

Debate Department Moving Farther

1. Speech and Moderating Videos

It is important that JSAers, especially first time convention goers, know what to expect when they get to conventions in terms of making speeches and moderating. I want the debate department to make a “How to furnish a speech for JSA Debates” and a “Moderating 101” video. This can help to communicate with JSA delegates across the state as to how they can prepare for debates and moderating. These videos should be sent to every chapter president in the state so that they can forward them to their chapter members or maybe even show them at chapter meetings.

2. Taking Moderating Seriously

Moderating is an important job, as it determines how smoothly debates go. Next year, I want moderators to be further informed that their job is not to be taken as a joke and that they should know what they are doing when they get there. I also want to encourage moderators to be timely to their moderating block so that we don't have to have last minute fill-ins as we do sometimes.

3. Lending Creativity to Chapters

Yes, it is true that the debate department is very involved with conventions and is important at the state level. However, I think that if the department was to furnish a list of current and interesting debates and email it out to every chapter president, then they could get their creativity out to every chapter. If on this list there was a “State debate of

the month”, it could get chapters talking and create a link to other chapters and perhaps opinions on the topic could be shared on social media. This could keep the debate department active in the state, even though it is not a convention.

4. Furthering Delegate Involvement in Debate Picking

The debate department is there to create interesting debates for the people of the state and to organize them, so I think that having the department put up a google form for delegates to share their thoughts on interesting topics and create their own would create a great way for delegates to be involved too. The debate department won't have to take their topics, but it could help them with some topics if they are having “debate writers block”.

Convention Department as “The Key to the Heart of the Delegate”

1. Timeliness

Conventions can be hectic, and I think that making them more timely and efficient can be done by some simple fixes. If we were to add an event called “Travel Time” on our agenda, then delegates would know by what time they should be done with their meal and on the way to their next block. I think this would help with an overall more efficient convention and lead less and less debaters and moderators to be back to their rooms tardy.

2. Unique Blocks

I think new ideas for blocks should be introduced to make the conventions more enjoyable. For example, blocks for only freshman and sophomore and blocks for new chapters. These blocks can help to encourage newer JSA members to become more involved and see that they are not the only ones who feel new and that they have other people around them to create great JSA friendships with.

3. Keynote Speakers

Having controversial keynote speakers can start a convention off in the perfect way. At Winter Congress 2017, Bill Whittle was a keynote speaker that wasn't afraid to speak his mind and had many candidates fired up. I think we should work harder to get keynote speakers that will make our delegates want to be more involved and get up and ask questions. Also, we should try to experiment with having two keynote speakers and having them debate against each other with delegates as subsequent speakers.

4. Feedback Box

Conventions are great, but there is always ways that we can learn from delegates on how we can improve conventions. Surveys are great, but aren't always filled out. I think we should continue with surveys, but also have a feedback box at the convention. We can have chapter presidents turn in slips at the chapter president's meeting and we can also leave the box open for any candidate to put a slip into anytime during the convention about something that they feel needs a fix or has caught their attention.

Communication going BIG

1. Monthly Cabinet Reports

Communication on cabinet is something that I have noticed our state has been struggling with a lot this year. I want to make sure that cabinet is doing everything that they are supposed to with requiring monthly cabinet reports. The way that I want this to work is every cabinet member should report what they have done every week of a month involving their job and making the state better. This report should be sent to the director that they are working under. This director should put all the reports together and send them to higher office (the big three). The director should also notify the big three if there is someone missing a report so that we can know who has been doing their jobs and who hasn't. This will lead to further communication and will hopefully encourage more and more cabinet members to do their job on a weekly basis.

2. Monthly CabCall with an email following

Cabinet members are spread all over NorCal, and it can be difficult to get everyone in one spot to talk and know what is going on in the state. Therefore I want for there to be a monthly CabCall, and days of the week and times of the month can be discussed at cabcon at the beginning of the year to see what works best for most people. There should also be an email sent out to all of cabinet after this call so that everyone knows what happened and is caught up on what is happening in the state every month.

