

Aleph Benjamin Baum

Candidate for 31<sup>st</sup> Council Aleph Moreh

As I look forward toward how I could benefit BBYO in the future, I reflect on my BBYO career. From the rooms of packed conventions and chapter programs held in normal settings, to the stylings of BBYO throughout COVID, having the inconsistencies whether it was a week where we could have an in-person program or we would be forced to do it remotely. Thinking about this and taking into consideration what I know now, I present my vision.

My first priority as Moreh is aleph engagement and recruitment. Convincing prospects to join is one thing, however keeping them is another. Generally, what is used to recruit in BBYO is MRIHA, which is a good and consistent way to attempt to get a potential member to join. However, what MRIHA does not focus on is retention. The best way to get some member to keep coming back is to engage them and make them want to come back. This does not necessarily mean that you model every chapter program, centered around them for them to come back. That would discourage other members from wanting to return to chapter programs. The goal is making it sort of a tossed salad, where over time every aleph is free to express their own individual self but learn to love AZA at the same time.

My second priority is encouraging attendance at CLTC. In my opinion, one of the best determinants to see if that aleph has truly learned to love BBYO is interest in signing up for CLTC. While I never got to see a CLTC experience of my own due to COVID, from what I hear it is where those who love BBYO learn to love it even more. My goal for the new alephs to is to make BBYO a comfortable space where they can enjoy any experience in their own skin, and that includes at CLTC. Alephs become much better leaders at CLTC, and I want to be able to see these new ones grow.

My third priority is Aleph Attendance at MIT/AIT. With my MIT/AIT being the last in person one, I have seen that attendance has dropped a lot over the years. In 2019, there were only 2 cabins that consisted of Alephs which is far too low. While I was there, I heard of stories of packed cabins of alephs. During my trainer and coordinators days, I want to take steps to increase to those levels. MIT/AIT is so important for young Alephs because it gives there first fully authentic BBYO experience and for many of them, it is there very first convention. It will decide if they want to continue to come to other conventions and BBYO. The best way to reach a maximum amount of people to attend MIT/AIT as possible, is to convey the best promotion of it possible. The best way for more people to want to come is for at least some of what they will be revealed to participants ahead of time. If elected, I plan to promote some of these highlights before the convention, so younger alephs will be more encouraged to go.