



Jennifer Ables
Junior League of Monroe
President 2014-15

JLM Past President's Report
May 5, 2015

Total League Volunteer Hours- 8661.75

Communications Council - 1436.5 volunteer hours
Community Council - 1568 volunteer hours
Fund Development Council - 2498 volunteer hours
Membership Development Council - 1192.75 volunteer hours
Research and Planning Council - 1966.5 volunteer hours

Communications Council

Charlons

- Successfully secured ads for Charlons for the 2014-15 League Year.
 - 3 full color Charlons Magazines.
 - Focused on having a vibrant magazine that showcased League community service and membership.
 - Coordinated council and committee information and wrote articles from information submitted by President, President-Elect, VP's and committee chairs.
- 514.75 Total volunteer hours**

Webmaster/Yearbook

- Approved upgrade to Digital Cheetah for the 2015-16 League Year.
 - Set up BOD/Committee virtual meeting with Digital Cheetah and Closureware.
 - Created items for online purchase- Charity Shopping Pass, Membership Dues.
 - Created online sign up for- Chair Chats, DIAD, Spring Market and Cottage Meetings.
 - Consistently updated website with relevant League and AJLI information.
 - Facebook/Instagram/Twitter (internal and external communication) - consistently updated social media with relevant League and member information which gave JLM more recognition and a greater public perception.
 - Initiated and updated Member and Provisional obligations on website.
 - Posted general meeting minutes on website.
 - Sent out email blasts to membership and sustainers.
- 496.25 Total volunteer hours**

Secretary

- Implemented Power Point for General Meetings.
- Implemented General Meeting Recap that was emailed to membership.

-Responsible for BOD and General Meeting Minutes for monthly meetings.

-170 Total volunteer hours

Marketing/PR

-Created a marketing plan for the 2014-15 JLM year.

-Created more exposure with monthly articles and ads in local magazines

-Created and/or submitted press releases and/or articles for League events and information

-Martha Ryan Reading Room

-Charity Shopping Pass 2014

- Education Task Force- Mini Grant Reception

-Cotton Bayou E cookbook

-JLM Christmas Party 2014

-JLM Provisional Project 2014-15

-JLM Mardi Gras Ball 2015

-Spring Market 2015

-Provisional Recognition/Family Promise Service Award

-Endowment Grant applications

-Education Task Force Scholar's Banquet

-TLC's May Day

-JLM attends AJLI Annual Conference

-JLM Spring Dinner 2015

-Set up radio and tv spots for Charity Shopping Pass and Spring Market

-Assisted in the launch Cotton Bayou's e-cookbook

-Coordinated Cotton Bayou feature, *Bayou Eats*, in Bayou Life Magazine

-Submitted billboard artwork to Lamar Advertising

-Raised awareness and polished perception of JLM in the community through advertising/marketing/public relations.

-Maintained and grew relationships with media outlets.

-170.5 Total volunteer hours

Communications Council VP

-Coordinate Communications Council meetings

-Created JLM car decals

-Coordinated JLM's first Spring Market promotional video - *Girls Just Want to Have Fun!*

-More involvement and direct contact with committee chairs and members, which helped stay connected with ongoing projects of each committee

-Attended 2 AJLI conferences which allowed an understanding the AJLI "the bigger picture."

-Raised awareness and perception of JLM in the community, what projects and events are going on throughout the year, and maintain and grow relationships with media outlets.

-Increased web presence and social media

-235 Total volunteer hours

Community Council

Done in a Day

DIAD

- \$500 mini grants were given along with volunteer hours to the following recipients.

- American Cancer Society/Miss Shine Your Way Pageant

-Shane's Inspiration - Fun Day at the Fair

-Out of the Darkness Suicide Walk

- Mercy Ministries- Spaghetti & Spa
 - LA Zoological Society “Boo at the Zoo”
 - Grace Place Ministries- Thanksgiving Lunch
 - Ouachita Council on Aging- Christmas Decorating
 - The WellSpring- “Santa’s Workshop”
 - Community Soup Kitchen
 - Ouachita Council on Aging- Food Box Distribution
 - Camp Ch Yo Ca
 - Run to the Battle
 - Delta Sigma Theta- Mardi Gras Gala
 - Cinderella Project
 - American Heart Association- Partnership with The Monroe Garden Club-
Decorating for the Go Red for Women Luncheon
 - Twin City Ballet - Ballet Under the Stars
 - The Monroe Garden Club- Generation to Generation with the Ouachita Council on Aging -
sprucing up the flower beds at the Carolyn Strauss Center
 - The Monroe Garden Club- LA Purchase Gardens & Zoo grounds
beautification
- A total of \$6500 was given in DIAD mini-grants.
- **323 Total Volunteer hours**

