



## Branding Workgroup

Goal 4: The Minnesota Junior Chamber will increase visibility by developing strong brand recognition.

Strategic Plan Update May 2009

### Bylaw Change Passes

At Spring Convention 2009, the Board of Directors voted in favor of the bylaw addition and policy change to formalize and build consistent usage of the organization's name throughout our bylaws and policies- language will be added to the bylaws as follows: The name of the organization shall be the "Minnesota Jaycees" (hereafter referred to as the "Corporation"). The Corporation is affiliated with Junior Chamber International (JCI) and this affiliation will be referenced in the public as "Minnesota Jaycees, affiliated with JCI".

### Formalization and Consistency in our Name

With strong brand recognition as the "Minnesota Jaycees" the branding workgroup felt that it was important to our plans to strengthen our identity to stay connected through the use of the Jaycee term. As many states around the country shift to "JCI Wisconsin" or "JCI Florida", and with rumblings at the national and international level about the change- the Minnesota Jaycees' branding workgroup felt it

important to prepare for a transition we think may be mandatory at some point in the future; while maintaining our identity locally.

### Next Steps: Our Visual Identity

The strategic plan aims to build on our local chapters' and state's success and longevity by strengthening our organization's brand and visibility to create a more consistent brand across all levels. Market analysis, understanding our environment, a consistent name and strong sense of who we are is the first building block in that process. The next step is the branding workgroup's work on our visual identity and the "image" of the organization- the impression we leave young people with.

As the next few months progress, the branding workgroup will be starting work on many of the deliverables outlined in our strategic plan, including marketing resources for local chapters and clear marketing strategies and goals for the state organization.



## Focused Programming Workgroup

Goal 1: The Minnesota Junior Chamber will focus its programming so as to maximize its strengths and resources to achieve its mission.

Strategic Plan Update May 2009

### Bylaw Changes Pass

The Focused Programming Workgroup proposed several bylaw changes for bylaws that mandated specific programming at the state level. At Spring Convention, all proposed changes were passed by the Board of Directors including: limiting state sporting events to two- softball and bowling and eliminating caucus and replacing it with a debate at Fall Convention.

### Narrowing the Scope of State Programming, A Beginning

In this first set of recommendations and bylaw changes, the Focused Programming workgroup outlines some initial program changes aimed at focusing the state organization's resources on the most effective programs that have the greatest interest. The workgroup is developing further recommendations for focusing programming through the summer and on through 2010.

### Convening Task Forces

Over the summer, two task forces are being formed to look specifically at the awards process and conventions. These task forces will develop the long-term strategy for both of these large programmatic areas for the state organization.

If you are interested in serving on either the convention or awards strategic task forces, please contact workgroup chair Heather

## Leadership Development Workgroup

**Goal 2:** The Minnesota Junior Chamber will prioritize leadership development to accelerate the leadership involvement of its members.

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Over the summer of 2009, the Leadership Development Workgroup will begin by focusing on further definition of what the Jaycee leadership model is and how our training and other resources should be support our development of leaders.

The Branding Workgroup identified our focus on project management as an important piece of the niche we fill in the community. Additionally, our chapters' focus on the individual member's interests and needs, mentorship of the youngest/newest members, and the volunteer-driven leadership of our chapters' work all are essential pieces that make up the Jaycee leadership model.

### Unique Assets of the Minnesota Jaycees

(basis for brand strengthening)

- ⇒ Focus on the individual young person vs. business or specific profession
- ⇒ Project management skills, hands-on experience
- ⇒ Mentorship of young members
- ⇒ Volunteer-lead organization, true ownership over work provides true leadership potential
- ⇒ Ability to mobilize volunteers to rally around a common goal
- ⇒ Rich history of local community leadership and service under the Jaycees' name

The workgroup has found that in order for us to set ourselves apart from our competition, we must clearly define for the community HOW we as Jaycees are being developed as leaders while we are active in managing projects for the chapter and managing the chapter itself.

The focus on leadership development in the next two years of strategic plan implementation will provide resources and framework from which our work as a leadership development organization will be rooted.

The Leadership Development workgroup will be working closely with the Focused Programming workgroup as they assess programs for their value as leadership development assets for organization statewide.

## Membership Workgroup

**Goal 3:** The Minnesota Junior Chamber will refine its membership strategy to attract and retain members engaged in the organization's mission.

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In 2009, the Membership Workgroup began its work with a focus on partnerships with other organizations and the development of a focused demographic target list for new members and new affiliations.

It was determined that the Membership Workgroup would develop a list of best practices and needed tools for recruitment of young people today.

The Branding and Membership Workgroups will work together to develop the necessary resources that reach our target audiences and demographics. Look for more information throughout 2009 as this work continues.

As announced at Annual Convention 2009, in addition to the Workgroup's work on resources, recruitment, and activation, the Minnesota Jaycees won a grant to work with a researcher from the Center for Urban and Regional Affairs (CURA) at the University of Minnesota.

Our researcher from the Humphrey Institute at the U of MN just wrapped his work on our research project on how towns can set up partnerships with organizations like the Jaycees to develop "Next Generation" Initiatives.

We've seen an increase in the number of "young professionals" groups or similar groups working to engage young people in their communities. This project provided a deeper market analysis

and understanding of the unique and distinct characteristics of the Jaycees— especially in comparing the organization with the new Chamber-driven "young professionals" groups. The findings will feed our branding and marketing strategies at the state level and eventually feed into the marketing resources provided to local chapters.

### Grant-Funded Research Project

Findings: The Jaycees are unique among organizations competing for the attention of young people, with a focus on leadership development through service and connection to community. Chamber-driven and other young professionals groups are narrow in focus and do not engage their members in the community in the way a Jaycee chapter can. As such, organization's like the Jaycees represent an essential part of the economic development force in many communities

More resources and information yet to come in this area.