

Maya Elden
Candidate for 29th North Carolina Council Mazkirah

I truly believe communication to be the single most important thing in ensuring the success of not only a chapter, region, or council but the international level of BBYO as well. Without communication, how do we plan programs? How do we know when or where a program is? When I think Mazkirah, I think communication-- as "mazkirah" literally means "secretary." My goal for NCC is to legitimize the position to its fullest potential.

1. If elected, I want to create a council level summer program/IC promotion video. My counterparts would be instructed to interview at least one previous attendee of IC or a summer program in their chapter. If each counterpart was able to do this, I would comprise all the clips to make a council level video. It would highlight firsthand insight of participants, parents, and actual clips from the events. This could provide an engaging way to convince members (and/or their parents) to see how truly incredible of an experience IC and BBYO summer programs can be. If advertised, this could potentially serve as an incredibly effective way to recruit members for summer programs.
2. I want to create a stronger social media presence on a chapter and council level. Social media should be utilized as much as possible to promote upcoming conventions, initiatives, and all things Eastern. Twitter, Instagram, and Snapchat serve as very effective advertising tools, especially in this day and age. My goal is for my counterparts to utilize social media as much as possible within their chapters as well. Having an active presence on social media provides a myriad of benefits, from members knowing when programs and events are to retention to promotion. Additionally, I would like them to utilize Remind 101 and GroupMe as a way to promote within their chapters.
3. I want to channel my passion and dedication for BBYO into my counterparts by emphasizing the role of communication and how extremely vital it is. It is ultimately the responsibility of the Mazkirim to maintain this communication by making sure their chapter knows deadlines, upcoming events, conventions, etc. I would keep in constant contact with my counterparts to help them obtain these goals, and also create an easily accessible Google folder containing everything they need to be successful. This would include how to take minutes at business meetings, how to effectively promote on social media, etc. With ineffective communication, a successful chapter cannot exist. Communication is key in ensuring the success of a chapter, and chapters are the backbone of the council, the region, and the entire order. They are the base, the sole foundation of the order.

If elected as your 29th North Carolina Mazkirah, I will use everything I have learned from previous and current leadership roles and experiences to show not only my counterparts, but the entire council how impactful effective promotion, communication and advertising can be.