Education Task Force
ETF

- Awarded 30 mini-grants to local educators totaling \$13,602.79.
 - Most grants awarded in the history of ETF.
 - ETF is a charter members of the Scholar’s Banquet. This committee is in charge of the decor for the Scholar’s Banquet every year and serves as the Secretary on the Scholar’s Banquet Task Force. This year was the 31st Annual Scholar’s Banquet.
 - Purchased new decorations for Scholar’s Banquet.
- **245 Total Volunteer Hours**

Families Can’t Wait
FCW

- Trained new and returning committee members in August. Lori Chippman from Families Helping Families came to speak to the committee.
 - Visited “first time” moms at 3 local hospitals- St. Francis, Glenwood and University Health.
 - FCW visited a total of 238 first time moms for the 2014-15 year.
 - 174 new moms at St. Francis.
 - 32 new moms at Glenwood.
 - 32 new moms at University Health.
 - FCW developed a new policy for distributing the car seats and pack n plays to help identify which moms were truly “in need.”
 - Distributed 17 car seats.
 - Distributed 38 pack n plays.
 - Distributed 200 “This Side Up” onesies.
- 491 Total Volunteer hours**

Tools and Literacy for Children
TLC

- Lenwil Elementary was chosen this year as our TLC school. This is the first “parish school” partnership.

- Distributed back packs and school supplies for every child at Lenwil.
- Sponsored the Back to School Bash.
- Provided incentives for students each 6 weeks.
 - Kona Ice for students who achieved Principal's List and students with 90% accuracy on Accelerated Reader program.
 - Popcorn and Pizza Parties for students who achieved Honor Roll each 6 weeks.
- Sponsored Lenwil Book fair.
- Established a PTO with an elected President and Treasurer.
- Provided Lenwil school spirit t-shirts for students, teachers and staff.
- Provided Christmas tree decorations for the DIAD with the Ouachita Council on Aging.
- Provided Christmas luncheon for teachers.
- Sponsored Family Fun Night.
- Sponsored school Talent Show and awards.
- Sponsored "May Day" for teachers and students.
- Provided Valentine's goodies for teachers.
- JLM helped develop a Student Council.
 - offices included are President, Vice President, Treasurer and Secretary.
 - students chosen via essay and interview process.
 - welcomed Senator Mike Walsworth as a guest speaker to motivate students to become involved in Leadership.
 - adopted a community service project focused on recycling called- Recycle, Reduce, Reuse.
 - Student Council sponsored the concession stand for May Day.
 - Participated in a field trip to Mayor Norris' office and toured City Hall in West Monroe.
 - TLC provided Student Council t-shirts for the student council members.
 - Sponsored All Star Family Fun Night with Math/Literacy.
 - Sponsored May Day which included Talent Show and Splash Day for students.
 - Provided teacher luncheon for teachers during testing week.
 - In addition to Lenwil Elementary, TLC sponsored 5 additional area children and provided backpacks, school supplies.

-315 Total Volunteer Hours

Community Council VP

- Coordinated Community Council meetings.
- More involvement and direct contact with committee chairs and members, which helped members stay connected with ongoing community projects.
- Assisted DIAD to secure DIAD events for the Spring.
- Raised awareness and perception of JLM in the community through community projects.
- Used internal and external social media to promote JLM Community Projects.

-194 Total volunteer hours

Fund Development Council

Fund Development Committee

- Raised a total of \$37,630 for 2014-15 League Year.
- Doubled financial support from business and individual donors by 50%.
- Secured 18 business sponsors totaling \$31,000 in revenue.
- Doubled Friends of Market support from 31 to 50 donors.
- Secured 50 Friends of Market sponsors which totaled \$6,630 in revenue.
- Updated all sponsor banners for 2014-15 League Year.

-131 Total volunteer hours

Charity Shopping Pass **CSP**

- Generated \$5283 in revenue for 2014-15.
 - New Charity Shopping Pass Logo.
 - Secured new graphic designer, Studio 9017, to revamp CSP marketing materials.
 - New marketing materials- CSP card, brochure, and posters.
 - Secured new merchants for the 2014-15 League Year.
 - Initiated online purchases of CSP brochures.
 - Merchants utilized online applications to secure participation in CSP.
- 363 Total volunteer hours**

Cotton Bayou Publications

- Generated \$23,433.31 in revenue for 2014-15.
 - Launched first E-Book- *Cooking in High Cotton*.
 - Featured in Bayou Life Magazine article Bayou Eats.
 - Developed new marketing materials.
 - Developed new sales strategy for committee members.
 - 13 new retailers added to cookbook sales to their businesses.
 - Continued reorders from 18 current retailers.
- 309.5 Total volunteers hours**

