

# Governor Platform

## Fundraising

1. **Add a short fundraising info block to conventions to teach attendees how to fundraise.** Fundraising will be one of my main priorities as governor. In the past, much of fundraising has fallen on cabinet. As governor, I will ensure that everyone in the southeast is able to fundraise and knows how to do so. This will be achieved by adding a 30 minute fundraising block during conventions to empower attendees to learn how to fundraise for the state. This will include how to write letters/emails to small businesses especially with regard to how to incentivize them to donate as well as how to fundraise via school fundraisers for JSA. It will also include a section at the end where JSAers fundraise themselves by spending money on fun activities. This could include a raffle, or something silly such as seeing a cabinet member or executive officer getting a pie thrown in their face. This ensures that the fundraising block stays engaging and that students don't get bored. In addition, fundraising flyers, how-tos, and other fundraising resources will be published on the Southeast website, making them easily accessible to chapter presidents looking to fundraise for their chapter to get members to conventions.
2. As part of cabinet duties, however, fundraising will also be a priority. During cab con, members will reach out to small businesses in their area, asking them to donate as part of a one hour phone bank initiative during the cabinet convention.
3. Another initiative I would like to implement is **creating smaller merchandise items that the average high school student can afford.** Many JSAers have a difficult time in purchasing merchandise simply because it can be a little too pricey for them. Instead, there should be an option at the fundraising table where JSAers can purchase smaller items (lanyard buttons, laptop stickers, water bottles, etc.) that are much cheaper than the apparel. By making some of these items open to a design contest publicized on social media and voted on by Southeast JSAers (via Google Forms, social media polls, etc.), it also makes fundraising efforts more accessible to students and ensures that they are getting merchandise that they are excited about. This will ensure that the fundraising table is consistently able to have a surplus after conventions instead of being able to simply break even.
4. As part of fundraising, it is paramount that JSA chapters **partner with small businesses in their area when fundraising.** In my chapter, for instance, we were able to raise money by putting company logos on the back of our chapter T-shirts. Ensuring that businesses feel comfortable with donating to JSA and learn more about JSA as a whole is essential to getting donations and getting down convention costs, which currently bar many JSA students from being able to attend conventions.

## CIA (Chapter Internal Affairs)

1. **Ensuring smooth communication between the CIA department and Chapter Presidents.** It is essential that the CIA department be accessible to chapter presidents and is able to communicate with them effectively. Many times there are issues where chapter presidents don't see emails or forget to respond. By implementing a program like MailChimp that tracks whether someone has viewed an email, it will be easier to see whether the problem is that presidents haven't seen the email or haven't responded. It is important, however, to combat the problem with low response rates. Many students will check their phones over their emails, so using something like Facebook Messenger or GroupMe will make it easier to interact with chapter presidents, without isolating those with Android phones.
2. **Creating a resources file to help strengthen chapters.** One cross-departmental initiative that I would like to start as governor is the increased availability of resources. The CIA, Debate, Fundraising, and Technology Departments would all collaborate on a Google Drive folder that can be shared with Chapter Presidents to empower them and their chapters. This folder would include sample debate topics, debate workshops, the kinds of JSA debate styles, fundraising ideas and how to reach out to small businesses for funding, ways to manage membership via Google Sheets or Excel, and how to manage a chapter's social media (how to create graphics, how often they should post, social media etiquette for a chapter, etc.). It will serve as the ultimate how-to guide to give to new chapters and to help strengthen existing ones. Ultimately, the best way that cabinet can help Chapter Presidents is by ensuring that they have the resources they need. This also takes pressure off of the CIA as they are able to point to a Google Drive folder that Chapter Presidents can reference for many of the resources they will need to utilize throughout the year.

## Cabinet Reforms

1. **Increase communication within cabinet.** The Southeast cabinet should always be on the same page. It is important for other directors to know what directors are working on and where they are. This not only ensures that cabinet members know what is going on within each department, but also that cabinet members are accountable to one another as well as the Executive Officers and Program Director.
  - a. **Create a group chat for cabinet on Facebook Messenger.** Cabinet should be an experience, it cannot be all work with no comradery. It's important to strengthen cabinet relationships not only for the cabinet members themselves, but also to encourage underclassmen to become future cabinet members. This can be achieved by creating a group chat that can be used for cabinet business as well as to strengthen cabinet relationships.

