JBS 2.0 INITIATIVE
LEAD, INNOVATE, REENGAGE, RELEVANCY, GROW

VISION, MISSION STATEMENT
Guiding Principles, Leadership Objectives, JBS Bylaws – Revitalize...Relevancy

STAKEHOLDER ANALYSIS
Voice of JBS Sr. Leaders, Membership, Alumni, Administration

PILLAR SIGNATURE PROGRAMS/EVENTS
Content Rich, Regional, Civic/Community Outreach

COMMUNICATION
Monthly Newsletter Updates, Feedback Sessions

PHILANTHROPY
Targeted Fundraising Increased Giving

GROW MEMBERSHIP BASE
Attract New Members, Reactivate Base

STUDENTS & FACULTY OF COLOR
Support, Mentor, Retain, Recruit

LEADERSHIP SUCCESSION PLANNING
Penn Pipeline for Governance... Board of Overseers, Strategic Committees
Core Operating Team
- Nominated/Appointed
  - Idea Generation/Innovation
  - Solicit Feedback...JBS Past Presidents/Thought Leaders
  - Rollout of Ideas...Lead Execution
- Strategic JBS Value Proposition...Differentiator
- Leverage the diversity of skills, education, achievements

Operational Rhythm
- Monthly Conference Calls
- Updates to JBS Membership Base ...Newsletters
- Leverage existing committees - programming, membership, communication...develop new committees
- Feedback from JBS Membership Base
  - Focus Groups
  - Surveys
  - Idea/Advice Mailbox
  - Penn Administration

JBS 2.0 OPERATING FRAMEWORK
OUR UNIQUE VALUE PROPOSITION

JBS Comprehensive Strategic Plan...Continued Support for People of Color
JBS...STAYING TRUE TO OUR MISSION

- JBS seeks to improve the quality of the campus experience for students, faculty, and administrators of color...
- Should we consider... *engaging and further developing alumni of color* ...modifying the Mission Statement
FOR DISCUSSION... JBS GOALS

- Sustainable, consistent financial commitment to JBS, the Scholarships and Emergency Fund
- Mentoring and support to students and faculty of color
- Expanding the reach of the JBS to the larger alumni base
- Development of thought leadership within JBS with relevant and edifying content
- Should JBS be aligned to a key strategic pillar for the Penn Administration – i.e. – PENN Compact 2020 ... Inclusion, Innovation, Impact
Volunteering...what are the different ways that we can volunteer our time to Penn/Students/Faculty

Programming and Mentoring...Programs that will engage the membership. Mentoring program for students

Membership Requirements...do we need to revisit the requirements? If so, what recommendations?

Philanthropy & Fundraising ...what types of campaigns & programs should we implement? How do we increase the penetration of the JBS base?

What JBS is and What it is Not? Solidifying the Mission & Goals...what’s missing? Should we align to a strategic pillar of the University?
RELEVANCY ...CONNECTED

- JBS Connected to Alumni Events/Groups/Programs...

- Penn Goals...supports select key Board of Trustee Initiatives
- Alignment with Penn Spectrum...JBS Presence
- Increase Alignment with Affinity Groups of Color
JBS 2.0 CRITICAL SUCCESS FACTORS

- Engagement of the JBS Membership to execute on all ideas/initiatives

- Leadership support...that starts with us!

- Communication Plan...strategic, frequent and open

- Inclusive...encourages support, seeks ideas, leverages our diversity of skills and aligned

- Strategic Initiatives that touch multiple stakeholder groups...Alumni, Penn Board & Administration, Students, Faculty, Future Penn Students, Communities in which we live and work
BREAKOUT TOPIC...WHAT IS JBS AND WHAT IS IT NOT

- Session to consider/address...Threshold questions:
  - Who does JBS serve? Students, Faculty, Alumni

- What is the JBS scope and span?
  - What are the issues JBS should address/tackle
  - How should JBS connect with the PENN Administration...Consider: Quarterly updates/meetings with Board of Trustees of Color to raise ideas/concerns/areas that JBS can lead/support that ties into PENN’s strategic pillars
  - Issues to students/alumni of color related to Inclusion/Innovation/Impact – Compact 2020

- How do we structure JBS to continue to have impact and influence?
  - JBS committee for students/faculty access?
  - How do we ensure issues can be addressed in a timely manner to have an impact?
  - How to best leverage collective experience of JBS members?
  - How best to connect/get direction from Trustees, etc. to accomplish goals?

- How does JBS work with other Multicultural groups? Is there a need to have joint alignment/programs?
BREAKOUT TOPIC SURVEY RESULTS

- Membership Requirement Expectations
- Programming and Mentoring
- Volunteering/Active Membership
- Philanthropy & Fundraising
- What is JBS and what is it not?