

# Aleph **Andrew Eli Cohen** proud candidate for the high and honorable position of **Michigan Region's 95th Regional Aleph Moreh** for the 2019-2020 programming year

## Qualifications:

Dedicated Fisherman	Max Fisher AZA #337	2017-life
Dedicated Aleph	International Order	2017-life
Aleph Moreh (recruited 11 new members)	Max Fisher AZA #337	2018-2019
Aleph Shaliach	Max Fisher AZA #337	2018
8th Grade Onboarding Committee	Michigan Region #1701	2018-2019
Spring Convention Steering Committee	Michigan Region #1701	2019
BBYO Adult Commission Board	Michigan Region #1701	2018-2019
YLC	Michigan Region #1701	2019
Aleph Moreh	Houdini AZA #1874	2019
Chapter Convention Steering Committee	Fisher AZA #337	2019

## My Brother Alephs,

Max Fisher AZA has been my amazing home for the past two years. Fisher has done a lot for me, and I have done my part to return the favor. Fisher has shown me the type of brotherhood that I want to present to the region. I aspire to lead Michigan Region to success if elected as Moreh.

Michigan Region is one of the strongest regions in the entire order, but we can always improve. I strive to lead the path to success for our region through recruitment, retention, and education. I am grateful for everything I have learned so far in AZA, and I know there is still more to learn. The dedication I have for the Aleph Zadik Aleph and BBYO makes me a great candidate for the position.

Fraternally submitted with undying love for Max Fisher AZA #337, Michigan Region #1701, Tony the Tiger, and my brother Alephs I forever remain,

Aleph Andrew Eli Cohen

## Why am I running for Regional Moreh?

Spending time educating my chapter as well as recruiting kids has been a wonderful experience and has wanted me to do more. Going to regional board gives me the opportunity to educate and recruit at this higher level. Michigan Region has been a home of mine for the past 2 years. I have loved every minute of it, and I want to give back by leading the recruiting and the education of the Region. I want more Alephs to get the same great experience that I did.

"Optimism is the faith that leads to achievement" - Helen Keller

## Outside of BBYO accomplishments:

- Founder and President of school ping pong club
- 2 years of varsity tennis
- 8th grade tennis captain and one singles
- Scholar athlete award
- Tuba player for 5 years
- Marching band for 2 years
- Member of symphony band (top band class in school)
- National Honors Society at BHHS



# PLAN OF ACTION:



<b>Recruit</b> Goal: Increase Michigan Region membership by at least 25%	<b>Retention</b> Goal: Make sure all upperclassmen stay engaged with BBYO	<b>Education</b> Goal: Educate the underclassmen in both fun and helpful ways	<b>Communication</b> Goal: Maintain a strong relationship with my board and counterparts
<ul style="list-style-type: none"> <li>Continue the 8th grade onboarding committee for the upcoming term</li> <li>Hold two regional text-a-thons during the next term</li> <li>Reformat BBYO rush, where each chapter has their own room and assist chapters during the rush event as needed</li> <li>Ask schools as well as synagogues around the community for permission to promote BBYO through a presentation</li> <li>Create recruitment goals with chapters based on their needs</li> </ul>	<ul style="list-style-type: none"> <li>Help plan upperclassmen regional events (x2)</li> <li>Have leadership opportunities for upperclassmen by placing them on regional committees</li> <li>Institute a big-little program with the chapters that have the numbers to do so</li> <li>Work with chapter Morim to have their upperclassmen plan retention events</li> <li>Work with each chapter's board, creating a google form to find out what type of events their members would like to have</li> </ul>	<ul style="list-style-type: none"> <li>Hold a learning session with all Morim of the region using a Zoom call to go over the educational aspect of BBYO</li> <li>Have each Moreh hold at least two events each year revolving around learning the terminology of AZA</li> <li>Assist every Moreh in their bi-annual educational programs</li> <li>Oversee the YLC planning and help the coordinators as needed</li> <li>Design at least three new educational programs to give to my counterparts</li> </ul>	<ul style="list-style-type: none"> <li>In my first two months of my term hold an in-person meeting with each counterpart in order to help them establish goals</li> <li>Holding monthly check-in calls with each counterpart</li> <li>Follow up with chapter boards to make sure their chapter is having events on a regular basis</li> <li>Enforce bi-weekly Zoom calls with the regional board for important updates</li> <li>Use social media as an asset to communicate events throughout the region</li> </ul>