

# Avery Lyla Rosen

aspiring for the high and honorable position of your

## 30th North Carolina Council N'siah

### qualifications

#### Chai Chaverim BBG #1548-552

##### ★ N'siah 2019-2020

- Miriam Albert Chapter Excellence Award IC 2020
- Effectively led an 8 person board in planning, promoting, and leading weekly programs for a chapter of 90 BBGs
- Surpassed membership, convention, and summer program registration goals

##### ★ Katvanit Spring Term 2019

- Worked with chapter counterparts through a publicity group chat to encourage productive and efficient action

##### ★ Mazkirah Fall Term 2018

- Made creative, engaging flyers to promote every program
- Consistently utilized GroupMe, Remind 101, and Snapchat to communicate with chapter members
- Exceeded chapter registration goals for ILTC and Kallah

##### ★ Parent Relations Chair 2017-2018

- Sent monthly emails to parents to inform them about chapter programs, encourage summer program and convention attendance, and keep them informed about upcoming and ongoing events

##### ★ Regularly attends weekly programming

##### ★ BBG in good standing since '17

#### Eastern Region #6: NCC

##### ★ Regionals Head Limmud Captain '19

- Lead 3 Round Captains and 24 program steerers in brainstorming, planning, writing scripts, and leading programs for Saturday afternoon of Regional Convention

##### ★ Regionals Administrative Assistant '18

- Organized supplies and logistics at Regional Convention
- Recruited teens to attend convention

##### ★ Spring Cultural 8th Grade Program Steerer '19

- Planned and led a program to welcome 8th graders to their first convention in an inclusive, engaging environment

##### ★ Spring Cultural Contest Chair '18

- Ran different contests, made score sheets, and kept track of chapter points throughout the weekend to ensure a smooth convention

##### ★ MIT of the Term Fall 2017

### International Order

##### ★ IC 2020 Chapter Showcase Steerer

- Worked with my S'ganit to adapt and bring a chapter program to life at the international level

##### ★ IC 2020 Movement Growth Summit Delegate

- Learned how to expand our reach and grow our movement with top leaders from across the Order

##### ★ IC 2020 International Elections Voting Delegate

##### ★ AIPAC SAIHSS 2019 Delegate

##### ★ International Kallah 2019 Participant

### Events Attended

##### ★ International Kallah '19

##### ★ International Leadership

Seminar in Israel\*

\*denotes future

##### ★ IC '19, '20

##### ★ Movement Growth Summit '20

##### ★ Regionals '18, '19

##### ★ Fall Fest '18, '19

##### ★ Sweetheart Beau '17, '18, '19, '20

##### ★ JR/SR '19

##### ★ J-serve '18, '19

##### ★ Spring Cultural '17, '18, '19

##### ★ Global Shabbat '17, '18

##### ★ MIT AIT '17

##### ★ Chapter Sleepover '17, '18, '19

##### ★ Regional XXs '18, '19

### Non-BBYO Qualifications

##### ★ Tutor at Temple Beth El for B'nei Mitzvah Students '16-present

##### ★ Temple Beth El Confirmation Class 2019

##### ★ Hebrew High '16-'19

##### ★ Freshman Board 2017-2018

##### ★ Sophomore Board 2018-2019

##### ★ PHS Varsity Swim '17, '18, '19, '20

##### ★ BadFish Aquatics Swim Team '18-present

##### ★ 6 Points Sports Academy '16, '17, '18

##### My sister B'nai B'rith Girls,

With the rapid assimilation of American Jewry and the rise of anti-semitism in the US, it is more important than ever that we provide a **welcoming Jewish home** and a **strong sisterhood** to as many Jewish teens as possible. This year, we will **expand, elevate, and inspire** our movement, never stopping until **every Jewish teen** feels this sense of **happiness, love, belonging, and sisterhood** that has defined our experience in NCC BBG. In doing this, we will ensure that every Jewish teen knows they have a **home** here, with us, waiting to **welcome them with open arms**.

