

AVA CAIATI-VISION STATEMENT
CANDIDATE FOR NSR'S 64TH REGIONAL MAZKIRAH

For the 2021-2022 term, my most important mission to accomplish this term is to increase communication while keeping every BBG's spark lit. Through increased, enthusiastic promotion on social media and beyond, we will be able to reach teens seeking an experience like BBYO. There is so much potential for our region to grow its audience both virtually and in person. One of my most valuable leadership skills, which I have learned serving my chapter this year, is cooperation. I will make it my goal to work hand in hand with the regional board, my co, and staff. I am determined to help every BBG in our region connect with BBGs all across the region.

My main contributions to NSR's success next year will be the following goals. First, I will **bring communication within the region to its greatest potential**. Constant communication is crucial to ensure everyone in the region is in the loop. I plan on continuing and updating the regional website as well as staying equally active on every social platform NSR is present on. On the regional website, I will be sure to include feedback forms to ensure that every voice in NSR is being heard and communicated with, along with a detailed calendar for events. I plan on being readily available for my counterparts whenever they need me and I will put together a counterpart toolbox of helpful resources to ensure every member of my network has the tools they need to be successful leaders for their chapter. To ensure our communication remains strong, I will continue to utilize Instagram to promote events and share photos as well as effectively promoting each event in Girls of NSR. Additionally, I would like to **spotlight our sisterhood through social media**. I will make a BBG Instagram account for our region, which will include question boxes for new members (the Aym Ha can takeover and answer all questions regarding getting to know BBYO), places to receive feedback from members, and photos of our BBGs at events. Lastly, I plan on **strengthening our presence in the International order**. Regarding the international order, my goal is to focus on increasing attendance at IC and summer programs. I plan to create summer program and IC promo content to encourage others to attend. Every major international event is so memorable and special, and I would love to see even more BBGs in our region experience it, through promotion. I will collect video submissions from members who have attended either to talk about their incredible experiences.