

**REPORT TO THE
BOARD OF DIRECTORS
OF
OPTIMIST INTERNATIONAL
BY THE**

INTERNATIONAL JOOI CLUBS COMMITTEE

**December 2011
St. Louis, Missouri**

SECTION 1 **FOR BOARD ACTION**

None

SECTION 2 **FOR BOARD INFORMATION**

A. **PRESIDENT MARIE-CLAUDE BOURGEOIS ANNOUNCES 2011-2012 THEME AND GOALS**

Theme: **Let's share our passion**

Goals:

Increase JOOI Convention attendance

1. Increase attendance to at least 300 delegates
2. Each Advisor will receive three letters during the year encouraging them to come to the Convention with their JOOI members (letters from JOOI President/JOOI Chair, flyers, testimonials, etc.)
3. JOOI Chairs will contact JOOI Advisors at least once in the year to talk with them about different aspects of the Convention.
4. Finish the DVD to promote JOOI Convention and post on JOOI website.
5. Put Board testimonials about their JOOI Convention experiences on website.
6. Board members will share Convention experiences with their assigned Districts, send pictures and give them good fundraiser ideas. It is important to make sure each JOOI member is aware of the JOOI Convention and has the opportunity to come.
7. Develop new PowerPoint presentations

Communication

1. Increase the communication between Optimist International and Optimist International Canada (An Optimist International Canadian staff member will attend Conference calls and will be copied in emails.)

2. Districts will be ranked and each Board member will have assigned Districts. In some cases, they will have to be in contact with Club Presidents and in other cases they will have to communicate with JOOI Governors depending on the needs.
3. Conference calls will be held every month. An agenda will be sent out one week before the call so that everyone is ready to discuss. During conference calls, JOOI Board members will have to talk about their progress, their Districts, etc.
4. This year, we are not going to have teams. Everyone will work together and Amy, Don and Marie-Claude will always be copied on important emails.
5. Each Board member will have to contact their assigned Districts and fill out a report every month and a half. Reports will be submitted to all other JOOI Board, JOOI Committee and staff members. Examples:
 - a. To remind them about the Convention and motivate them to come to Convention
 - b. To give them some good fundraiser ideas
 - c. To answer questions and help them
 - d. To motivate and encourage them to continue their good work
 - e. To inform them about JOOI Programs, awards, Torch, JOOI Email box system
 - f. To remind them to complete the International forms and pay their fees
 - g. All JOOI news/updates will be passed along to the Clubs
6. Each Board member will send a letter to each JOOI Governor under his/her assigned Districts at the beginning of the year.
7. JOOI Committee will contact adult Governors to encourage them to work with their JOOI Districts and to inform them of current events.

Growth of JOOI

Build new clubs and increase the membership:

1. Promote JOOI with other organizations
2. Finish the DVD to promote JOOI
3. Work with adult clubs and adult districts

JOOI Programs

JOOI Board members will promote JOOI Programs to their assigned Districts and remind them of important dates as well as motivation to participate in projects within the JOOI Program.

JOOI Legacy Fund

Raise \$6000 for JOOI Legacy Fund

1. Sell pins for \$25 at OI Convention to Adult members
2. Sell pins for \$10 to JOOI members during the year and at the JOOI Convention

Awards

Have more people applying for awards:

1. Remind the due dates to JOOI Governors and Advisors
2. Promote awards with the Torch

B. DISTRICT OFFICER COMMUNICATION

The JOOI Board and Committee revised a JOOI District Communication Guide and will be working on other ways throughout the year to improve communication. JOOI renewal kits were mailed to each Club the beginning of the fiscal year.

C. INCREASE JOOI CLUBS PRESENCE WITH HOBY

The JOOI Board would like to send a representative of JOOI to the HOBY Convention each year to speak. In July past JOOI Board member Peter Von Der Vellen and current JOOI Board member Danny Walsh spoke on a panel and set up a booth at the conference in Chicago. (Attachment A includes the summary of their experience.)

