

Aleph Jameson Engel Cook

Aspiring for the High and Honorable Position of the 22nd Grand Aleph Moreh

Southern Region #55

- **Atlanta Council Aleph Moreh** 18 Months
 - Established and utilized BBYO Connect Chair, BBYO Connect Chapter Liaison Chair, and Summer Programs Chair
 - Founded new process of retaining and educating AIT's called Project AIT
 - Started the Order's fastest growing new chapter, Kol Ram AZA
 - Educated 160 AIT/MIT'S at New Member Convention
 - Communicated with 3 sets of chapter counterparts using bi-weekly emails, monthly calls, and bi-monthly meetings
 - Promoted year round recruitment to increase membership growth by 10%
 - Created summer programs registration pushes, CLTC Push Week, and educational videos
 - Oversaw and chaperoned over 10 BBYO Connect Events
 - Created a resource to train new Morim on the responsibilities and duties of the position

Hazakah AZA #2458

- **Aleph S'gan** 6 Months
 - Planned 3 social and athletic programs, one recruitment program, and inductions
 - Worked effectively with my Council counterpart and board
- **Aleph Mazkir** 6 Months
 - Established a system of bi-weekly emails to keep the chapter up to date on upcoming events
- **AIT Moreh** 6 Months
- **Member in Good Standing** since Sept. '10
 - Encouraged 7 Alephs to attend CLTC 2012
 - Advised the board to help grow the chapter from 10 to 40 Alephs

Chapter, Council, and Regional Events

- **Leadership Training Institute '11, '12**
- **New Member Convention '11, '12**
- **Southern Region Convention '12, '12**
- **AC Kallah '11, '13**
- **Atlanta Council Spring Convention '11, '12**
- **AC Kickoff '11, '12**
- **8th Grade Party '11, '12, '13**
- **AC Winter Formal '10, '11, '12**
- **Beau/ Sweetheart Dance '11, '12**
- **8th Grade Recruitment Program '11, '12**
- **9th Grade Recruitment Program '11, '12**
- **Intake '12**
- **Inductions '11, '13**


International Programs and Awards

- **CLTC 1 2012**
- **ILTC 2012**
- **IC '12, IC '13**
- **Feb Execs '13**
- **ILSI 2013**
- **Silver and Bronze Shield of David**
- **Tree of Life Recruitment Award**

Additional Achievements

- **National Honors Society**
- **Spanish National Honors Society**
- **Principal's Leadership Committee**
- **4.6 GPA**
- **"Bully Project" Committee**
- **8 Year Academy and JV Tennis Player**

Denotes

-  Coordinated
-  Steered
-  Delegate



My Brother Alephs,

Do you remember the reason you joined AZA? The reason you fell in love with this order? Was it the brotherhood from your fellow Alephs or the friendship and inspiration from that one older member? We are all here today because of our chapters. Now is the time to shift our focus to the grassroots of our order, the chapters. The signs are everywhere. "From the Roots We Build," a theme wholly wrapped around the idea that our order is based off of the individual chapters. Our order has grown dramatically this year and membership is at an all time high. Now, the questions we must ask ourselves are: How are we going to retain all of these new Alephs? And how are we going to continue this monumental growth and expansion? The answer to both of these questions is simple: we must strengthen, utilize, and empower the chapter. The chapter is the home of every Aleph. The soul of every Aleph. And the pride of every Aleph. The chapter is the gateway to the true Aleph Zadik Aleph experience. Membership pushes, recruitment training, and education releases are useless unless they are optimized for and utilized by the chapters. With a deep respect and love for our history, let's dedicate ourselves to serve the chapter to strengthen our movement.

Fraternally submitted with an undying love for Hazakah AZA #2458, Atlanta Council, Southern Region #55, the International Order of the Aleph Zadik Aleph, the older members that inspired us, and the fraternity that drives us, I humbly remain,

Aleph Jake Cook



Strengthening the Chapter, Growing the Order



Non-Stop Membership- A Continuous Heartbeat

- Dispel the mindset of one big recruitment push per year
- Install a system in all regions/councils with constant recruitment and retention policies within all chapters throughout the year
- Consistently hold involving recruitment programs throughout the year and invite prospect, lapsed, and non-active members
- Actively call and contact prospect members throughout the year to offer them the BBYO and AZA experience
- Replace old members and leaders by educating and training new ones
- Take advantage of all prospect lists, untapped areas, and local Jewish organizations
- Continually try to grow our Order and strengthen our heartbeat

Bringing It Back to the Chapter

- Put emphasis and focus on the chapter; this will lead our movement's growth and prosperity
- Create specific pushes, initiatives, and training materials to be used at the chapter level
- Encourage chapter boards to take the leadership role through recruitment pushes which leads to chapter growth and success
- Focus on chapter numbers instead of council/regional numbers to ensure a strong foundation for every chapter
- Pay attention to the chapters that are weak; work to build up the base
- Create more releases and step-by-step guides on how to form new chapters and expand in new communities
- Create individual goals for each chapter based on their own specific conditions
- Promote brotherhood and fraternity at the primary level of the organization- the chapter

Dreams for the Morim Team

- Link regions/councils with similar problems to benefit each other and share best practices
- Share common techniques and tactics to help all
- Use the Regional/Council Morim to mentor the chapter level counterparts in order to make their job more efficient
- Incorporate Chapter Morim into the work and initiatives of the International Order to achieve more success
- Advise and assist in any way I can, while working together towards common goals

CLTC- Connecting Leaders To Change

- Expand upon the curriculum to include more situational simulations and provide solutions and outcomes
- Add more workshops to learn about how to do the job of the different board positions, work with a chapter board, and other parts of growing and managing a chapter
- Empower teens to take home the practices, tools, and techniques they learned to use for their own chapter
- Provide more discussion sessions to share personal experiences and fixes to common problems

International Leadership Network- Working as One Team

- Interlock all committees interests and goals to promote common success
- Work together to combine aspects of their releases and initiatives
- Chapter Startup Team and Network**- Create resources on best practices to start new chapters, link new founders with accomplished founders to advise them, and work to spark BBYO activity in new communities by working with local synagogues and Jewish clubs and associations
- Education Team**- Develop, spread, and facilitate a curriculum of AZA and BBYO history to educate all new Alephs
- BBYO Connect Committee**- Continue to expand our use and utilization of BBYO Connect; develop a plan for further chapter involvement in BBYO Connect

Back to the Basics

- Rededicate ourselves to the basic history, principles, and beliefs of our forefathers
- Ensure that all AIT's are taught a minimum basic education before being inducted
- Spread the use of engaging educational programs
- Integrate our core Judaic values into every aspect of our Order
- Use our priorities to drive us to the next step of our movement
- Gather and publish information over the history and milestones of our Order
- Join every Aleph together through our Order's rich traditions
- Pass on our dedication to this Order through knowledge

Bridging the Gap with BBYO Connect

- Utilize BBYO teens as chaperones and planners of Connect events to inspire and become friends with younger members
- Incorporate BBYO Connect in more aspects of BBYO and chapter/council/regional programming
- Engage Jewish teens before, during, or after the Bar Mitzvah experience to show that there is a fun side of Judaism
- Involve the chapters and boards to take more control of the programming to further their recruitment efforts
- Spread the use of a Connect Graduation Ceremony in harmony with Regional/Council Life to represent the passing down of the flame and encourage future BBYO involvement
- Start more routine and developed programming in all regions and councils