3. Availability

The job of governor can be busy and difficult, but I want to strive to be available to members more and more next year. I want to live stream at least once a month for members to join and ask questions, I also will work my hardest to reply to emails within 24 hours. I would also work to remind the rest of the big three and directors to do the same.

4. One-on-One Calls

As governor, I want to make sure that I get ideas and thoughts from all cabinet members and let them know that they can communicate with me whenever they feel like and about whatever. Therefore following cabcon I want to do one-on-one calls with all of cabinet in the few months after. These calls would be about 15 minutes each and I want to take some time to let the cabinet that is selected know that they can speak to me whenever they would like.

Publicity EXPOSING

1. Northstar Emails

It is no secret that not many delegates read the Northstar, and many don't even know what it is. I want the publicity department to really go one step further in exposing the paper next year. They should email a monthly copy to each chapter president and

encourage the presidents to share it with their chapter and perhaps look over it shortly at their monthly meetings. The Northstar should be known more next year in the state.

2. Social Media

The publicity department should also try new things with social media. Some cool things would be doing short member interviews, posting daily (including memes), and live streaming some cabinet meetings. Social media is a great way to start showing people who aren't in JSA what we are about. Some social media exposure during conventions is also called for. Having a snap story of the convention contest is a fun idea that can lead to people who aren't in JSA or people who are in JSA but don't attend conventions to discovering them and wanting to go through the snapchats of one of their friends who are in JSA and do attend conventions.

3. Press Releases

Press releases are huge as they can lead newspapers to want to write an article about NorCal JSA and can show publicity outlets that we do exist and we do want to be known. Writing press releases for things at the state level to state-wide newspapers could lead us to have a story written about us. Encouraging people to write press releases to their local newspapers at the chapter level can also be a good idea so that communities start to recognize our impact on the world around us. We can write press releases about events like cabcon, overnight conventions, one-days, community service events, activism events, fundraisers, etc.

4. Encouraging Chapter Publicity

Although publicity at the state level is important, but it is also important at the chapter and community level. One of the biggest goals of JSA is to impact communities across the nation, and I think that encouraging chapter publicity is a huge part of that. The publicity department should work on getting more and more chapters to set up their own social media pages and to update them regularly. We should try to reach people in these communities and not just chapter members. A few examples of this include parents of chapter members, school faculty, and students at your school who aren't in JSA.

Chapter Internal Affairs EMPOWERING

1. Chapter President Blocks

Although we do have chapter president blocks now, I would like for them to be run a bit differently under my governorship. They should be better organized and a better place to express yourself and learn from other chapter presidents around you.

That's why I want to emphasize attendance at these blocks and start each block with an icebreaker. Following, I want chapter presidents to be able to openly ask questions and learn about other chapters around them that they can communicate further with and create bonds.

2. Ideas Spread

In their monthly emails to chapter, the CIA department should include some helpful tips as well as their monthly surveys. Examples can include fundraising ideas, templates for how to run a meeting, and reminders of chapters around you.

3. 2 Deputy Directors for CIA

I think it is important to further build the CIA team next year. Two deputy directors, one for helping cross chapter communication and the other for helping chapters with day to day problems, can help to structure the department better.

4. Chapter Alliances

CIA should encourage chapters to have alliances and to work together on bettering each other's chapters. This can be done by CIA searching the location of every chapter listed and creating a list of which chapters are closest to each other regionally. They can release this list with the email of the chapter president of each high school. This can lead to further chapter alliances and more communication across chapters.

Activism more Active

1. Activism Handbook of the Year

It is important that delegates across NorCal and even nonmembers have a resource that they can go to learn about our state's mission when it comes to activism and ways in which they can help. I want to help and encourage the Director of Activism to create an activism handbook for our state next year which can ultimately be emailed to every chapter president at the beginning of the year. There should be ways in the handbook of how chapters can get involved in activism every month and how they can impact their community through activism.

