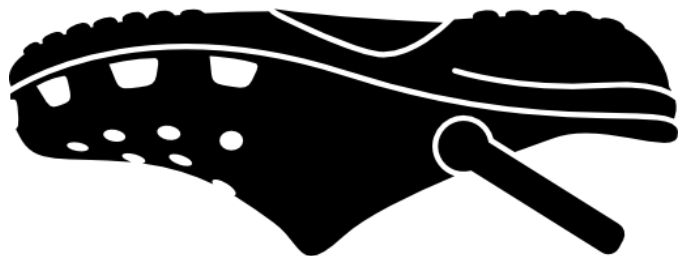


honorable position of JBA's fall term  
CROused for the high and

RACHEL JOAN ROCHLEN



My Sister B'nai B'rith Girls,

BBYO rocks my crocs off, and what makes it so special is the members and the sisterhood bonds at the core of it. Each member is a jibbit in the croc of JBA and without each jibbit, the croc wouldn't be complete. On my crocs, no two jibbitz are alike. They all have their own special colors and designs that make them unique. Our chapter, the croc of JBA, is much like many other chapters around the world. What makes ours extra special is having each unique jibbit, every individual member who makes our chapter bright and spectacular. If elected as JBA's Morah, I plan to take an already wonderful chapter and bring it to new heights with amazing members and sisterhood bonds that will last a lifetime. Join me on this journey for the best term ever! Submitted with undying love for crocs, bees, poetry, rowing, the color yellow, Havdalah, my Nalgene, GMR #61, my heart and home JBA BBG #2514, and each and every one of you, I forever remain

Rachel Joan Rochlen

Damn proud candidate for JBA's fall term Morah



MORAH

## QUALIFICATIONS

\* = Denotes Upcoming

### INSIDE QUALIFICATIONS

JBA BBG #2514

Joined March 2018

- Chapter Programming Committee
- Chapter Sleepover Spring 2018, Fall 2018
- Attends 98% of meetings

GMR #61

- Regionally Inducted April 2018
- Fall Kickoff 2018
- Winter Kickoff 2019
- Great Wolf Lodge 2019
- Spring Convention 2018, 2019
- Spring Convention 2019 Shabbat Steering
- Invite Convention 2018

The International Order

- IC 2019

### OUTSIDE QUALIFICATIONS

- Hebrew School (2011-2016)
- Bat Mitzvah (September 2016)
- Jewish sleepaway camp (2012-present)
- Western trip (5 weeks, 2018)
  - Songleading and running services
- Alaska trip (7 weeks, 2019)\*
  - Songleading and running services\*
- GBS Rowing (August 2017-present)
- GBS Varsity Coxswain (March 2018-present)
- National Styrofoam Ban 2020 Illinois Outreach Director
- National Styrofoam Ban 2020 Illinois Art Director
- Honors and AP classes
- Enrolled in The Academy of International Studies
- Special Gifts Theater (September 2016-present)
- Human rights advocate and activist (2018-present)
- Poet (December 2016-present)

# RECRUITMENT

- Have "bring a friend" events
- Friendly recruitment competitions
- Visiting Synagogues and Temples in the nearby area and talking to them about JBA
- Sending MITs a "MIT swag bag" containing a JBA bracelet and a letter to them
- Have a chapter kickoff event
- Have a chapter convention
- Working with Mekasheret to plan great recruitment initiatives

# RETENTION

- Have events for only underclassmen and 8th graders
- Have a group chat with MITs and the Morah
- Filling out event feedback forms
- Carpool system to make sure underclassmen have rides to events
- Have events for only upperclassmen
- Keeping track of members who don't regularly come to events
- Have more events that focus on Bigs/Littles to strengthen connections

# RE-EDUCATION

- Create a "JBA Traditions Guide" containing lyrics to BBG cheers, a breakdown of terms like MIT and CLTC, and convention explanations
- Parent involvement meetings
- MIT and Morah meetings 1 on 1
- At least 2 MIT classes/term
- Saying a new fact about BBYO at every meeting and sending one in every weekly email
- Having a "song and cheer learning session" before every convention

# COLLABORATION

## N'SIAH

- Creating a welcoming environment at events for MITs
- Showing the MITs a good example of how to run a chapter

## S'GANIT

- Planning exciting and innovative programs to interest potential members and retain existing members
- Planning MIT classes

## SH'LICHA

- Shabbat service events for the MITs to go over BBG songleading traditions
- Teaching MITs how to run a service

## MAZKIRAH

- Sending out informative monthly emails to MITs
- Making the JBA social media a fun-looking place to attract potential members

## GIZBORIT

- Working to host MIT fundraising classes to teach MITs how to plan an effective fundraiser
- Educating MITs about the ISF and what it means to BBYO

## MEKASHERET

- Discussing strategies for the 3 Rs
- Helping them recruit 6th-8th graders
- Being a resource for them and giving advice with anything they need