

1. What goals do you have as Communications VP for the 2018-2019 year?

The crucial element in my vision for NFTY STR is to make the region more accessible to the average member; whether that be through social media, event specific tasks, or merchandise. I plan to broaden the region's scope by introducing new elements into the typical CVP regimen. On social media platforms such as Snapchat, Instagram, and Facebook, I hope to implement new series such as "Meet your Board" Monday and TYG Tuesday (amongst others) that would highlight individuals and groups of teens doing impressive work in their communities. In order to increase engagement at events, I plan to select a few people from my network to help photograph Kallot to ensure the entirety of participants are photographed and included. I also want to implement a slideshow song suggestion forum, as well as digital Chai Fives that can be viewed by STRites in any location. Digital Chai Fives would guarantee regional news is accessible to everyone at any time. For merchandise, I hope to create an online Shuk through websites such as Redbubble or Shopify that would feature multiple NFTY STR designs and items that can be ordered at anyone's convenience. In conjunction with my own designs, I would rely on my network and other passionate individuals to submit their ideas for sale. This would guarantee all members have a NFTY STR relic they truly enjoy and would expand the involvement of the CVP network on the regional level. The online shop could also have potential to make strides on the North American level, with members in different regions purchasing STR merchandise for sport.

2. Why have you chosen to run for Communications VP?

Running for the regional position of Communications Vice President came as a no brainer for me after several years of involvement in my temple community, NFTY STR, and the communications field of work. I have fallen in love with the NFTY STR community and communicative tasks. I have attended nearly every Kallah since my freshman year and have stayed adamant in maintaining and pursuing various communications positions. I vividly remember arriving to my first youth group event as a freshman and having absolutely no idea what to expect; but I left feeling loved and a part of a new community. From there, that event served as a catalyst into attending more youth group events and eventually regional events where I became a member of a larger community that offered the same love and comfort. That is what kept me coming back and continues to keep me attending. The NFTY STR community is very special to me and I want to continue making it special for other people by adding my unique perspective and improving upon previous communications work.

**2018
WINTER
REGIONAL**

**IN THIS ISSUE:
URJ CAMP
STARTER
PACKS**

**REGIONAL
BOARD FUN
FACTS**

**STR
SHOUTOUT
WINNER**

**REGIONAL
MASTER
CALENDAR**

**EVENT FOOD
SELECTIONS**

FIVE

CHAI

VOLUME II

3. List what experiences make you qualified to be Communications VP

In addition to being extremely passionate, flexible, and creative, I have partaken in multiple organizations that have taught me the tangible skills needed to execute the position of Communications Vice President and to be an effective leader. Since freshman year, I have cultivated my love for writing and design by working as an editor on my school's newspaper staff. I have learned how to be a teammate, compromise and express my creativity while mastering design softwares such as Adobe InDesign and Photoshop. Among my responsibilities, I also have full control of my newspaper's Instagram account that is used to keep the student body up to date on all things newspaper related. I have also been an active member and board member of my temple's youth group, BOFTY, since the beginning of my high school career. I held the position of 10th grade representative and currently hold the position of Communications Vice President. I have learned how to efficiently take minutes, keep my board and TYG members informed, and cultivate an engaging social media presence. The summer after my freshman year in high school (2016) I attended the URJ Kutz Camp and majored in leadership where I learned how to be an effective leader in my community. I feel that all of these experiences have prepared me to be well equipped in handling the regional position of Communications Vice President.

