

Candidate for the 30th North Carolina Council Aleph Godol
Aleph Eddie Horwitz

My top priorities this year if elected as NCC's Aleph Godol would be to focus on programming, to build a more inclusive space for Alephs, and to retain a large base of engaged Alephs. These three overlapping ideas elevate what I already know exists in NCC. The brotherhood that we possess rivals any other council or region in the order because of the small but tight-knit community and the strong relationships. Since we have such strong brotherhood, why not elevate the experience to give more young Jewish men the chance to experience the brotherhood we love.

Programming is the key to expanding chapters and helps make more Alephs a part of the brotherhood. I want to put more emphasis on programming and not recruitment because if we plan good programs, recruitment will happen naturally. By focusing on recruitment you can get a lot of paper members who may show up to one program; but when they come and are not incorporated as part of the chapter, they will not come back and the recruitment becomes worthless. Meanwhile, when you focus on programming, new members will not only come but they will want to stay because of their early experiences. Focusing on programming helps get new members, keeps older members from burning out, and creates active members who will contribute to their chapters. Overall, it is just a more effective way to expand the chapters of NCC. However, not all programs need large attendance or use all the programming folds of AZA. Smaller programs that are just fun can also impact Alephs, so by focusing on programming I will not discourage events that are just fun.

NCC AZA is already an incredible band of Alephs and our connection is unique. Everyone in NCC supports each other and a culture of support and community means that everyone is friends with everyone else. However, since the community is so tight-knit, from the outside, it feels intimidating to try to become a part of this community when you are new or don't know anyone. We need to focus on creating a more inclusive space in NCC. Building programming that connects people, trying to encourage less cliques, and opening up the brotherhood to the new and younger members will increase the number of engaged Alephs in NCC. The Godol needs to set this example of inclusion to grow AZA and help give younger members the relationships we have received.

While membership is important, if none of the members stay involved then your chapter has not succeeded in providing a BBYO experience. Emphasizing retention and keeping members involved helps chapters. By keeping Alephs involved you increase the vitality of your chapter: more people participating in programs, more people for new members to talk to, more leaders to move the chapter forward, more connections to other Jewish teens, more ideas on how to improve the chapter, and the list goes on. Members should matter even once their name is on the roster. By focusing on the numbers we take out the human impact of BBYO and create chapters that have 60 members on paper but can barely get 10 people to chapter events. Focusing on retention will get more Alephs at council, regional and international conventions and there will be more leaders to help continue BBYO.

By focusing on programming, inclusion, and retention as Godol I know NCC will thrive. We will not only have a successful year but we will set up NCC to continue with the momentum we give them with the larger and more engaged group of teens I hope to create.