



# Marine Corps League

Program for Professional Development  
Board of Trustees





# Junior Vice Commandant

- The Junior Vice Commandant (JVC) holds a crucial position within the Detachment since he/she is responsible primarily for the recruiting and retention of members. The job goes beyond the Detachment level in that the JVC has the opportunity to find the appropriate Detachment for Marines outside his/her Detachment area and/or identifying areas where new Detachments should be developed.



## Junior Vice Commandant

- The JVC should be familiar with the operations and projects of the Detachment, influence programs and act as a spokesman to the Board of Trustees on what members and prospective members are looking for from the organization. The JVC must also be able to sell ideas and programs to the members that will assure growth of the organization.
- Of all the specific officer assignments, recruiting and retaining members rank at the top of the list.

# Junior Vice Commandant

continued



## Characteristics and Traits

- Enthusiasm for the organization and salesmanship.
- Ability to be innovative and promote ideas.
- Ability to put together marketing/advertising plans.
- Ability to develop brochures and other documentation for selling the League and the Detachment.
- Evaluation capabilities in assessing member ideas, suggestions and issues.
- Thorough knowledge of the League and Detachment operations, programs and activities -- and their strengths and weaknesses.



# Junior Vice Commandant

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- Ability to develop Detachment strengths into a cause for all to join; effective communication skills -- both written and verbal.
- Effectiveness in promoting ideas and dealing with media, groups and individuals.
- Commitment to supporting members and addressing their needs.
- Initiative in maintaining members through phone calls, correspondence and visits.
- Problem solving capability on non-operational issues.
- Project and committee leadership capabilities.

# Junior Vice Commandant

continued



## Narrative of Job Accountability and Responsibilities

### INITIATE PROGRAMS AND SUPPORT ACTIVITIES OF THE DETACHMENT

- The Junior Vice Commandant (JVC) should be influential in bringing about programs and activities that meet the needs of members. The Commandant may utilize the JVC to prepare monthly general meeting programs (other than the business meeting) that involve members and bring interesting speakers/topics to the membership. By contacting military and civilian speaker's bureaus, there are a wide range of topics of interest that can be brought to a meeting to increase participation and attract new members.

# Junior Vice Commandant

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- An important aspect of bringing new members and prospects to a meeting is making them feel welcome. The JVC can take charge of introducing new Marines and involving them in the meeting. The JVC can also suggest to new members areas in which they can participate, see that they are assigned to a project/committee of interest and are introduced to the chairperson.

# Junior Vice Commandant

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- The JVC and the Adjutant should assure that there is a current membership list with phone numbers and addresses available periodically (at least quarterly). The JVC should also maintain a list of potential members, Marine units and other contacts to make sure that they are welcome at meetings, events and activities of the Detachment.
- The JVC may promote special events aimed at enhancing membership such as picnics, social events and Marine Corps celebrations.





# Junior Vice Commandant

continued

- The Junior Vice Commandant (JVC) may be asked to assume responsibilities of the Senior Vice Commandant (SVC) in the latter's absence. The JVC will need to be familiar with the programs, activities, and projects/committees of the Detachment, and more specifically those under the leadership of the SVC. In rare instances when the SVC and the Commandant are both absent, the JVC will assume the position of the Commandant.

# Junior Vice Commandant

continued



## CHAIRMAN OF MEMBERSHIP (RECRUITING AND RETENTION) PROGRAMS

- The most important function to be performed by the Junior Vice Commandant (JVC) is the development and maintenance of programs for enhancing Detachment and League membership.



## Junior Vice Commandant continued

- There are several methods and considerations for how this function can be carried out effectively. The JVC will need to make personal contact with prospective members and with members whose renewal dates are near or have past. Personal letters to prospects and members may also be required. Phone calls encouraging members and prospects to attend meetings and activities are necessary. Development of marketing material and brochures to be published by the Detachment or distributed to media sources may also be required.

# Junior Vice Commandant Mentoring Program



When a new member comes in, the sponsor of that new member should take him or her in tow until the new member feels comfortable. The leadership should try to create a bond between the new members and the established members so the new members will feel accepted as part of the Detachment. It is human nature to gravitate toward kindness and to shy away from being ignored. We can all do a better job along these lines. By being more positive toward our retention efforts, we can grow and push our mission forward.

# Junior Vice Commandant

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- The JVC will need assistance from members in the Detachment. A committee or project may be one answer, in which the committee/project members take responsibility for various aspects of membership programs and share in the phone and personal contacts. The JVC needs to be adept at leading such a group, by establishing goals and objectives, and providing constant support. The JVC will also need to contact outside groups, like Marine Corps units and other Veteran organizations. In doing so, he/she must have a program to sell and generate interest in the Marine Corps League.



## Junior Vice Commandant

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- Innovation is required in developing effective programs and locating Marines in the Detachment area with which to make contact. Recruiters, Marine units and other organizations can sometimes help in providing such lists. Posters in prominent areas, recruiting at malls, flea markets, fairs, Marine Corps birthday celebrations and other events are other ways to gain notoriety. Once members are on board, the JVC needs to be interested in the participation of members -- encouraging them to attend meetings and programs. He/she also needs to determine if the Detachment is meeting the expectations of the member. Once on board, the name of the game is to keep members in the League.

# Junior Vice Commandant

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## WORKS ON, PRESIDES AT COMMITTEES DESIGNATED BY THE COMMANDANT

Normally, the Junior Vice Commandant (JVC) should be assigned to projects and committees that have an effect on membership participation and programs. Such projects/committees may include membership, events, awards, meeting programs, or other, if deemed appropriate by the Commandant.



## Junior Vice Commandant

continued

OTHER -- Other duties of the Junior Vice Commandant may include:

- Develop and maintain records on membership and participation.
- Report on membership status and issues to the Board of Trustees and the general membership.
- Develop budget projections and goals for membership and programs for reaching goals.
- Communicate with members on ideas and suggestions.



# Junior Vice Commandant

continued



## Summary

The Junior Vice Commandant's position is important to the Detachment because it embodies the primary goal of the League -- bringing Marines on board, keeping them on board and perpetuating the purposes of the League. Without members and effective programs to recruit and retain, there's no way to assure the carrying on of Marine traditions after the Corps.