

*Michigan Region  
Great Lakes Council AZA  
2010-2011 Programming year*

# *Aleph Jared Loren Kohlenberg*

Candidate for the high and honorable position of

## **Regional Aleph Moreh**

### Positions Held

Dedicated member	Tzavah AZA #309	2008-life
Dedicated member	Aleph Zadik Aleph	2008-life
Aleph Gizbor	Tzavah AZA #309	2008-2009
Aleph Godol	Tzavah AZA #309	2009-2010
Aleph Kohen Godol	Tzavah AZA #309	2010-2011*

### Events Attended

Chapter Meetings	Tzavah AZA #309	2008-2012*
Chapter Functions	Tzavah AZA #309	2008-2012*
Bittker	Tzavah AZA #309	2008-2012*
Exec Board Meetings	Tzavah AZA #309	2009-2012*
Chapter Installations	Tzavah AZA #309	2008-2012*
Chapter Meetings	Tzavah AZA #309	2008-2012*
Regional Convention	Michigan Region GLC	2008-2011*
Fall Conclave	Michigan Region GLC	2008-2011*
ETC	Michigan Region GLC	2008-2012*
YLC	Michigan Region GLC	2009
Fall Kickoff	Michigan Region GLC	2009
Spring Kickoff	Michigan Region GLC	2010
JTXT	Michigan Region GLC	2010
Jserve	Michigan Region GLC	2009
Fashion Unleashed	Michigan Region GLC	2008
CLTC	International Order	2010*
IC	International Order	2011*

“(\*)” Denotes will hold/attend

## Goals for Chapters and Michigan Region

*In order for us to be successful, we must set our goals early on and we must make that attainable, so that we end up farther than we ever dreamed of.*

- Set our Regional Membership goal at 375 members
- Strive for a minimum of 40 members per chapter by RC
- Work with my counterparts to develop individualized recruitment and education campaigns
- Plan two Regional Recruitment Events that are even more successful than this year.
- Advertise all regional events through all media. (I.e Phone calls, Facebook, JN, snail mail, ect.)
- Hold a minimum of one counterpart workshop/meeting/phone conference a month
- Prepare chapter morim the best I can, so that we see huge membership increases
- Meet with each and every chapter moreh to debrief with my expectations from them and what they expect from me.
- Ensure that EVERY month is "membership month and Education month" not just March.
- Work with the smaller chapters to ensure that they will strive in the coming years.
- Establish a Perspective member program bank, so that chapters can have exciting perspective functions!
- Have fun with recruitment and education!!! There is no reason this can't be fun!!

## Chapter and Regional Education

*The debate of quantity vs. quality is now over, first we must have a quantity of members and then through education those members become quality members.*

- I will have monthly morim workshops focusing on different aspects of education, that teach techniques that "really work"
- Work with the chapter morim to develop a universal education curriculum
- Develop a network of chapter morim so they can rely on one another
- Discuss setting up a regional AIT board and define what chapter AIT boards will accomplish. (I.e Monthly goals, calendars, ect.)
- Phone-conferences and Regional Calling nights (This will be nights when chapter morim will come in and call perspectives for their chapter and other chapters if their chapter is full)

*"I hear, and I forget. I see, and I remember. I do, and I understand."*  
- Chinese Proverb

## DCR in MIR

*It is my hope that michigan can grow in the coming year. I hope to accomplish this with an easy to follow campaign. Divisional, Consistent Recruiting is Michigan is the Key to our future growth.*

### Divisional

- Divide the number of members needed to fill all chapter spots, up to 45, by the number of months of the BBYO year programming year, 9 months.
- EX) Start the year with 27 members, this leaves 18 open spots. 18 spots divided by 9 months equals 2 members per month that the chapter needs to recruit.
- By making large numbers small, it makes recruiting simple and easy!

### Consistent Recruiting

- The name truly says it all, every chapter program can be a perspective program too, it is as simple as a phone call.
- By inviting perspectives to every program, this will allow chapters to reach their goals each and every month.
- I will personally sit down with each moreh individually to set monthly goals, I will also keep a spreadsheet of how each chapter is doing and give monthly updates to the Region.

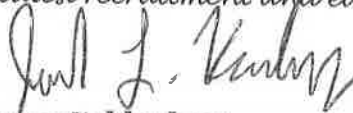
### Michigan Region

- We will begin the process of "outward advertising," instead of just recruiting the members of already members little siblings, we can reach out to teens and parts of our Jewish community who haven't been touched by AZA yet.
- We can use our size as a lure to new members, by holding a "WOW" recruitment program including all of AZA, we can attract perspectives who once would never even think about AZA.

*My Brother Alephs,*

*Now is the time to take our membership to the max. Working with our size we CAN grow our membership and shatter our goals. I will work with chapter Morim to ensure that they are educated, so that they can educate their chapters. With DCR in MIR, we are guaranteed to do the unthinkable.*

*Fraternally submitted with undying love for Tzavah AZA #309, Michigan Region GLC, DCR in MIR, and what will be the greatest recruitment and education year ever, I remain,*



*Aleph Jared Loren Kohlenberg  
candidate for the High and Honorable position of  
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