8200 | Year End Awards | 2,000.00 | |
| | 8205 | Semester Awards | 0.00 | Second Semester Awards. Combined in above |
| | 8225 | ID Competitions Prizes | 0.00 | Included in Awards |
| | 8210 | Meal Cost for Members | 6,700.00 | |
| | 8212 | Meal Cost for Exec/VIP | 0.00 | cover meal for SP and National Officers. Moved to 8105 line item |
| | | F&B Expense | | |
| | 8220 | President's Reception | 100.00 | |
| | 8230 | Hosting Expenses | 2,500.00 | Convention meeting space expense and lodging for State President and any National Officers |
| State Meetings | 8000 | DSA Awards/Spring Conference | 250.00 | DSA moved to Mid-Year Convention. |
| | | DSA Hosting Expenses | | |
| | 8260 | State Plan Meetings | 75.00 | Incoming State ExCom Planning Retreat |
| State Fall Conference | 8280 | Meeting Space | 0.00 | * Planned for NCJC HQ in Asheboro |
| | 8285 | Lunch | 185.00 | We provide food for this event. |
| | 8290 | Training Materials | 0.00 | 0.00 |
| Travel | 8300 | President | 500.00 | 1 @ 250 miles/ quarter @ .50/mile = \$500 |
| | 8305 | VPs | 750.00 | 3 @ 125 miles/ quarter @ .50/mile |
| | 8311 | RDs | 1,000.00 | 4 @ 125 miles/ quarter @ .50/mile (move to 4 Regions) |
| | 8312 | PMs | 0.00 | 0.00 |
| Incentives | 7555 | Exec Committee Incentives | 0.00 | Moved to membership incentives |
| | 7585 | Membership Incentives/Outreach | 828.00 | Recruitment Event \$250 per semester per chapter, First come first serve |
| | 6910 | Appreciation/Gifts | 150.00 | For special guests, speakers and trainers |
| Presidential Discretion | 8500 | Presidential Discretion | 100.00 | |

| | | | | |
|--------------------------|------|-------------------------|------------------|--|
| | | | | |
| Fraudulent Transactions | 8888 | Fraudulent Transactions | 0.00 | |
| | 8313 | Visitors to NC | 35.00 | any misc expense for national officers |
| Other | 7575 | President's gift | 100.00 | Offset by income acct #4420 |
| | | | | |
| Total Expenses | | | 30,902.00 | |
| | | | | |
| <i>Net Income (Loss)</i> | | | <i>0.00</i> | |