

Vision Statement of Sierra Jade Kaplan for the High & Honorable Position of Big Apple Region's 43rd Regional N'siah:

My Sister B'nai B'rith Girls,

We are undoubtedly living in unprecedented times, but now more than ever is when Big Apple holds the letters we wear on our chests even closer to our hearts. Before going virtual, BAR BBG was just beginning to enter its Golden Age. We were recruiting exponentially and planning high-quality programming, while still tackling chapter-level issues and senior retention. How will we ensure that we continue the momentum when we return back to normalcy? As your N'siah, I intend on making up for the time we lost and maximizing our togetherness.

It's been said that the words you speak become the house you live in. Therefore, I first want to prioritize the region's homes: our chapters. There are chapters on the verge of closing, while others present well on paper but are lacking active members. Intervention must occur before chapters reach the brink of folding by setting high, yet realistic expectations for all chapters. To do so, I will work with each N'siah to create individualized short and long-term plans that can be carried out by their successor. Moreover, I will implement a Google Drive with resources per position per board to holistically address these needs.

Alongside maintaining our existing chapters, I want to simultaneously expand into untapped Jewish areas throughout Staten Island, Brooklyn, and Queens. We must bridge the gap between BBYO and community JCCs and synagogues. While we do this, it is important to remember that we expand in both numbers and quality. Recruitment and retention must cooccur from the first meeting to successfully develop our region. One way to encourage early new member involvement is by welcoming them through a reinstatement of the Regional MIT/AIT overnight. To solidify the retention process, MITs will be introduced to the International Order at an earlier stage in their membership. Every new member will be encouraged to attend CLTC to best equip their newly developing chapters.

At its core, BBG brings us together because, despite our differences, we all have one thing in common: our Judaism. In moments of uncertainty, is when we look towards our Jewish faith. Thus, I want to find meaningful ways to put our Judaism at the forefront. We will connect with other teen-led Jewish organizations, like USY, for joint programming. On a regional level, chapters will be instructed to create personalized Judaism Regional Prayer Books to bring on Winter Convention. At convention, I want us to truly encapsulate the meaning of togetherness. We will invite Holocaust survivors to convention to bring the international initiative of "Zikaron BaSalon" to a regional level. The initiative allows Holocaust survivors to retell their stories in a living-room setup.

My sisters, "the distance of a voice, is only a short time away from touch." When we work together, we strengthen the future of our region. And when we come together we strengthen the meaning behind the letters BBG.