



Areas of Opportunity

Projects run by Jaycees are classified into four Areas of Opportunity: Business Development, Community Development, Individual Development, and International Development. Each of these four areas is divided into several Commissions.

Business Development 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 the 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 chapter promotional items including brochures, business cards, and "swag"—items purchased with the chapter's logo intended to be given away, to increase awareness of the organization. Other projects in this commission include radio and television appearances and campaigns in print and Internet media. Awards programs such as Distinguished Service Awards, Business Sponsor Awards, parades, pageants, newsletters, Jaycee Week, ongoing public relations work and training in marketing public relations fall under the Marketing and Public Relations Commission.

Strategic Planning

Strategic Planning encompasses all projects involved in record-keeping, reporting, planning, needs analysis, and evaluation of the Chapter. Examples include developing Chairman's Planning Guides, creating, reviewing, and revising chapter business plans, and any other short-term or long-term planning and evaluation. Training activities in the above activities would also be included here.

Financial Management

Projects aimed at raising funds for the chapter would fall under the Financial Management Commission, as would activities ensuring that the chapter's finances are handled properly.

Business Opportunities

All projects that enhance the economics of the community and/or increase business productivity fall under the Business Opportunities Commission. 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 business, and by inviting successful entrepreneurs to speak at monthly meetings. Chapters can also conduct training sessions on how to enhance company operations and promote free enterprise as the best way to achieve economic justice.

Community Development 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, Jaycees have a stake in the betterment of their communities. The Community Development Area of Opportunity has four commissions.

Community Service

The Community Service 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 health and safety. Projects dealing with properties, economic development, energy and the environment would also be included in this commission.

Community Fundraising

Projects with the goal of raising funds for a specific, non-Jaycee program would be Community Fundraising projects. This includes local disaster or emergency assistance, health related organizations, foundations and any organized community charities.

Government and Civic Involvement

Projects that encourage involvement in local, state, and national government fall under this commission. Town halls, debates, Get out the Vote programs, and advocacy programs are example projects. Projects that provide non-monetary assistance to other civic or charity organizations in the community would also be a part of this commission.

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.

Individual Development Area of Opportunity

Embodying the line of the Jaycee Creed that states, “Earth’s greatest treasure lies in the 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’s personal skill set (and not related to official Jaycee responsibilities) and not specifically covered by another Area would be included here.

Through its four Commissions, the Individual Development 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, CPR training, 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 leadership training, stress management, team building, motivation 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 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, and group outings to sporting events, 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.

State, National, and International Junior Chamber Involvement

All state Jaycee, USJC and JCI emphasis programs would fall under this Commission. Current nationwide projects include: Family Talk, American Cancer Society's Relay for Life, Outstanding Young Farmer, and Ten Outstanding Young Americans. Examples of JCI programs include JCI Presenter, JCI Business Academy, and the JCI Best Business Plan in the World awards program. Chapter visitation programs would also be included under this 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, the study of traditions and dress of other cultures, chapter twinning, and international guest speakers.