

**JAPANESE AMERICAN CITIZENS LEAGUE
2019-2020 JA CL STRATEGIC PLAN**

Introduction

The Strategic Plan sets the operational and program priorities for the JACL in each biennium. The ongoing effectiveness of the organization will be determined by the successful outcomes of these important initiatives.

Vision

As a national civil rights organization, JACL strives to secure equal treatment and social justice for all.

Mission

The Japanese American Citizens League is a national organization whose mission is to secure and safeguard the civil and human rights of Asian Americans and Pacific Islanders (A APIs) and all communities who are affected by injustice and bigotry. The leaders and members of the JACL also work to promote and preserve the heritage and legacy of the Japanese American Community.

SOCIAL JUSTICE

Goal:

To build and support grassroots mobilizations and policy reforms for Asian Americans and Pacific Islanders (A APIs), people of color communities, and other historically underserved communities at the national, state, and local levels that ensure the full attainment of civil liberties and equal access to the social, political, and economic resources in our society.

Objectives:

1. Advocate to expand civil rights protections and equal opportunity for all A APIs while monitoring and addressing incidents of bias and discrimination that infringe the rights and limit the opportunities of A APIs and other communities of color.
2. Continue to strengthen our institutional relationships with public officials, policy makers, civil rights organizations, and community leaders on the national, state, and local levels in order to collaborate more effectively on various social justice issues.
3. Work to eradicate negative stereotyping of A APIs within the media and other institutions of society and continue to monitor and combat hate crimes, defamation, and racial/ethnic slurs.

LEADERSHIP

Goal:

To develop and continue to support new generations of leaders from within our communities who will strengthen JACL's ability to lead, advocate, build coalitions and sustain the core values of our organization.

Objectives:

1. Develop strategies to require scholarship recipients and encourage applicants to participate in and strengthen their local and district JACL chapters and participate in JACL youth sponsored activities.
2. Engage, educate, and encourage potential youth leaders from a variety of organizations such as business, community groups, and educational institutions to become fully engaged in JACL activities.
3. Provide opportunities to assist chapter, district, national officers, and staff to develop the necessary skill sets to lead their organizations and eventually assume national leadership positions in JACL as well as local, state, and national government and assist with developing succession planning strategies.

EDUCATION

Goal:

To tell the story of the Japanese American experience of incarceration and failure of political leadership during WWII as one example of how hysteria and fear can wrongfully victimize any marginalized community.

Objectives:

1. Promote distribution and use of the curriculum guide, terminology handbook (Power of Words), and other materials to teachers through the network of chapters.
2. Present workshops and events to educate and encourage integration of the Japanese American experience and the incarceration in the curriculum, and when appropriate connecting the JA community experience to Muslim Americans or other communities experiencing bigotry on a large scale.
3. Continue to advocate for the inclusion of AAPI history as part of the national social studies standards.
4. Educate youth and people of all ages about the culture of Japanese Americans.

5. Promote cultural education as a means to combat racism and xenophobic bigotry.

COMMUNICATIONS

Goal:

Utilize social media and other communications platforms to improve public visibility of JACL's activities and strengthen the JACL brand by engaging existing members and attracting new audiences with compelling content that is relevant to Japanese Americans, AAPIs, and all Americans interested in promoting social justice.

Objectives:

1. Improve communications between chapter and national to ensure the local members are aware of emerging policy statements and issue briefings.
2. Increase and maintain responsiveness to issues of national importance, particularly through the Pacific Citizen.
3. Interact with partner organizations with similar goals by sharing or retweeting relevant posts and incorporate existing JA, AAPI, and Japan related news sources into social media strategy.
4. Utilize video content in order to increase interest in issues and accessibility to information by promoting Asian American and Japanese media (film, television, web series, podcasts, etc.) and encouraging youth members to create original content.
5. Encourage chapters to utilize youth/young professional members' expertise to create their own social media pages to be maintained with timely and current information that can provide additional content for National JACL and provide basic social media training to designated chapter representatives.

STUDENTS AND YOUNG PROFESSIONALS

Goal:

To create outreach strategies and relevant programs or events for students and young professionals to increase membership, further integrate existing Youth and Student members into the organization.

Objectives:

1. Organize youth-oriented events and programs locally and nationally to recruit new

members and serve existing members (e.g. youth conferences, film festivals, mentoring programs, professional development opportunities, and Japanese or Japanese American cultural activities).

2. Develop connections to JA, Shin Nikkei, AAPI, social justice, and cultural organizations at local colleges and universities.

3. Provide sponsorship opportunities to allow students, young adults, and young professionals to participate in local and national JACL events (e.g. National Convention).

4. Create youth leadership opportunities and incorporate youth into existing leadership positions at all levels of the organization, including the National Youth/Student Council, the JACL committees, and chapter and district board positions.

5. Work with NY/SC to transition members who are aging out of the Youth membership category into the Young Professionals Caucus to maintain their engagement in the JACL and strengthen the pipeline for leadership succession at all levels in the organization.

FINANCIAL DEVELOPMENT

Goal:

To diversify the financial base of JACL with less dependence on membership dues as the primary revenue source for JACL by increasing revenue from mission-oriented public and private funding sources.

Objectives:

1. Continue working through the Executive Director and Vice President of Planning and Development to develop and implement a plan for researching; identifying revenue sources such as grant, corporate funding sources, donors; and monitoring progress towards increasing revenue.

2. Continue working with the National Legacy Planning Committee Chair Coordinator to identify prospective planned giving sources at the District and Chapter levels.

3. Continue to optimize fiscal resources while maintaining fiscal integrity.

MEMBERSHIP

Goal:

To increase and diversify the membership base of the JACL.

Objectives:

1. Develop and implement a goal-oriented plan to both increase and retain existing membership.
2. Develop and implement a plan to attract new members that reflects the changing demographics of the Japanese American community.
3. Nurture relationships with existing partners outside of JA community.
4. Outreach to other communities in order to diversify JACL.
5. Create programs on the chapter and district levels that help members make an impact on and contribute to their communities such as panel discussions, film screenings, and community forums.
6. Empower the NY/SC and Young Professionals Caucus to develop strategies that will attract youth to be active in JACL.