

Avery Rosen
Candidate for 29th North Carolina Council Mazkirah

The Council Mazkirah is in charge of communication, summer program promotion, minutes, constitutional review, and more across the council. As your 29th NCC Mazkirah, I will not only fulfill these enumerated duties but I will elevate my role to embody what it truly means to be on Council Board: to be a role model. The incredible leadership of my own role models across the order inspires me to pursue the high and honorable position of Council Mazkirah, and my motivation will always be to make as much of a resounding impact on other BBGs as these role models have made on me. Through typical Mazkirah roles, such as promotion and communication, I will use my council board position to inspire the future leaders of our order across NCC BBG.

In order to accomplish this vision, I will instate valuable counterpart education, grow and expand summer program promotion, and utilize social media to its fullest extent.

If elected, I will ensure that chapter counterpart education is a staple throughout the year. I believe that one of the most important roles of a council board member is to be available as a resource for their chapter counterparts. Therefore, I intend to be that important resource, educating my chapter counterparts on how to increase the quality of promotional materials throughout the council and being available to help whenever needed. I will introduce quality marketing tools such as Canva, MailChimp, and the new BBYO website. Additionally, I will work with my chapter counterparts to introduce or strengthen parent communication, track member attendance in order to identify and reach out to fading members, and update chapter constitutions.

Summer programs are amazing experiences and vital tools needed to help foster the next generation of leaders. If elected, I will expand the presence of summer program promotion at council events. To do this, I will work with regional counterparts to plan programs, especially ones designed to promote CLTC to freshmen and sophomores, at MIT/AIT, Regionals, and after IC. I will also work with chapter counterparts to create a list of prospects for summer programs and assist in reaching out to these prospects. Finally, I will work with regional Mazkirah to create exclusive experiences for summer program attendees at conventions to encourage summer program registration leading up to these conventions.

In this day and age, the most influential tool for any leader is social media. If elected, I will work with regional and council counterparts to create and publicize promotional videos for council, regional, and international events. I will also work to create engaging social media push weeks for all major programs and conventions. Finally, I want to work with Council Board and regional counterparts to institute a regional Remind 101 where scholarship deadlines, registration deadlines, signup links, and more can be relayed to teens across the region.

Through counterpart education, summer program promotion, and social media, I intend to use my position as NCC Mazkirah to inspire future leaders who will continue to grow and improve NCC.