



# Update

February 2020

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*The JB Update is brought to you by the National Junior Representatives, Nikita and Ben!*

## Dates and Announcements

**March** NSP Part II (Service)

**March 7-8** Philly Chapter  
Development

**March 20-21** Detroit Chapter  
Development

**Reminder: All JB chapters must send a representative to CD Weekends**



*Winter Planning 2020*

## Winter Planning Feb. 21-23

We just finished Winter Planning! This event is a mid-way meeting for all of our national committees. The NCLD, Project Committee, and NMCC all come together for a weekend to set out their goals for the rest of the year and work on projects.

**Check out what we've been working on!**



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## What we've been working on:

The **NMCC** focuses primarily on planning for National Minicamp over Memorial Day weekend. Look out for their hype video soon!

The **NCLD** is hard at work planning for Chapter Development weekends in March and April. This year, you can expect a lot of cool new initiatives from them, including evaluation tools and a JB blueprint that you can bring back to your chapters.

The **Project Committee** has chosen to focus on the theme of recruitment and retention. Throughout the weekend, they planned out a series of videos and a guide to help chapters better understand and communicate what JB is.

The **NJRs** are working on a series of motions to help standardize JB practices across the US and better measure our progress. We're hoping to implement new data tools to help us reach our JB goals and understand that impact that we're having on our communities.



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## Project Committee Highlight:

This year the Project Committee is focusing on **Recruitment and Retention**.

Building upon the work done by the Project Committee last year, they are releasing a series of informational videos. You can check out past videos on Youtube at CISV Junior Branch USA or Instagram at @JuniorBranchUSA! This year they are also creating an informational guide to accompany the series of videos. This guide will supplement the videos and provide examples of how to apply the ideas to local chapters.

In the guide, you'll learn about how CISV activities and **educational content** are the foundation of recruitment and retention. The Project Committee will share ways to make educational content activities stronger as well as applications of these themes in real life. They will also address creative strategies for **recruitment** that best emphasize CISV's core values of inclusivity and outreach. Lastly, the Project Committee will cover **retention**, where they'll share methods of utilizing social media, community outreach, and more to keep JBers engaged and enthusiastic.



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