Submitted with undying love for the stars, you, me and NCC BBG

*Avery Rosen*

I forever remain Avery Lyla Rosen, a damn proud candidate for your 30th NCC N'siah and an even prouder BBG

# goals and ideas

## The Top Three

### ★ Expand Our Reach

#### Welcome EVERY Jewish teen with open arms

- Partner with local synagogues and other Jewish organizations, even ones that have a Temple Youth Group
- Introduce BBYO Connect across the council as a way to promote BBYO to 6-8th graders
- Start genuine conversations with every prospect and MIT

### ★ Elevate Programming

#### Create memorable and impactful experiences

- Develop each moment with a specific intention and outcome
- Bolder intake events, more inclusive and inventive service experiences, unforgettable and heartfelt separates

### ★ Inspire a Passion for Leadership

#### Train the next generation of NCC BBG leaders

- Revamp the Regional Leadership Network
- Create a more effective Regional Convention Steering Team
- Increase the presence and impact of Council Chairs

## Regional Execs

### ★ Revamp Leadership Training

- Survey outgoing and incoming leaders to shape Limmud experiences to fit needs of region
- Interactive programming that workshops through common problems chapter leaders might run into
- Encourage chapter leaders to work together to actively plan, lead, and evaluate programs

### ★ Elevate Bonding Experiences

- Host a (real) dance and invite a guest speaker
- Offer surprises such as swag, treats, or exclusive convention experiences to celebrate commitment to leadership

## 30th NCC BBG Board

- ★ **Ultimate Responsibility:** Support chapter leaders as they work to create meaningful experiences and welcoming environments
- ★ Weekly board calls to work through challenges, celebrate successes, and set goals and action items for the next week
- ★ Create a B'rit Kehilah at the beginning of the term, outlining our expectations for each other and the community we create
- ★ Hold each other and ourselves accountable throughout the year
- ★ Work as one cohesive board to lead NCC BBG together

## Communication

- ★ Hold monthly workshops for leaders across the region to come together to celebrate #bbyowins, work through challenges interpositionally, and explore improvements on a community-by-community basis
- ★ Monthly network calls and biweekly communication
- ★ Individual counterpart calls at least 2x a term



## Positional Goals

### ★ S'ganit

#### Craft meaningful Jewish moments that foster a love for BBG

- Highlight a program of the month across the council
- Promote use of Gamechanger Grants, "5 Ws of Programming," 6 folds, and quality over quantity
- Encourage inclusive and diverse programming at Regionals '20
  - ex. Speakers from different sides of the political spectrum
- Create a Regionals Program Bank, where chapters can take innovative programs back home

### ★ Morah

#### Create a welcoming home for every Jewish teen

- Create Eastern Region MIT book! "Crash Course BBG" video that can be adapted by chapters across the region
- Lead a Senior Experience Team at conventions to encourage senior retention
- Implement "MIT Rush" across NCC BBG

### ★ Sh'lichah

#### Cultivate a stronger, prouder Jewish identity

- Equip the council with tools to fight antisemitism
- Strengthen SpeakUP programming and provide a holistic view of Israel
- Encourage counterparts to reach out to local Jewish organizations to increase BBYO's impact on the community
- Break the mold of traditional Shabbat Services
  - Ex. "a Shabbat Journey Through Israel," "Jewish Values and Color," and "A Sweet Shabbat"

### ★ Mazkirah

#### Promote programs where BBGs meet their lifelong friends

- Standardize publicity with professional-grade flyers, graphics, and emails with Canva and Mailchimp
- Educate and encourage branding with official BBYO logos
- Strengthen parent relations across the council
- Encourage convention registration with promotional videos, social media hype week, giveaways, etc.

### ★ Gizborit

#### Fundraise to make a difference in our community

- Create exclusive Eastern swag for Regional shuk, with profits going towards regional scholarship
- Encourage use of FAN network and local organizations for fundraising
- Encourage use of Gamechanger Grants for WOW programming on a budget

### ★ Safranit

#### Welcome every BBG into our inclusive sisterhood

- Use BBG's 76th Founder's Day as a platform to strengthen BBG tradition and inclusivity through strong sisterhood programming
- Create a Regional Press Corps to take pictures, write blog posts, and manage social media presence
- Design NCC BBG yearbooks as memorabilia of time in BBYO
- Incorporate MBA (Mind, Body, Attitude) programming throughout convention

**My promise to YOU is to always be available, serve as a role model for each and every BBG, be a friend to all, and create a community that's always full of loving sisterhood and positive vibes;) Reach out anytime: 980-275-0240**