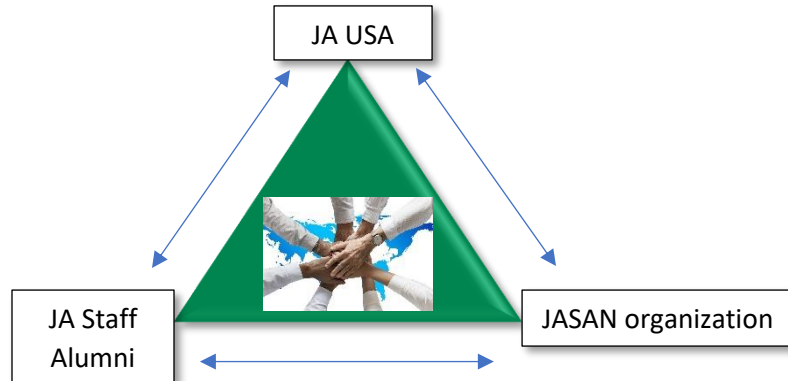




2021 – 22 Program of Work



Communications

1. Provide members the information they need to connect with others.

- Develop various strategies based on demographics of our members.
 - National JASAN meeting
 - Local/Regional in-person meetings
 - Video connections
 - Electronic and hard copy communication
- Focus on Facebook and LinkedIn
- Ensure the new website provides reasons for members to visit.

Support JA USA

2. Support locally to impact nationally.

- Sponsor the Jim Sweeney Scholarship and Karl Flemke Award.
- Provide scholarships for JA area staff to attend NLC.
 - Determine criteria and commit to a level of scholarships for the next three years.
 - Develop, in partnership with JA USA, expectations for connection and follow up among scholarship recipients and recipients to JASAN.
- Define the role of the JA USA Liaison to JASAN.

Membership

3. Use social media and other tools to identify and connect with people at all levels leaving JA.

- Recruit 20 new members building on the relationship of prospective new members with current members.
- Create an Engagement/Stewardship Chair and Committee.
 - Establish a process for onboarding of new members by pairing them with someone who knows them.
 - Establish a process to continue engagement with current members via social media, newsletter member spotlights, Zoom/online gatherings, local/regional gatherings as feasible/permitted.
- Work to get more members involved with committees/projects.
 - Use the application form and the website "Member Only" page to collect and build an inventory of member experience, skills, and interest inventory.

History

4. Keep the history of JA alive and easily available to all.

- Oral histories
- Support the JA Archives
 - Define a process, consistent with the JA USA-JASAN MOU, for transmission of historically significant documents to the Archives/Museum.

Be Financially self-sufficient

5. Ensure sufficient funding to carry out the work of the organization.

- Raise \$26,250 in donations by June 1, 2022.
- There is a direct correlation between the percentage of members who contribute financially and the percentage of members who are actively involved.
 - Add 50 NEW donors from existing membership roster by June 1, 2022.