D. CONTINUE TO GROW JOOI AND SEEK SYNERGIES WITH CORPORATIONS AND OTHER ORGANIZATIONS TO FOSTER THE GROWTH OF JOOI

JOOI Committee member, Cheryl Thames, put together a program that will focus on targeting International Baccalaureate School students.

Topic: JOOI International Dialogs

Discussion Leader and Presenter: Cheryl R. Thames, Committee Member

Support: A. J. Cifuentes, JOOI Board of Directors

1. Feedback from the JOOI International Dialogs workshop at the 2011 JOOI Convention:
 - a. Everyone who participated in the workshop supports the idea and wants to build relationships with JOOI Clubs in other Districts and/or Countries.
 - b. Types of communications to be established include pen pals, Skype, letters, classrooms via webcams and more.
2. A preliminary set of JOOI interviews were recorded for a promotional piece. These interviews are too broad in scope for the objective of this project and will be re-recorded. Additional interviews will also be recorded based on a new set of questions.
3. The target audience for the project was identified as International Baccalaureate World Schools:
 - a. Number of schools targeted is 50
 - b. Each JOOI Director will be responsible for contacting ten or more IB Schools with a goal of starting new JOOI Clubs who will directly benefit from this program in many ways including a direct "buddy" JOOI Club relationship.

- c. IB Program: 11-16 year olds.
- 4. JOOI Direct Connect was recommended as a name for the entire program which will establish two types of "buddy" club relationships:
 - a. JOOI to JOOI Clubs (non-IB schools)
 - b. JOOI to IB JOOI Clubs

E. 2012 JOOI CONVENTION

The Committee will promote the JOOI Convention by reaching out to the adult members and telling them it's time to "do something special for your kids."

The JOOI Board voted to use a maximum of \$5,000 from the JOOI Legacy Fund to lower the cost of convention registration. The first incentive is to lower the JOOI Convention registration to \$199 as opposed to \$250 for those who register by May 1, 2012. The second incentive is for every three JOOI members from one Club that register for the JOOI Convention, the fourth registration is free.

The JOOI Board and Committee will arrive July 8th and attend the JOOI Convention July 9-11, 2012. The JOOI Board will attend the OI Opening Ceremonies and sell their Legacy Fund pins. The Board will present workshops at the OI Convention July 12-13 and depart Milwaukee July 14, 2012 or earlier if need be.

2012 JOOI Convention Workshops

Vu Déjà (Advisors) – Cherryl Thames
 7 Habits of Optimism – Cherryl Thames
 Procrastination/Destination – Mary Morall
 Communication Skills – Mary Morall
 Natural Leader – A.J. Cifuentes
 Social Media for Dummies (Advisors) – A.J. Cifuentes
 Teamwork Makes the Dreamwork – Cordane Richardson
 When the Going gets Tough – Cordane Richardson
 Cultural Diversity – Marie-Claude Bourgeois/Cordane Richardson/A.J. Cifuentes
 Fundraising – Marissa Forzisi
 College Prep – Marissa Forzisi
 District Officer Training (English and French together) - TBD
 Let's talk Health, Happiness and Prosperity - TBD

French: JOOI Resources, Basic French, Club Training – Marie-Claude Bourgeois/Simon Lanthier

OI Convention Workshops

Ask the Experts – JOOI Board
 Meet and Greet – JOOI Board
 Social Media for Dummies – A.J. Cifuentes/Cordane Richardson
 International Baccalaureate (IB) Connections – Cherryl Thames/Marissa Forzisi/Mary Morall

Communication with Teenagers – Mary Morall/Avon Carty
French Workshop (about JOOI/Q & A) – Marie-Claude Bourgeois

Service Project

The JOOI Convention service project will be determined pending what is available in Milwaukee.

Theme Days

Monday, July 9th – 60's Day

Tuesday, July 10th – 70's Day

Wednesday, July 11th – 80's Day

The JOOI Board voted to have Southern Wisconsin as the host District of the 2012 JOOI Convention. The host District will help with the service project, welcome session, ice breakers, goody bags and registration.