Spring Market

- Generated \$106,336.09 in Spring Market revenue for 2014-15.
 - Secured Breakfast with the Bunnies sponsor- The Paper Market.
 - Secured new graphic designer, Studio 9017.
 - Updated marketing materials- posters, fliers, billboards and website.
 - New Spring Market *Girls Just Want to Have Fun!* promotional video posted on social media.
 - Utilized social media and website to promote Spring Market tickets, events and raffle sales.
 - Met with JLM Marketing/PR chair to find the most effective way to promote Spring Market.
- 831 Total volunteer hours**

Financial & Assistant Financial VP

- Completion of informal audit of all financial procedures within the League.
 - Redefined League financial policies and procedures.
 - Implementation of new financial policies and protocol to increase accountability, efficiency and continuity.
- 645 Total volunteer hours**

Fund Development VP

- Coordinated Fund Development Council meetings.
 - Addressed Fund Development Council issues in a timely manner.
 - More involvement and direct contact with committee chairs and members, which helped members stay connected with ongoing fund development and community service projects.
 - Raised awareness and perception of JLM in the community through Fund Development projects.
- 218.5 Total volunteer hours**

Membership Development Council

Admissions

- Created new JLM handout for prospective members.
- Updated Provisional packet.
- Accepted 36 new Provisionals for 2015-16.
- Coordinated successful 2015 Provisional Reception with high attendance from members and sustainers.

-133 Total volunteer hours

Education and Training

- Provided education for each general meeting focusing on the Ignite Your Passion theme.
- Guest Speaker and former JLM President, Janet Breard for JLM University for October GM.
- Guest Speaker and JLM Consultant Karen Henning for JLM University for February GM.
- Coordinated Leadership round tables for April GM.
- Promoted Member and Sustainer interaction throughout the year.
- Sent 4 members to AJLI Regional Fund Development Meeting in Shreveport, LA.
- Sent 8 members to AJLI ODI in Grapevine, TX.
- Worked with President to coordinate leadership and educational opportunities for membership.

-87 Total volunteer hours

Housing and Arrangements

- Maintain and prepare League house for upcoming meetings and events.
- Oversaw landscaping of League house.
- Developed new system that coordinated with Council VP's for meals and upcoming GM's.
- Committee provides a safe, consistent place for League members to meet monthly.

-166 Total volunteer hours

Nominating/Placement

- Planned League social functions- Back to League Social, League Family Christmas Party, JLM Mardi Gras Ball.
- Creation of Placement manuals.
- Stayed in contact with members via placement advisors.
- Sent cards to members for special occasions or events.
- Addressed placement issues in a swift manner utilizing the Council system.

-417.75 Total volunteer hours

Provisionals

- Initiated League mentor program.
- Trained 30 new members.
- Successful Provisional Project with Family Promise.
- Received Family Promise Service Award for outstanding service.
- Decorated children's play room for Family Promise.
- Delivered 10 pack n plays for Family's Can't Wait.
- Successfully completed Provisional Project for Spring Market- Breakfast with the Bunnies.
- Provisionals arranged activities outside of League events and meetings.

-253 Total volunteer hours

Membership Development VP

- Coordinated Membership Development Council meetings.
- Addressed placement issues in a timely and efficient manner.
- More involvement and direct contact with committee chairs and members, which helped members stay connected.
- Raised awareness and perception of JLM internally and externally the community through member social events and community projects.
- 136 Total volunteer hours**

Research/Planning Council

President, President-Elect, Research & Planning VP, Advisory Planning Chair, Research & Planning Committee

- Strategic Plan was drafted, finalized and presented to the membership.
- Suggestion Box was purchased to be on display at all General Membership meetings.
- Prepared Cottage Meeting Survey, packets for meetings, arranged facilitators, and compiled results of survey into a short document.
- Internal community impact was improved with the implementation of the JLM Strategic Plan.
- Planned Leadership Retreat for Board of Directors and Committee Chairs.
- Chair Chats.
- Implementation of JLM University which facilitated the following programs-
 - Worked with Education and Training to facilitate leadership training opportunities and utilize sustainer involvement.
 - Janet Breard- guest speaker for October General Meeting.
 - Karen Henning- guest speaker for February General Meeting.
 - Leadership Roundtables for April General Meeting.
 - AJLI Regional Fund Development Meeting- 4 members attended.
 - AJLI ODI in Grapevine, TX- 8 members in leadership attended.
 - AJLI Fall Conference, Nashville, TN (President, President-Elect).
 - AJLI Winter Conference, Orlando, FL (President-Elect, President-Elect-Elect).
 - AJLI National Conference, Los Angeles, CA (President, President-Elect).
- Implementation of Leadership Reconnect.
 - Leadership meeting and Biedenharn Garden's Moonlight in the Garden social for BOD and Chairs.
 - White as Snow Gala volunteer opportunity.
 - Wig and Stash Bash volunteer opportunity.

-Total Volunteer Hours

President - 1080 hours

President-Elect- 429 hours

Council VP - 149 hours

Advisory Planning Chair- 238 hours

Research/Planning Committee - 70.5 hours