

**1. What goals do you have as Communications VP for the 2020-2021 year?**

I have many goals that I would like to achieve as CVP that will increase engagement within the NFTY-STR region. One of my ideas is a system called “STR Spotlights.” During each program, participants who show exemplary dedication and excitement would be nominated by other participants, board members, and advisors. These nominations would then be highlighted on the official social media platforms in order to shine a spotlight on their excellence at the regional event. “STR Spotlights” would promote regional participation in every program and make people excited to see their picture and praise on NFTY-STR’s social media. Another idea is to further utilize the official NFTY-STR social media accounts by sharing promotional videos of what to expect at every regional event. These videos will promote what will be happening at the event and will feature content that persuades people to attend. There will also be a promotional video explaining the merchandise that will be available at the next event’s shuk so participants have a better idea of what they would like to purchase and how much money they should bring to get their favorite products. Both of these videos would then be posted on the NFTY-STR Facebook and Instagram, as well as sent out in the regional email that notifies people when event registration is open. In order to make the Chai Five newsletter more personal for the NFTY-ites at every event, I would like to implement a Chai Five News staff. Members of the CVP network, as well as participants in the STR region, would work together to create parts of the Chai Five that would be distributed at every event, thus raising excitement for the newsletter and furthering the sense of community by making the staff happy when they see their work featured.



**NFTY STR PRESENTS**  
**CHAI FIVE**  
**WINTER REGIONAL 2020 EDITION**

**IN THIS ISSUE**



**CAMP JENNY:  
UNDER THE BIG TOP**



**SNEAK PEAK AT  
STR MERCHANDISE**



**STR SPOTLIGHT**



**TYG TAKEOVER**



**MEET THE  
REGIONAL BOARD**



**URJ SUMMER  
SPOTLIGHTS**



## Maya Voorhees-Communications Vice President

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

There are many reasons why I have chosen to run for CVP. I have been on the JAMTY board as CVP for three years and have always enjoyed making promotional flyers, videos, and merchandise. As a student majoring in the Digital Media program at my school, I have gained a passion for photography and graphic design. This has not only been a creative outlet for me, but also a way to constantly be learning new techniques and styles that help me improve on my Vice President skills. Since sixth grade, I have not missed a single NFTY-STR event. In my six years in the region, my love for NFTY has grown immensely, and I continue to count down the days until the next event.

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

I have many experiences that qualify me to be NFTY-STR's next CVP. I have been the Communications VP of JAMTY for the past three years. I have worked at Camp Shalom as part of the photography team which included making weekly slideshows. This past summer I attended a communications themed leadership summit in Switzerland where I was able to enhance my communication skills and learn many marketing and social media tactics. I am also a three-time Scholastic Award winner for digital design and photography. I have had marketing training as part of my academic curriculum. Throughout middle school, I was a Communications Major and I am currently a Digital Media major at my school which entails photography and digital design classes and I will also be Adobe certified at the end of this school year.