F: SOCIAL MEDIA/JOOI PROMOTION

Maggie Fairchild, Director of Social Media, will be adding a Facebook group and updating the current JOOI Facebook page. The JOOI Board will also have access to the Facebook page to upload convention photos, current Club events and anything new going on with JOOI. The JOOI Board also decided to revise and update the current JOOI brochure.

Respectfully submitted,

International JOOI Club Committee

Don Brose, JOOI Chair

Avon Carty

Simon Lanthier

Cherryl Thames

International JOOI Board of Directors

Marie-Claude Bourgeois, President

Kayleigh White, Past President

A.J. Cifuentes

Marissa Forzisi

Mary Morall

Cordane Richardson

Attachment A

Peter Von Der Vellen

HOBY WLC Summary

Description of Event:

We were on a panel with other non-profits; Key club was the most similar though all discussed our similarity in their talks. Danny and I spoke first for a few minutes at a podium though I noticed after that you could remove the microphone and move around. HOBY is a high energy group so we being students helped relate to them and play off of that energy. We gave an overview of the JOOI organization, its structure, leadership, service, programs and opportunities for members through JOOI and through scholarships with the adult clubs.

The others then talked after us and discussed their organizations and what they do. There was then a Q&A session where HOBY Ambassadors got up and asked questions about our opinions on things and how to get involved. A common theme was shaking other students out of apathy. After the brief Q&A we stood at a booth, collecting contact information and answering questions.

Lessons Learned and Future Recommendations:

In future years, one speaker is recommended. Two was somewhat awkward with the space and only one microphone. The Key Club representative was very prepared, actually having a promo video which she was able to play (our video is better) and several banners for her booth. Having the promo video would have been great because that is the perfect target audience for the type of video we created, high energy and exciting.

The HOBY ambassadors were also impressed by the Key Club representative's history of international service. I believe she went to Uganda to do mission work. If Optimist could create a program to annually send JOOI members to an area like that for service that would draw attention. My thought, if a future JOOI Board wanted to adopt such a program, would be to have that be the annual project funded by the JOOI Legacy Fund. Perhaps, four or five students who attend the International Convention could apply for funding for a five day trip. Partnerships with other organizations already in those areas would make it simpler and safer. Just an idea.

Having two people at the booth was a fantastic idea. With the number of kids coming over and asking questions two people made the process much easier. Business cards would have sped the process up too. Students seemed to be very interested and curious as to what support they could find.

The most intriguing were several international students. I believe two were from Korea, one from China and one from UAE. They seemed interested in starting a JOOI club and I took some of their contact information for myself as well to try to help them out. My opinion is these four should be higher priority members because of their location. Building clubs in these seemingly “out of reach” locations exemplifies JOOI’s international component which helps make us different from a school’s regular service club and draws additional appeal in North America. Also the experiences through JOOI have a greater chance of being more powerful because of the different situations in these nations. The student from the UAE for example, discussed the large disparity between rich and poor in his country and how those who are wealthy live ignoring the problems of others. He hoped through JOOI he could show his peers the conditions that others live in and inspire people to do more.

There were also several students who were curious about starting a club that was not affiliated with one school for different reasons. Having recommendations on how to accomplish that would be very helpful for these students.

Final Thoughts:

HOBY is a great organization and the students at HOBY are exactly the type of students that JOOI needs to bring into the organization moving forward. There needs to be a strong enthusiastic base and given the simple magnitude of HOBY future partnerships, whether just to recruit members or build clubs or simply increase JOOI’s name recognition, could prove extremely beneficial. This conference was the world conference (similar to our International Convention). HOBY has several conferences each year in most, if not all states as well as many other countries. I know there are four annually in Ohio alone. The structure of HOBY works to our advantage because it is not an organization you join and work with through your school throughout the year. It is predominantly a summer organization. This means that ALL HOBY AMBASSADORS CAN AND SHOULD BE JOOI MEMBERS. It is a huge market of the exact type of kids who fit JOOI’s mission and share the energy and enthusiasm we see at the International Convention each year. The more we partner with HOBY, the more we both win.