

Areas of Opportunity

All programming is categorized into four Areas of Opportunity in the chapter business plan. Based on the answer to question one of the Chairman's Planning Guide (CPG) (the primary purpose), all chapter projects are placed into one of these four (4) Areas. Commissions are used to **further classify chapter projects within the Business Plan.**

NOTE: Commissions exist solely to provide assistance to chapters when developing their business plans to help chapters ensure they offer balanced programs to their members and communities. Commissions are not used to classify SPE's for awards judging. (See "Single Project Award Categories" in this manual for *judging* classifications of SPE's)

Business Area of Opportunity

Embodying the line of the Jaycees Creed that states, "Economic justice can best be won by free men through free enterprise," this area provides an opportunity for individual members to contribute to the development and enhancement of the economic infrastructure, prosperity, and well being for all nations.

Almost all members of Junior Chamber are involved in some business activity - working on their own, for another company, or preparing to open their own business. The Junior Chamber was established in 1920 to give young people an active voice in the business community. This same purpose is now found in the Business Area of Opportunity and is divided into four Commissions:

- **Marketing and Public Relations:** Projects in this Commission are conducted to promote the image of your chapter and the Junior Chamber movement in the community. Some examples are brochures, business cards, television appearances, chapter marketing via local print media, radio PR efforts, press releases, external awards programs such as Distinguished Service Awards or Business Sponsor Awards, parades, pageants, newsletters, Jaycee Week, ongoing public relations work and training in marketing and public relations.
- **Strategic Planning:** All projects involving record keeping, reporting, planning needs analysis and evaluation. Examples include developing Chairman's Planning Guides, creating, reviewing and revising a chapter business plan and any other short-term or long-term planning and evaluation. Training the above activities would also be included here.
- **Financial Management:** Ensuring that the chapter's finances are handled in a proper way and projects that look for ways to enhance the financial stability of the chapter. Projects with the primary purpose of raising funds for the chapter would go here.
- **Business Opportunities:** All projects that enhance the economics of the community and/or increase business productivity. Economic progress can be achieved by partnering with the local Chamber of Commerce, organizing small investment clubs, visiting successful companies to learn how they conduct their business, and by inviting successful entrepreneurs to speak at monthly meetings. Junior Chambers can also conduct training sessions on how to enhance company operations and promote free enterprise as the best way to achieve economic justice.

Community Area of Opportunity

Embodying the line of the Jaycee Creed that states, "Service to humanity is the best work of life," this area develops the sensitivity of individual members to societal problems and fosters knowledge of community dynamics in solving these problems, through actual experience. Like all citizens, Junior Chamber members have a stake in the betterment of their communities. The Community Area of

Opportunity is built around four Commissions:

- **Community Service:** Involves projects that are designed to promote or improve the quality of life for people in the community. This includes projects that deal directly with community needs such as elderly assistance, mental health and retardation, and health and safety. Projects dealing with properties, economic development, energy and the environment would also be included here. Note: youth projects would be listed under the Children and Youth Commission (Community) and state, national and international Junior Chamber priority projects would be under the State, National and International Junior Chamber Involvement Commission (International).
- **Community Fundraising:** Projects with the direct raising of funds for a specific non-Jaycee program. This includes local disaster or emergency assistance, health related organizations, foundations and any organized community charities.
- **Government and Civic Involvement:** Projects that generate involvement in all areas of the local, state and national governmental process. Projects include town forums, debates, "Get Out The Vote", advocacy issues, and criminal justice projects. Also projects providing assistance to other civic organizations in the community go here.
- **Children and Youth:** This Commission's responsibility is to promote and coordinate projects related to children and youth. As the future of our community lies in the hands of today's young people, many projects should be conducted to ensure that young people are well prepared to take the community leadership roles in the years to come. Examples include youth sporting events, fingerprinting, building a playground, holiday egg hunts, reading and other educational programs. **Note:** Projects involving children of non-Jaycees fall under this Commission. Family-related projects, where children of Jaycees are involved with their Jaycee parents, fall under the Personal Development Commission or Chapter Activities Commission in the Individual Development Area of Opportunity (see below).