2. Advocacy Group Team Ups

I want to start getting out there more in terms of activism, and I think that this can start with partnering up with advocacy groups and having members be involved. This can help spread our mission across the state and lead more and more people to discovering us.

3. YAB Involvement

The YAB is an excellent resource and representation of what we are as an organization. However, it doesn't get a lot of involvement or attention from people as it should. Next year I want to make one of my biggest focuses improving the YAB and spreading it across our state.

4. Chapter Advocacy

It is important that chapters be involved in advocacy in their own communities and schools. I want for the activism department to further encourage this next year and help chapters with things that they can do to help the cause.

Expansion Expanding to New Places

1. Furthering Reach and Contacts

I want expansion to be so much more than emailing (something that it has been a lot for the past few years). I want expansion to be about building relationships, getting the word out there, and communicating with new areas to help our state grow. The state needs to grow, our numbers are much smaller than previous years and have been declining for a while. Some new ways to expand can be to contact school districts, water bill companies, JSA alumni with younger siblings, local politicians, etc. Also, we can mail out letters to summer school applicants who aren't a part of a JSA chapter and encourage them to start their own chapter as they had already shown interest in JSA when applying.

2. Personal Touches

When you are close with someone, for example a family member sibling or best friend, it is likely that you can convince them to do something that you are doing and be involved with you. I want to get contacts from cabinet members at CabCon for the expansion department. These contacts can be of siblings, cousins, close friends, or just anyone that they know who might be interested in starting a JSA chapter at their school.

Technology Advancing

1. Technology-Full Debates

I want the technology department to help introduce a new type of debate style. A debate in which you can use photo evidence off a slide to back up your claims. The technology department can help to set up the technology needed to make this possible.

2. Better Minor App/Convention Issues

There are still some minor issues with the JSApp that I would like to work on with the technology department before conventions to fix and perfect. Also, there are other smaller issues like microphones not working and such that I think we can help perfect next year.

3. Technology helps Departments

The technology department can help other departments to reach their goals such as helping with the debate and moderating videos, helping with social media videos, and helping with summer school attendee interview videos.

Regional Positions

1. Senate furthering Reach

Senate is an excellent way for leaders from every region to come together and work on helping better departments together. I think that the use of the senate can be furthered by having senators report cabinet members who they think haven't been doing their jobs correctly or share their concerns about each department with the LTG and other Big 3.

2. Further Encouragement for GCR and CVR officials

It is no secret that the GCR and CVR regions struggle the most of all the regions. I want for cabinet and all officials to encourage further work being done in these regions to have more leadership summits, one days, and expansion. It is important that the leaders of these regions are aware of the work necessary to improve the regions.

3. One Day Reports

It would be great if mayors who are planning on having one days inform the big three of the progress that they are making and give out dates at least a month in advance so that chapters can take the correct steps to attend. This is for further organization and more attendance at one days.

Fundraising Full-Out

1. Socioeconomic Diversity

It is important that the state finds ways for delegates of different socioeconomic backgrounds to become involved. I think that we should continue stay classy pages but also email chapter presidents and encourage them to create pages for their chapter as well. We can also do state-wide fundraisers where we share one idea and many different chapters try it at their own school. This way, chapters can raise money for members who really need it as well.

2. Merchandise

I think we should start investing in more merchandise and further the sales of it. This can include selling merchandise at one-days, chapter cons, before and after opening session and closing session, and at cabcon.

3. Chapter Funds

It is important that we encourage chapters to fundraise and I want to make that one of my bigger goals next year. We can help chapters with easy ideas such as selling root beer floats on hot days at lunch, selling hot chocolate on cold days at football games, and hosting your chapters own activism dinner (all examples of fundraisers that I founded in my own chapter).

Summer School Attendance

1. Summer School Cabinet

I want to work on creating a department just for emphasizing and working on getting summer school attendees. This department can include members who have attended summer school or are planning on attending summer school in the coming summer.

2. Interview Past Attendees

It would be great if we could interview past attendees of summer school from our state and create a quality video to put up on YouTube. We can do these interviews during conventions and as enticing questions to past attendees.