

## **Candidate for the 58th Southeast Council Morah Jillian Marcus**

Over the past 3 years that I have been involved in BBYO, I have watched Southeast Council grow and change at an astounding rate. Although our council is blossoming, learning, and becoming stronger, we have struggled to raise recruitment rates and have higher attendance at programs and conventions. These definitely aren't problems that can be fixed overnight, but if we can prioritize our goals, work with our counterparts, and continue our hard work, these problems can be resolved with time. During the election process, I have brainstormed a few ideas that I feel can improve our council's membership and recruitment.

My first goal to help our council excel is to create a "family"-type model. My idea for this is rooted from the sisterhood and brotherhood that BBYO was founded upon. If we started to do programs like "big sis, lil sis" and "big bro, lil bro", we can give MIT's, AIT's, and prospects someone to look up too, and someone to guide them through BBYO. We can also give the older members a sense of leadership and responsibility when guiding the younger, less experienced members. This can increase recruitment and attendance rates by a large number because it would keep prospects and members coming back when they feel that they have someone to talk to, and that they always have a friend in Southeast Council.

The second goal that I have for our council is for it to become more gender fluid, and to make programs more inclusive. These past few years have opened our eyes to the exclusion that members of the LGBTQIA+ community face everyday. BBYO is all about giving a sense of belonging to people, and it's important that we keep this ability to be inclusive going as the years go on, and as society changes. If our council and the chapters involved in it were able to do fewer AZA and BBG separate programs, and have informational calls and programs about how to accommodate to people who are non-gender binary, we would be more informed, and better suited to deal with those situations, and make sure that the person has an enjoyable experience with BBYO, and feels welcomed and supported. These feelings could certainly boost someone to join BBYO and become a member.

Finally, my last goal is to have weekly call check-ins with each chapter, to make sure that membership goals are being reached, and that the recruitment process for prospects is going smoothly. We can thoroughly work through whatever problems are occurring, and continue to make the Southeast Council a model to other councils. I plan to be fully in touch with my counterpart at all times, and to ensure we are on the same page regarding membership and recruitment. It's important that we celebrate our past achievements, but to also leave room for future accomplishments!