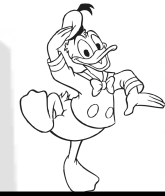


Aleph Maxwell Lubin Byer

is caucused for the highly esteemed position of

DC Council Aleph Sopher



MY QUALIFICATIONS

LANTOS AZA #2539	DC COUNCIL #54 & NRE	GRAND ORDER OF AZA
<p>Leadership:</p> <ul style="list-style-type: none">☞ Aleph Sopher Spring '12<ul style="list-style-type: none">☞ Created chapter website (3,000 views)☞ Released 15 newspapers☞ Expanded media presence☞ S'gan Chair Fall '11, Spring '13<ul style="list-style-type: none">☞ Planned multiple programs <p>Attendance:</p> <ul style="list-style-type: none">☞ Chapter Convention '11, '12☞ Lantos AZA & Pollin AZA Chapter Kallah '13☞ LBLI '11☞ PLAN Conclave '11☞ 95% of meetings and programs	<p>Leadership:</p> <ul style="list-style-type: none">☞ J-Serve & Community Service Chair '12-'13<ul style="list-style-type: none">☞ Helped plan & promote DCC's largest, most successful J-Serve☞ Steered DCC Convention '12☞ Steered RLTI '12☞ Steered RC '12 <p>Attendance:</p> <ul style="list-style-type: none">☞ DCC Convention '12, '13☞ RC '11, '12☞ RLTI '12☞ Super Sunday '11, '12☞ 7 dances (kickoffs and SH/HTs)	<p>Leadership:</p> <ul style="list-style-type: none">☞ Aleph S'gan of CLTC chapter<ul style="list-style-type: none">☞ Planned 3 successful programs☞ Created and led 3 committees.☞ Recipient of Tree of Life Award☞ Recipient of Stand Up Award☞ Eligible for Bronze Shield of David <p>Attendance:</p> <ul style="list-style-type: none">☞ East Coast Kallah '12, '13☞ CLTC 2 2012☞ IC '13☞ ILTC 2013 (future)☞ International Kallah 2013 (future)

My Brother Alephs,

In 2010, DC Council underwent *The Sopher Revolution*, a reforming process to transform the council's media outreach and publicity efforts. We've made tremendous progress, but there's still work to be done; it's time we progress farther and take our media outreach to unforeseen levels. Just like any other facet of AZA, it's time for us to bring our enhanced media and marketing presence down to the chapters. The Sopher position is misunderstood and underutilized by most chapters, mainly because they don't see the importance of having a strong media networking presence. I'm running for Sopher because I've experienced how a Sopher's job can quicken AIT education, increase program attendance, and drive a Stand UP! initiative to new heights. I know that developing the Sopher position in the council will help membership and programming. This year will see individual chapter identities be used to help chapters publicly thrive and a unified DC Council achieve unparalleled success. My Brothers, let's make the most out of this next year.

**Fraternally submitted with undying love for the Grand Order of AZA, DC Council #54, and Lantos AZA #2539, I remain,
Aleph Maxwell Lubin Byer**

FRATERNITY

GOALS AND IDEAS

THE COUNCIL	THE CHAPTERS	COUNTERPARTS
<p><u>Dilatatant Advertisement Reach</u></p> <ul style="list-style-type: none"> Informative, Engaging Ad Campaigns <ul style="list-style-type: none"> Used to capture audience, provide information, & increase interest and expectations Revamped Promo Video <ul style="list-style-type: none"> Redone to showcase our unique offerings around Montgomery and Howard counties <p><u>Ample Media Coverage</u></p> <ul style="list-style-type: none"> Quick Photography Uploads <ul style="list-style-type: none"> Photos & videos from conventions and other events uploaded the same day the event ends Blogging and Live Convention Reporting <ul style="list-style-type: none"> Blog to publicize conventions' happenings; tweet and report at conventions to keep non-attendees informed and increase publicity <p><u>DC Council Online</u></p> <ul style="list-style-type: none"> An Official DC Council Website <ul style="list-style-type: none"> Use it to highlight events, promote chapters, show digital media, and show the rest of the Order how passionate and great we are Stronger Social Networking Presence <ul style="list-style-type: none"> Develop our presence on sites such as Facebook, Twitter, YouTube, and Instagram. Work to expand to new sites and mediums 	<p><u>Consistent Chapter Promotion</u></p> <ul style="list-style-type: none"> Expand Social Networking Usage <ul style="list-style-type: none"> Ensure chapters are active on Facebook, Twitter, and YouTube; expand creatively Revitalize Chapter Newspapers <ul style="list-style-type: none"> Chapter newspapers will rediscover their purpose & serve as a voice for members <p><u>Expanding Chapter Media</u></p> <ul style="list-style-type: none"> Well-Designed, Useful Websites <ul style="list-style-type: none"> Heavily use redesigned chapter websites to give information and raise attendance. Consistent Event Photography <ul style="list-style-type: none"> Ensure chapters publish photos from all events to show the fun and impact we have—helps market to prospects & public <p><u>Creating Chapter Identity</u></p> <ul style="list-style-type: none"> What Makes Each Chapter Special? <ul style="list-style-type: none"> Members will rediscover why they joined their chapters & use those reasons and specialties to create an identity Using Identity to Strengthen the Chapters <ul style="list-style-type: none"> We'll use the chapter identities to market to compatible AITs and create a promo video that shows the chapter's strengths 	<p><u>The Sopher's Role</u></p> <ul style="list-style-type: none"> What's the Role of Each Chapter's Sopher? <ul style="list-style-type: none"> Understand each chapter's Sopher's exact role, so I can help them properly Further Develop the Chapter Sopher's Role <ul style="list-style-type: none"> Increase the importance of chapter Sopherim to strengthen other areas of AZA <p><u>Expectations & Taking Action</u></p> <ul style="list-style-type: none"> Have Goals & Expectations for Each Sopher <ul style="list-style-type: none"> Counterpart training at terms' start to establish individual expectations Create and Use Action Plans to Reach Goals <ul style="list-style-type: none"> Use them so Sopherim reach goals and meet deadlines; encourage Sopherim to be bold & use new, innovative methods <p><u>Diverse, Effective, Communication</u></p> <ul style="list-style-type: none"> Keep in Constant Communication <ul style="list-style-type: none"> Weekly calls and monthly Sopherim meetings to ensure goals are reached and deadlines are met. Inter-Chapter Collaboration <ul style="list-style-type: none"> Having Sopherim pair up and work together will give each other new ideas and feedback, leading to overall improvement

"Coming together is a process; keeping together is progress; working together is success."

-Henry Ford