



2007 National Awards Manual

Revised 11/30/06

AREAS OF OPPORTUNITY

All programming is categorized into four Areas of Opportunity. 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 Areas. Commissions are used to further classify chapter projects. Commissions provide additional means for chapters and states to develop and offer balanced programs to their members and communities. **Membership recruitment activities would be included in all Areas of Opportunity. It is expected that when chapters set goals in each opportunity area, membership goals will be included in each area as well.**

Note: in most cases, "chapter" can refer to either a local chapter or a state organization in the below definitions and examples, except where otherwise specified.

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.** This includes all projects involving recordkeeping, 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 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 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. 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 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 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, holiday egg hunts, reading and other educational programs, etc. Note: Projects involving children of non-Jaycees fall under this Commission. Family-related projects, where children of Jaycees are involved with their Jaycee parents, may fall under the Personal Development Commission or Chapter Activities Commission.

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.

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, 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, 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 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, 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 nationwide chapter projects include: Jaycees Against Youth Smoking (JAYS), Outstanding Young Farmer (OYF), Ten Outstanding Young Americans (TOYA), Government Involvement, and Youth Education Services (YES). For a complete list of National Partner programs for 2005 visit the U.S. Jaycees website at www.usjaycees.org. Examples of JCI programs include PRIME, JCI Business Academy, and Best Business Plan in the World.

Note: Chapter visitation programs would be included under this commission. 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.

Classification of Chapter Projects

Since all Junior Chamber projects provide opportunities for members to enhance their potential, it can be difficult to determine how best to classify a project. A chapter should determine the purpose of each project that is conducted in order to ensure meaningful programs 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.

Some guidelines for determining how to classify chapter projects:

- Does the project involve training in planning, analysis or evaluation, or in developing Chairman's Planning Guides? If so, it goes under the Business Area of Opportunity and the Strategic Planning Commission.
- Does the project involve training on how successful businesses operate or how to start a business? If so, it goes under the Business Area of Opportunity and the Business Opportunities Commission.
- Is the project a USJC or JCI training program like Jaycees Against Youth Smoking (JAYS) or PRIME? If so, it goes under the International Area of Opportunity and the State, National and International Junior Chamber Involvement Commission.
- Does the project involve training the member about recruiting or about the Junior Chamber movement, its history, structure, etc. (for example, a new member orientation or a refresher course for existing members)? If so, it goes under the Individual Area of Opportunity and the Membership Retention, Growth and New Chapters Commission.
- Does the project involve training the member to be a leader in their chapter or workplace? Does it involve some sort of managerial training? If so, it goes under the Individual Area of Opportunity and the Professional Development Commission.
- Does the project involve improving a member and his or her family's quality of life (like hobbies, retirement planning, spirituality or family values) or developing a member's personal skills (such as public speaking, the USJC Competitions Program or basic automobile repairs)? If so, it goes under the Individual Area of Opportunity and the Personal Development Commission. Note, many projects in this Commission will have application to a member's professional life, but unless they involve leadership or managerial training, they would go here.