

Candidate for the 31st VAC BBG Mazkirah- Jordanna Silverman

What is your vision for Virginia Council? What are three concrete steps you will take to achieve this vision, and why is this the direction in which we should go?

The role of the Mazkirah in Virginia Council is very important, I plan to ensure this position is not forgotten. On a chapter level, the Mazkirah promotes programs, council and region-wide events, and summer programs. As these things are what make up BBYO, the Mazkirah is one of the most essential positions on board. As VAC Mazkirah, I have a few big goals. First, I will ensure that my chapter-level counterparts know how to do their job effectively. I will also work hard to increase VAC's summer experience registration. Additionally, I will promote council and region-wide events on the Virginia Council social media accounts in order to increase VAC's participation. Finally, I want every BBG to be as hyped about BBYO as I am! I will accomplish these things by having monthly Mazkirah calls, promoting summer programs in interesting ways, utilizing all forms of social media, and creating multiple promotional videos. At the monthly meetings, I will emphasize the key aspects to creating good program flyers and how to better promote events on all platforms. I will also go over important upcoming council and region-wide events so that my counterparts can advertise these on the chapter level. By having big events publicized on the chapter level, the attendance will increase. To increase Virginia Council's summer program attendance, I will work with the VAC Safranit to create a Summer Experience Hype Video. I will then work with my counterparts to share this video on all social media platforms at both the chapter and council level. Additionally, I will plan fun and engaging summer program recruitment programs to have at conventions. Another effective way to increase not only summer program attendance, but also conventions and other council and region-wide events is to utilize all forms of social media. By using all social media platforms to share upcoming events, more people will get to hear about them, get excited about them, and attend them! In order to get every single BBG thrilled about VAC's 31st term, I will work with the VAC Safranit to create appealing and exciting promotional videos. If all of these steps are accomplished, attendance for chapter programs, council and region-wide conventions, and summer programs will increase, allowing every BBG to have a great BBYO experience!