

2015-2016 JACL PROGRAM FOR ACTION

Introduction

The Program for Action 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 and Pacific Islander Americans 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 American and Pacific Islanders Americans (AAPI) 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 AAPIs while monitoring and addressing incidents of bias and discrimination that infringe the rights and limit the opportunities of AAPIs.
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 civil liberties issues; and by encouraging APIs to run for public office.
3. Work to eradicate negative stereotyping of APIs by the media in all its forms including print, radio, television, film, advertising, etc. Bring awareness to these industries to

create more positive roles for AAPIs, especially in television, film, and advertising, including positive feedback to the industry executives whenever these goals are met.

4. Continue to monitor and combat hate crimes, defamation, and racial/ethnic profiling, and work to eradicate the use of Asian ethnic slurs such as the term “jap.”

LEADERSHIP

Goal:

To develop and continue to support new generation 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 and 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.
4. Leverage funding for independent research on social justice issues by collaborating with other organizations already conducting research on Asian Americans to collect data that will be useful in educating our members on current issues.

EDUCATION

Goal:

To use the Japanese American experience of incarceration during WW II as one example of how hysteria and fear can wrongfully victimize any minority group.

Objectives:

1. Promote distribution of the curriculum guide, terminology handbook (Power of Words), and other materials to teachers through the network of chapters.

2. Assist chapters in presenting workshops for teachers to educate and encourage integration of lessons about the Japanese American experience and the incarceration in the curriculum.
3. Continue to advocate for the inclusion of Asian Pacific American experience as part of the national social studies standards.

SOCIAL MEDIA

Goal:

Utilize social media 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, Asian American and Pacific Islanders and all Americans interested in promoting social justice.

Objectives:

1. Grow National JACL Facebook Page likes to at least 3,000 and Twitter Followers to at least 1,500. This can be done by creating more interactivity through posting trivia and other open ended questions, holding online contests, informing members of relevant cultural events and remembrance of JA history, and expanding the social media campaign to include other platforms such as LinkedIn, YouTube and Instagram.
2. Interact with partner organizations such as NAACP, Anti-Defamation League, OCA, Angry Asian Man, Hyphen Magazine, Japanese American National Museum and Japan Society by sharing or retweeting relevant posts and incorporate existing JA and Japan specific news sources such as Pacific Citizen, Nichi Bei Weekly, Rafu Shimpo, Japan Times, Mainichi Shinbun and Daily Yomiuri into social media strategy.
3. 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.
4. Encourage chapters to utilize youth 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.
5. Designate a social media savvy Communications Director at the National level in charge of identifying and posting content as well as delegating tasks to chapter appointed social media administrators.

6. STUDENTS, YOUNG ADULTS, AND YOUNG PROFESSIONALS

Goal:

The overall goal is to create outreach strategies and relevant programs/events for students, young adults, and young professionals to increase membership, further integrate existing Youth/Student members into the organization, and ensure the political representation of AAPIs.

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, and professional development opportunities)
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. Create a pipeline for transitioning youth into leadership roles, through programs such as the National Youth/Student Council, scholarship program, and fellowship program

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 with a financial development committee to develop and implement a plan for researching; identifying revenue sources; monitor progress toward increasing revenue.

2. Continue with a planned giving committee to monitor and identify prospective planned giving sources.
3. Develop ideas and plans to finding income to generate or supplement funding the Pacific Citizen and other sources of communication.
4. Strategize to use other sources such as Facebook to communicate with the public in conjunction with the Pacific Citizen.
5. Increase JACL capacity to increase grant and corporate funding sources.
6. Develop strategies to educate JACL members to identify and pursue grant and corporate funding revenue streams.

MEMBERSHIP

Goal:

To increase, to diversify and to maintain the current membership base of the JACL.

Objectives:

Develop and implement a goal oriented plan to both increase and retain membership over the next two years. Review the plan every six months to ensure it is working, assess and record the results and present them at the National Board meetings, and disseminate these results to the District Boards.

1. Develop and implement a goal oriented plan to both increase and retain membership over the next two years. Review the plan every six months to ensure it is working, assess and record the results and present them at the National Board meetings, and disseminate these results to the District Boards.
2. Develop and implement a plan to attract new members that reflects the changing demographics of the Japanese American community. Outreach to other communities in order to diversify JACL. Include these communities in local chapters or create new chapters with them in areas where no local chapters exist.
3. Create programs on the chapter and district levels that help members make an impact on and contribute to their communities. Meet with each district to work on its plan of action once a year and keep up to date with a district liaison to assess progress.
4. Work with Chapters and Districts on means of raising funds if they should need assistance.

5. Develop structured groups with the Youth Council that will attract youth to be active in JACL. Groups should set objectives such as civil rights issues, social and cultural activities, volunteer opportunities, family history research, humanitarian aid, etc., and provide a link to local communities.
6. Inform our members with realistic reasons for keeping their membership active in JACL. Make use of all types of media to promote activities and share articles, photos and stories of the resulting events. For example: Write a regular article about "What your membership in JACL has accomplished this quarter." Ensure members feel they are a part of the progress of JACL.