



Strategic Plan 2020 - 2022

JCA's Strategic Priorities

Build capacity	Redefine leadership	Embrace collaboration	Support innovation
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JCA Strategic Priorities (5 key areas)	Education Definition: building individual skills – financial literacy, computer training, planning for retirement, citizenship classes	Culture Definition: preserving and promoting Jamaican, Caribbean, African culture	Advocacy Definition: addressing issues that adversely impact the Jamaican, Caribbean, African communities	Community Hub Definition: a gathering space for community events – social, political, educational	Youth Definition: creating a 'village' for children & youth – mentorship, tutoring, skills building, promoting education
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Strategic Outcomes 2020 - 2022

2020 – 2022 Outcomes

1. Increased supports for the community – **education & advocacy**
2. Increased engagement of individuals under 35 years - **youth**
3. Increased partnerships – **advocacy & culture**
4. Increased number of new/renewed members and active volunteers – **hub & culture**
5. Improved accountability & sustainability – **hub**

Advocacy Vision: The JCA has a strong presence in the broader political, economic and social advocacy landscape, through which it raises awareness of critical issues and priorities and is a change agent in the community.

Advocacy Priorities: Social Justice; Political Engagement; Education; Immigration; Culture and Heritage; Economic Opportunity and Employment

JCA's Actions

1. Increased supports for the community - **education**

- Creation of Adult literacy classes
- Expanded JCA Scholarship Program
- Expanded and updated Marcus Garvey Resource Centre

2. Increased engagement of individuals under 35 years - **youth**

- Creation of an International Students Initiative
- Strengthened (redesigned) Saturday Morning Tutorial Program

3. Increased partnerships – **advocacy & culture**

***COVID related advocacy - funding investments for Black agencies & communities; farm workers*

4. Increased number of new/renewed members and active volunteers – **hub & culture**

- Redesigned Membership Services & Volunteer Program
- Implementation of a cultural program
- Implement a sustainable Members Lounge

5. Improved accountability & sustainability - **hub**

- Increased investments in the JCA Centre
- Redesigned Hall Rental Program