- b. **Implement weekly calls** (will become necessary with revamping of Southeast cabinet).
  - c. **Call cabinet directors at the start of the school year to figure out their working style and find out how I can best serve them as governor.** As governor I will ask directors what problems impact the state with regards to their department and what initiatives they plan to implement during the school year. It is important that the governor also have a strong relationship with their cabinet members and knows how to work with them to ensure they fulfill their potential.
  - d. **Start cross-departmental initiatives and encourage them.** To increase communication, it helps to have directors collaborate with one another on initiatives. Directors, throughout the year, will create initiatives that they feel the state could use and will collaborate with other directors to ensure that it happens. For example, the Director of Debate could create an initiative with the Director of Fundraising to print debate guides at conventions with money fundraised by contacting small businesses in the area. Cabinet should foster an environment that not only allows for cross-departmental projects, but encourages it. This will help to further strengthen cabinet relationships and ensure that in between conventions, directors continue to work to help the state.
2. **Implement more chapter conventions as a state.** Other states will typically use down-time in between the major three conventions of the year (Fall State, Winter Congress, and Spring State) to plan one day conferences within their region. If cabinet is working on one-days, it will help to increase their communication and will ensure that they are continually working with other cabinet members to make these smaller conventions a success. It also ensures that Southeast members stay excited about JSA! Many students cannot go to Winter Congress due to the cost. As governor, I plan to get costs down via fundraising, but it would also be impactful if there was a chapter convention in between Winter Congress and Spring State to ensure members that cannot go to Winter Congress do not lose interest, which often leads to low attendance at Spring State from that chapter. One-days also ensure that new chapters in other Southeast states (Alabama, Georgia, South Carolina, Mississippi) are able to go to conventions that aren't as far away. In this way, more one-days will also ensure that expansion efforts in other states are more successful.
3. **Make cabinet accessible to every member of the Southeast.**
- a. On many JSA state websites across the country, the emails of cabinet members are listed, making them easily accessible to their constituents. Ultimately, cabinet members must be accessible to the people they work for: you, the people of the Southeast State. As part of this initiative, a new position on cabinet will be created to run the Southeast JSA website and post updates about cabinet, one-days, new initiatives, and debate workshops. The JSA website will also host a publication

produced by JSAers for JSAers! This position will be separate from the Director of Technology, who will post weekly social media updates on the Instagram and Twitter of the Southeast State.

## Expansion

### 1. **Expanding past Florida**

- a. Currently, Florida serves as the hub as the Southeast, while other states remain not as active. To expand, it is crucial for larger chapters to help the smaller chapters. This includes larger chapters hosting chapter conventions with the smaller ones. A big problem for smaller chapters outside of Florida, is that they have problems getting to conventions. By hosting chapter conventions, it ensures that these smaller chapters outside of Florida do not get discouraged and end up dying as a result.
  - i. Part of expansion is solidifying the “elevator pitch” for JSA and ensuring that expansion directors have the resources they need to reach those smaller chapters. As governor, I would work with the expansion department to ensure that they have the resources they need to be successful.

### 2. **Creating a New Chapter Director position**

- a. Currently the CIA department oversees small, new chapters, but a new chapter director position within the expansion department could help in strengthening new chapters and will help to ensure that the CIA department does not become overwhelmed. Many new, smaller chapters have different issues than larger ones, and in this way a new chapter director would be able to give individual attention to those smaller chapters.

## Debate

1. **Ensuring students play in active role in deciding the resolutions at conventions.** The debate department should be accessible to students as well, and the initiative of allowing JSA students to contribute to the convention resolutions should be continued throughout the year. It is important for students to be engaged in debates. Implementing joke debate blocks during night activities could also be a good way to ensure that students like the debate options during conventions. The debate department should also help to create debate resources for chapters, including research resources and speaking guides for new members.
2. **Creating debate tournaments for chapters.** The debate department will also start an initiative to create interest for Spring State. This will be a format for a March-Madness

style debate tournament that chapters can implement, with resolutions created by the debate department. Members at the chapter level can then compete in the tournament for best speaker gavels in three categories (novice, intermediate, and expert). Smaller chapters may not need to utilize these categories, however. This will pique interest about Spring State and ensure members stay engaged after Winter Congress.

## Activism

1. **Creating an activism resource page/folder.** While JSA serves as primarily a debate organization, it also does a lot with activism! It is essential to ensure that the Southeast is active in activism initiatives. One way to achieve this is by directing the activism director to create resources to help students get involved. For example, many counties in Florida utilize teen court programs, in which teen attorneys defend and prosecute real teen defendants. While this helps JSAers to sharpen their speaking skills, earn volunteer hours, and help their community, it also ensures that they are able to make meaningful relationships with attorneys who can then offer them summer internship positions. There are also great websites on compilations of political science-type internships as well that could be given out to members looking for those kinds of opportunities. With the 2020 election, many campaigns are already looking for volunteers and staffers starting in the summer of 2019. Many students don't realize how soon these campaigns will begin their campaign efforts, however it is important to empower members and ensure that they know about campaign opportunities in their own area. These activism resources could also be compiled into a workshop that the activism director could host at conventions.
2. **Hosting a mock election with students representing candidates in the primary and general elections during Spring State.** As this upcoming school year will include a few of the months leading up to the 2020 election, it is extremely important to get students involved in the process. One way to do this is by having a spring state block where students represent the current politicians in the primaries. Each student would look up their candidate's platform and argue for it, while also educating other JSAers about the ins and outs of that candidate's respective platform.

## Publicity

1. **Writing press releases to publicize for JSA post-convention.** JSA has been called one of the best kept secrets in the country. It is so important to ensure that people can easily find out about JSA. If information is accessible, it will make the expansion department's job that much easier. After conventions, the director of publicity will be directed to create press releases that can go out to local news stations talking about the convention, keynote speaker, and notable convention events. It will also include information about where students can go to create a new chapter.