

## QUALIFICATIONS

Ohev BBG  
#2453

Ohev BBG Committee Chair  
Chevrah BBG Sh'lichah '09  
Chevrah BBG Orechet '09  
Chapel AZA Sweetheart  
Ohev BBG S'ganit '10  
Ohev BBG N'siah '10  
Ohev BBG Madricha '11  
Ohev BBG International Involvement Chair  
chevrah bbG #2342

Regional S'ganit '10-'11

Regional Sunshine Chair '10-'11

Youth Leadership Training Institute Graduate '09

Youth Leadership Training Institute Coordinator '10

Tournaments '10 Coordinator

Spring Thing '09 Committee Member

Sisterhood '11 Committee Member

South Jersey region  
#35

### awards

Ohev BBG Most Influential Member

Regional Visionary of the Year '10-'11

Silver Star of Deborah\*

Gold Star of Deborah\*

Eternal Light\*

Pledge and Principles \*

### attended...

CLTC 2 '09

ILTC '10

International Kallah '10

East Coast Kallah '10,

AIPAC Teen Summit '10

Big E.A.S.Y. Summit '10

International Convention '11

\* = pending

international order

International Convention 2011 Administrative Assistant

CLTC 7, 2011 Coordinator

LI SI SIHL

It is you who are waiting for a sign

NO LITTLE IV



B'NAI BRITH GIRLS  
MOVEMENT

My sister B'nai Brith Girls,

How does our movement move?

Through our collective efforts.

We determine which roads we take. We determine our destination.

Take one step at a time. Keep stepping.

Let us measure the success of our journey not only in miles, but in the sisters, the memories, and the impact we make on the world around us.

I would be honored to continue to travel with you.

With love and dedication to the destination of your dreams, I remain,



## a road to...

### A BOLDER BBG

Beyond our current standards, we must revitalize our individualized methods of **recruiting, retaining and re-educating** to make room for advancement.

To instill a strong sense of commitment to the State of Israel, we will localize our **SpeakUp!** efforts

We will involve our members in world affairs, politics and laws, inspiring political activism at **AIPAC** conferences and beyond.

The **Menorah Pledge Principles** are the foundation of our organization and we will emphasize their necessity, encouraging girls to allow tradition to take on a stronger presence in their lives.

Through additional **"chapters for everyone"** and International publicity of the **StandUp! for Each Other** campaign, we will create an environment of inclusivity so that every girl feels a sense of belonging.

**Programbank** will become a useful resource, submission will be increased through the creation of initiatives.

We will extend the reach of **J-Serve** to globalize our community service efforts.

In girls around the world we will enable the development of a positive self-image, influencing **minds, bodies, and attitudes.**

Measuring my success through the success of others; adapting my work around what they need and deserve.

### BROADENING HORIZONS

... achieving a new level of **globalization** by strengthening International ties, enabling overseas communities involvement, and encouraging communication between BBYO members worldwide.

### REACHING NEW HEIGHTS

... expanding the presence of BBYO by showcasing our successes and advancing our **partnerships.**

### BUILDING BRIDGES

... unifying the Board of Directors, staff, International board, Executive body, and the entire membership body as a result of proactive **communication.**

### EMBRACING OUR HERITAGE

... encouraging every girl's unique expression and development of a strong Jewish identity through our Pluralistic ideals.

**emily rose mcCreedy**

Candidate for your 67th International N'siah

# MY MAP FOR THE FUTURE

## Building Bridges

### The Member

Our ultimate goal is to please the individual member. All efforts should be for her benefit, and decisions should be made together

### 67th International Board

- Make it a top priority to ensure that all members of the 67th International Board have the resources and support they need to carry out all goals they have for the year in the most successful manner possible
- Create cohesive board relationships, encouraging teamwork through inter-position initiatives
- Establish fluent board communication through weekly update e-mails from myself to the board, and the board to each other
- Require a monthly self-evaluation to ensure I-Board accountability, also evaluating the efforts of other board members
- Update all B'nai B'rith Girls monthly through e-mails listing specific accomplishments
- Organize a spreadsheet log to track counterpart calls

### Staff

- Ensure that staff input is always recognized and utilized
- Develop a strong relationship with staff, to provide each other with an extended support system
- Represent teens in a professional manner, constantly communicating with the International office
- Attend staff conferences and maintain a positive relationship with staff and the Board of Directors
- Work together to set and lead the strategic direction of our organization

### R/C and Chapter Counterparts

- Revitalize our existing networks as tools to track progress and connect members, creating a forum for reporting regularly providing constructive criticism, discussing solutions and highlighting personal accomplishments
- Inform R/C N'siot when their board members have been contacted by International Board
- Encourage R/C N'siot to request special attention/communication for themselves or their board members
- Provide assistance and positive reinforcement daily
- Update N'siah help blog and continue counterpart e-mails on a weekly basis
- Require bi-weekly reporting to ensure efficiency
- Continue regularly scheduled Execs calls
- Create relevant releases as necessary (topics such as: speech delivery, working with staff, talking to parents)
- Create surveys to allow N'siot to provide constructive criticism and ask questions
- Pair together N'siot from similar regions to discuss and compare programming, membership efforts, board issues, and leadership agendas
- Develop a personal relationship with all of my counterparts and encourage communication between them
- Help N'siot evaluate and then communicate what they need from I-Board
- Track progress of initiatives in specific areas to N'siah blog

