

# Aleph Alexander Edward Merritt

CAUCUSING FOR THE HIGH AND HONORABLE POSITION OF YOUR 23RD GRAND ALEPH MOREH

☆ = pending

🏠 = steering

✍ = planned a program

✂ = delegate

🚩 = 6-month term

🕒 = 1-year term

## CENTRAL REGION WEST AZA #45

### 62ND REGIONAL ALEPH MOREH 2013-2014 PROGRAMMING YEAR 🕒

- Empowered and Inspired chapter counterparts for two terms
- Held overnight training events for both sets of counterparts to train them on public speaking, talking to prospectives, retaining members, and educating their chapter
- Created an organizational system for counterpart calls so counterparts could review ideas talked about on calls, enabling them to act upon ideas that they talked about
- Pushed counterparts to take up partnerships with synagogues to reach more teens, increasing chapter reputation in the community
- Got 33 eighth graders signed up by January 3rd, leading the order in 8th grade recruitment (currently at 53)
- Worked to revive a dying BBYO Connect program, engaging middle schoolers and future members
- Set a record attendance for the annual BBYO Connect kickoff event, setting a standard of excellence for future events
- Reached and engaged 150 middle schoolers through a single Connect Event
- Oversaw the planning of 8 Connect programs, with 4 more on the calendar for the rest of the term, allowing for multiple outreach opportunities to middle schoolers in the Bay Area
- Emphasized ongoing recruitment and long term engagement, focusing on prevention of inactive members rather than recovering old ones
- Transitioned the focus of recruitment away from number of members and more towards quality and involvement of members

### OTHER ACHIEVEMENTS

- Planned Event of the Year Summer as incoming 8th grader (2010-2011 Programming Year)
- Morris Adler Young Leadership Award
- Summer Programs Recruitment Chair 🕒

### CONVENTIONS ATTENDED

- Kallah (2011, 2012 ✍ )
- Frat/Sis/Unity (2011, 2012)
- Spring Convention (2011, 2012 🏠, 2013, 2014 ☆ )
- RLTC (2011, 2012, 2013 ✍ )
- Fraternity Weekend (2013, 2014 ☆ )
- Limmud Teen Track (2013 ✍ )
- Callahfornia (2013)
- West Coast Kallah (2014)

## INTERNATIONAL EVENTS AND AWARDS

- Bronze Shield of David (2013)
- ILTC 2013
- ILSI 2014 ☆
- Tree of Life Award (2013)
- Transition Day 2013
- IC 2014 ✂
- CLTC 4 2012
- International Kallah 2013

## SIMON WIESENTHAL AZA #2524

### ALEPH IN GOOD STANDING (SUMMER 2010 - PRESENT)

#### 15TH CHAPTER GODOL WINTER TERM 2012-2013 🚩

- Led chapter to over 60 Alephs for first time in chapter history
- Had video calls with the entire board every other week to increase board communication
- Planned and executed successful board training overnight
- Maintained chapter's record of winning CRW's Chapter of the Year for the third year in a row

#### 14TH CHAPTER S'GAN SUMMER TERM 2012 🚩

- Planned chapter events for every Saturday and Sunday over a 6 month period, as well as events every other Thursday with our sister chapter over Summer
- Planned chapter day trips to Santa Cruz and Monterey, allowing for the chapter to bond and create memories
- Planned 40+ events throughout the term, giving opportunities to Alephs in the chapter to step up and lead events

#### 13TH CHAPTER MOREH WINTER TERM 2011-2012 🚩

- Raised chapter membership to over 50 Alephs, making Simon Wiesenthal AZA the largest chapter in Central Region West
- Recruited and retained 11 new Alephs
- Made weekly calls to prospectives
- Planned and executed an educational Aleph In Training Night
- Planned a chapter Inductions camping trip for 20+ Alephs

#### 12TH CHAPTER MACHSHEV SUMMER TERM 2011 🚩

- Allowed for another outlet of meaningful communication by adding a chat feature to the chapter website

#### 11TH CHAPTER HISTORIAN SHOTARE WINTER TERM 2010-2011 🚩

- Updated chapter traditions packet for first time in over 2 years
- Created a chapter scrapbook with pictures from events throughout the term

# Making Grassroots Changes for a Grassroots Movement

## IDENTIFYING THE ISSUES

### THE NUMBERS GAME

BBYO places a large priority on membership growth, and while it is indeed important, we have become too caught up in the number of members that we recruit. We are treating people like numbers, not individuals, and because of this, we are losing a substantial amount of active members.

### CLTC: AN EVENT

CLTC is twelve days of intensive training to create chapter leaders. But why does it only last that long? I challenge the notion that CLTC is simply a twelve day long event. CLTC should be something that is carried with attendees for the rest of their lives as a meaningful learning experience.

## A PLAN FOR CHANGE

### SHIFTING THE FOCUS

We need to focus on numbers, but we need to focus on different numbers. In addition to tracking the amount of members that a chapter has, we should track the amount of members they have that are running for board, and that are coming to events. We should work to improve those numbers, and a membership boost will follow.

### CLTC: A MINDSET

CLTC needs proper build-up and proper follow-up. This means creating excitement in more ways than Facebook groups. It means demanding more of coordinators, and teaching lessons that will stay with participants for more than just a few months. CLTC should not last for twelve days. CLTC should last a lifetime.

## REVIEWING OUR RESULTS

### MORE DEDICATED MEMBERS

By tracking the number of active and dedicated members that we have, our chapters will progress more. Recruitment is a chapter effort, so the more active and dedicated members there are, the more members there will be trying to recruit prospectives. Ensuring that Alephs are dedicated is the key to successful growth.

### CLTC: AN EXPERIENCE

By providing attendees with experiences and skills that will last a lifetime, we will be helping chapters as well as shaping the future of the Jewish people outside of BBYO. Inspiring Alephs through CLTC will lead to passionate coordinators in the future, as well as better promotion and higher attendance.

*My Brother Alephs,*

*What is the point of having 100 Alephs in a chapter if only 15 of them show up regularly to events? What is the point of having 100 Alephs in a chapter if the chapter board consists of only 5 people. A chapter is only as strong as the amount of active Alephs it has. The International Board and the International Order need to show that they are invested in the success of our chapters by taking action. By doing so, not only will chapters benefit, but we will see higher attendance at International events. This system will benefit all levels.*

*Fraternally Submitted With Undying Love For the International Order of the Aleph Tzadik Aleph, I remain*

*Aleph Alexander Edward Merritt, Aspiring your 23rd Grand Aleph Moreh*