



QJA Community Engagement Program

Branches are invited to participate in the Community Engagement Program to engage with the community in which the branch operates.

It is envisaged that by using some, if not all, the suggestions listed the branch will be able to measure its results and report improved participations from existing members, enlist new members, mentor more new Justices and encourage potential students to enroll with QJA.

The process should be simple and may be delegated to one or more branch members or sub-committee for implementation. The branch executive is expected to report, in detail to the branch membership at the general meeting and to the board on a monthly basis, detailing a) the initiative used b) how it was applied and c) the results in numbers or percentages.

Over a period of time the branch will be able to gauge the which initiatives had success and track trends through the results.

Your regional QJA Director will be your mentor and coach.

Resources –	Key performance indicators
<ul style="list-style-type: none">• pamphlets for potential JPs	1. Increase in new branch members
<ul style="list-style-type: none">• pamphlets for new members	2. Increase in Branch attendance by existing members
<ul style="list-style-type: none">• pamphlets – “why be a member”	3. New branch members (already QJA members)
<ul style="list-style-type: none">• merchandise for sale	4. New branch members (new to QJA)
<ul style="list-style-type: none">• banners	5. Potential or real student enrolments
<ul style="list-style-type: none">• marquee (optional)	
<ul style="list-style-type: none">• volunteer branch members	
<ul style="list-style-type: none">• Application forms	
<ul style="list-style-type: none">• QJA Video / YouTube	

Show separately each category as a new member of the public may become a student then a branch member or may visit the branch as a non-member (visitor) then join the QJA and become a new branch member. The same person can be counted in a number of categories. (Templates have been supplied for ease of implementation)

Encouraging previous branch members or previous QJA members to return to the branch i.e. defined as not having attended a meeting or not being a financial member of QJA for 12 months.



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Initiative	Suggestions on how to implement	Measure
1. QJA branch to participate in at least one local community event.	Have a stand at a business or community expo / fete / market / school open day.	Number of events attended and outcome of visit. Details about the event and potential for further involvement (positive/negative, feedback)
2. Visit a community group to speak about JPs.	Return visit to a guest speaker that has been to a branch meeting to speak about their area of expertise.	Number of events attended and outcome of visit. Details of the community group and potential for further involvement. (positive/negative, feedback)
3. Engage with final year students at High School & Colleges to speak about JPs and encourage undertaking of JP or C Dec course.	Arrange and coordinate training at the High School or College	Number of training events arranged and coordinated. Details of the educational institution and potential for further involvement. (positive/negative, feedback)
4. Host a social event inviting JPs and community members	Networking opportunity with JPs in the area. Any day of the week with food and drink. (anything from breakfast to after dinner drinks)	Number of new members or re-engaged members. Feedback from attendees (written feedback can be analysed and discussed on possible improvements)
5. Join another community group	Inquire of existing members of what other groups they belong to and engage that group	Gauge interest in QJA and JPs in general. Form a strategy for engaging with the group's members that may encourage QJA membership or potential students.