Enhance available/beneficial **communication** resources: Dashboard, b-linked, Programbank. Promote usage and install new features to create a more user-friendly experience



Communicate regularly to ensure that all **International Chairs** are being utilized to their full potential

Inform **parents** monthly through e-mail updates

Work together with the **Grand Aleph Godol** to create a schedule and ensure that every region is visited and all of our responsibilities are being accounted for at all times

## Reaching New Heights

### Teen Connection

- Involve our teens in developing Teen Connection, facilitating recruitment efforts, and securing a foundation for future generations
- BBYO teens should orchestrate T.C. events, exciting middle schoolers and properly exposing them to BBYO
- Expand T.C. resource on program bank
- Work with Aym Ha-Chaverot, R/C Morot and staff to define the role of our teens with T.C. development
- Work with Aym Ha-Chaverot to educate about T.C., utilizing and publicizing productive T.C. programs

### StandUp!

- Provide promotional materials and diverse methods of fund collection to enhance philanthropic efforts
- Help Jewish youth recognize opportunities for direct community service and encourage involvement in the Jewish and general communities
- Localize our international efforts of social activism and advocacy to educate in mass
- Develop in Jewish youth an appreciation for the meaning and practice of Tzedakah both in the Jewish and secular communities
- Educate our members, voice our concerns, and take action on those issues that have an effect on our lives

### ISE

- Create internationally shared spreadsheets to track progression
- Stress importance and participation through initiatives and awards
- Contribute to the building of a more effective organization and a better world

### FAN

- Inspire teens and adults to work together to reach out to our Friends and Alumni Network
- Encourage teen involvement to inspire their involvement as adults later on
- Establish a nation-wide phone-a-thon to reach out to alumni and establish relations, also raising money for International programs and scholarships
- Increase college student involvement, seeing as they are BBYO's newest alumni

Encourage participation in **PANIM Institute** as an opportunity to grow leadership and become more active in the Jewish community

## Embracing Our Heritage

### Judaic

- Display pluralism at its finest, breaking through the barriers of "levels" of Judaism
- Ensure that every member has an inspiring and meaningful Judaic experience based on their personal interests
- Work with Sh'lich to create guides on planning and successfully executing BBG shabbat programs and services that unite our members
- Inspire girls to develop an understanding and appreciation for the religion and culture of the Jewish people
- Help Jewish youth enhance their knowledge and appreciation of Jewish religion and culture by discovering those aspects which are meaningful to them
- Offer members the opportunity to become more familiar with the many ways in which people express their Judaism

## Broadening Horizons

### Overseas

- BBYO has established Jewish communities internationally, we have the potential for further expansion through globalization
- Continue the network of Global Ambassadors and re-evaluate efforts
- Relate to overseas communities by attempting to understand their structure, programming styles, troubles, focuses, and presence of BBYO within global communities
- BBYO has established Jewish communities in areas where teens have no other place to embrace their religion, thus, we must ensure their presence at North American-based programs through optimum funding

Pre-plan productive **visitations**, outlining beforehand, goals they have for the visit, schedule, state of the region, regional board meeting, meeting with director, run relevant, interactive and useful programming



### Publicity

- Work with Mazkirah to assist R/Cs with minimal community support in strengthening their ties with local organizations and establishments by encouraging community-involved events. (This can also attract new members/ potential members' parents)
- Showcase our accomplishments: initiatives, community service, international efforts, key teen leaders, life-changing experiences, leadership opportunity, Jewish heritage, tradition and history, sisterhood and fraternity basis, success stories
- Advance partnerships with organizations such as: Federation, Hillel, AIPAC, and PANIM in order to provide more meaningful experiences and opportunities

### Chapter/ Regional Programming

- Program with a purpose, guaranteeing meaningful experiences to demonstrate the ideals of our movement
- An International "fold of the month" will ensure variety to meet the expectations of every girl
- Work with S'ganit to create an internationally common planning forms that will be submitted and reviewed by R/C S'ganit. This will help us explore ways to diversify programming and make fold-incorporation a crucial aspect of program planning
- Publicize innovative programs that combine Jewish heritage, social action, community service, sisterhood, creativity and recreation for more dynamic programming
- Infuse a sophisticated and updated educational curriculum into our existing programming

### International Programs

- Publicize International programming in a timely manner through promotional campaigns
- Promotion/ Continuing education:
  - CLTC Graduation Curriculum: keep young leaders "in the loop" regarding International initiatives, inspire growth and communication
  - CLTC, ILTC, Kallah, ILSI, Impact, Passport, August Execs, Panim, March of the Living
- Identify potential participants
- Encourage inter-regional programming, some regions find difficulty in attracting members to events because of the geographic consistency of the region, by adding more opportunities to our each attendance can be boosted, environment diversified, and people familiarized with the opportunity to develop international friendships
- Provide Jewish youth with the opportunities to learn leadership skills and develop their leadership potential to their fullest capabilities