

# TOGETHER WE BUILD

## JCI USA 2026 Plan of Action

As we enter the second year of JCI USA's 2025-2028 Strategic Plan, we stand on the foundation laid by those who came before us-ready to build what comes next. Our 2026 Plan of Action is more than a checklist of goals. It is a shared commitment to growth, innovation, and collective impact.

Together We Build is not just a theme-it's a promise. A promise that every member matters, every voice counts, and every effort contributes to something greater. In 2026, we build:

- **Stronger chapters**, supported with the tools and training they need to thrive.
- **More connected members**, empowered through personalized experiences and national visibility.
- **Bigger impact**, driven by changemakers rising to meet their community's needs,
- **A united future**, where every action we take moves us closer to the world we want to create.

This Plan of Action uses an OKR (Objectives and Key Results) structure to align with our strategic priorities while giving space for the 2026 team to shape how we deliver on our goals. It's a blueprint we'll shape together, ensuring that no matter where our members serve, they'll know-they're not building alone.

Let's get to work. Together, we build.

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Objective 1: Build national recognition for JCI USA as a leadership powerhouse.

Strategic Plan Alignment: Establish JCI USA as a nationally recognized leader in empowering young leaders.

Key Results:

- Launch a national training program accessible to members at all levels and leadership stages.
- Debut the *JCI USA Podcast* with at least 3 pilot episodes featuring member stories, leadership insights, and changemaking initiatives.
- Establish a national trainer and speaker directory to support local and state-level programming.
- Secure at least one partnership with a leadership-focused organization to expand JCI USA's national visibility.

Objective 2: Expand programs that activate young changemakers across the country.

Strategic Plan Alignment: Develop young change makers through programs that empower them to solve the most significant issues.

Key Results:

- Increase MILE Academy participation by 25% over 2025 numbers.
- Develop a digital spotlight series highlighting impactful member-led community projects.
- Launch a local impact grant fund to support chapter-led initiatives aligned with the UN SDGs.
- Partner with at least one national service organization to offer joint opportunities for community engagement.

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Objective 3: Deliver a member experience that feels personalized, modern, and connected.

Strategic Plan Alignment: Create a personalized, world-class member experience.

Key Results:

- Launch a campaign to complete at least 60% of member profiles to enable personalized communication.
- Roll out segmented messaging by member type and interest using email, social, and text platforms.
- Distribute Chapter Care Packages to 100% of chapters, including leadership resources and engagement tools.
- Publish 3 editions of the *JCI USA Magazine*, each featuring new programs, member highlights, and national updates.

Objective 4: Equip every member and chapter with access to timely, relevant resources.

Strategic Alignment: Supports member development and experience through resource availability.

Key Results:

- Create a centralized digital resource library that is easy to navigate and regularly updated.
- Run quarterly "Did You Know?" campaigns to highlight existing tools and training materials.
- Ensure 90% of chapters are aware of and trained on how to use national tools and templates.
- Conduct an annual feedback loop to evaluate and improve national resource offerings.