

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 1915 to give young people an active voice in the business community. This same purpose is now found in the Business Area of Opportunity and 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 external awards programs like Distinguished Service Awards or Business Sponsor Awards, parades, pageants, newsletters, ongoing public relations work and training in marketing and public relations.

Strategic Planning. This includes all projects involving recordkeeping and 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 in the above activities would also be included here.

Financial Management. This Commission ensures that the chapter’s finances are handled in a proper way and looks for ways to enhance the financial stability of the chapter. Any project run with the primary purpose of raising funds for the chapter would go here.

Business Opportunities. Projects in this Commission give chapters the chance to enhance the economics of the community by conducting projects to increase business productivity. Economic progress can be achieved by partnering with the local Chamber of Commerce, organizing small investment clubs, visiting successful companies

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 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 build around four Commissions. Below are some basic concepts under these four classifications:

Community Service. This Commission 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 people 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 in this Commission deal with the direct raising of funds for a specific non-Jaycee program. This includes fundraising for local disaster or emergency assistance, health related organizations, foundations and any organized community charities.

Government and Civic Involvement. These are projects that deal with all areas of involvement with the local, state and national governmental process. Projects include town forums, debates, “Get Out The Vote”, advocacy issues, criminal justice projects, etc., as well as providing assistance to other civic organizations in the community.

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, reading and other educational programs, etc.

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 not specifically covered by another Area would be included here.

The Individual Area of Opportunity through its four Commissions 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.

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, officer training, team building, “How to motivate others” courses, 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, 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 chapter meetings are well planned and members have the opportunity to participate in meeting procedures. Some examples include socials, chapter awards programs, chapter meetings, sports, visitations, etc.

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. This Commission includes all state, USJC and JCI emphasis programs. Consult your state organization for a list of state programs. Current national programs include: Jaycees Against Youth Smoking (JAYS), Outstanding Young Farmer (OYF), Ten Outstanding Young Americans (TOYA), Junior Chamber Family AIDS Network, Citizen’s Corps, Family Talk, East African Center and Rebuilding Together. Examples of JCI programs include PRIME, JCI Business Academy and Best Business Plan in the World. Note: chapter twinning would be included under the International Involvement Commission.

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, chapter twinning, international guest speakers, etc.