Individual Area of Opportunity

Embodying the line of the Jaycee Creed that states, "Earth's great treasure lies in human personality," this area provides an opportunity for individual members to realize their personal potential through training programs.

While there is an Area of Opportunity for individual development, every single activity in the Junior Chamber organization is oriented to develop the potential and skills of the individual member. Active participation in activities in any of the Areas will give the member the opportunity to enhance his or her potential. Training opportunities dedicated to the enhancement of a Jaycee member's personal skill set (not related to official Jaycee responsibilities) and not specifically covered by another Area would be included here.

Through its four Commissions, the Individual Area of Opportunity ensures that new members are brought into the organization and are provided with training to fully develop their personal and professional potential.

- **Personal Development:** This Commission includes projects that improve the quality of life of the membership. Such projects provide education that benefits members in both their personal and professional lives. Examples include training in the areas of family values, spiritual development, hobbies, retirement planning, time management, public speaking, communication skills, and the USJC competitions program, CPR training.
- **Professional Development:** Projects aimed at developing members as leaders in their chapters and professions are the focus of this Commission. Examples include the leadership training, stress management, team building, a course in "How to Motivate Others" and other managerial training.
- **Membership Retention, Growth and New Chapters:** This Commission ensures that new members join the chapter regularly, receive proper orientation and are included in the chapter's activities immediately after joining. Project examples include M-Nights, Growth Week, assisting another chapter with membership recruitment, new member orientations, establishing a new chapter and activation programs like Springboard and Degrees of Jaycees.
- **Chapter Activities:** This Commission ensures that members have the opportunity to participate in a wide variety of social activities, and that members have the opportunity to participate in meeting procedures. Some examples include picnics, chapter awards programs, chapter meetings, progressive dinners, watching fire works and sports.

International Area of Opportunity

Embodying the line of the Jaycee Creed that states, "The brotherhood of man transcends the sovereignty of nations," this area provides an opportunity for individual members to contribute to the development of goodwill, understanding, and cooperation among all peoples.

Programming in this area would encompass all projects and programs that enhance a member's knowledge of different cultures and countries around the world. This includes the following two Commissions:

- **State, National and International Junior Chamber Involvement:** All state Jaycee, USJC, and JCI emphasis programs. Consult your state organization for a list of state programs. Current nationwide chapter projects include: the Family Talk Program, American Cancer Society's Relay for Life, Outstanding Young Farmer (OYF) and Ten Outstanding Young Americans (TOYA). For a complete list of National Partner programs for 2008 visit the U.S. Jaycees website at www.usjaycees.org. Examples of JCI programs include JCI Presenter, JCI Business Academy and the Best Business Plan in the World. For a list of additional JCI programs, visit the JCI website at www.jci.cc.
Note: Chapter visitation programs would also be included under this commission. (Chapter twinning however, would be included under the International Involvement Commission. See directly below.)
- **International Involvement:** Projects in this Commission include those that provide assistance or promote understanding and communications between the chapter and people outside the United States. Junior Chamber members recognize the fact that the present world problems can often be solved through international collaboration, tolerance and friendship. Members put this belief into practice by collaborating in joint worldwide projects. Examples include food drives for other countries, the study of traditions and dress of other cultures, chapter twinning and international guest speakers.

Classification of Chapter Projects

Since all Junior Chamber projects provide opportunities for members to enhance their potential, it can be difficult for a chapter to determine how best to classify a project in their business plan. When planning a calendar of events for the year, a chapter should determine the purpose of each project that is suggested in order to ensure that meaningful programs and events are included into the chapter's plan of action for the year. Once the purpose of the project is determined, the project is grouped under the Area of Opportunity that is best reflected by that purpose. Grouping projects and events into Commissions and Areas of Opportunity will allow the chapter to then identify any areas that are "missing" from their business plan, thus keeping them from being a well-rounded chapter.

Remember: Commissions are simply a "helpful tool" for a Chapter to use while planning events and projects and when writing their annual Business Plan. Commissions and Areas of Opportunity should **not** be confused with **Awards Categories**, which are used to **classify projects** into groups in order **to be judged** against other projects from around the United States. For more information the Awards Categories used in judging projects, see the section labeled "**Single Project Award Categories.**"