

***NATIONAL***



***CABINET APPLICATION***  
***2017 - 2018***

**Dear fellow Junior Statesmen,**

Thank you for your interest in applying for National Cabinet.

At our recent May meeting of the Council of Governors, the 10 of us set an ambitious agenda for the coming year, and as such, the individuals who are chosen for National Cabinet will have an extremely important job ensuring those initiatives which we plan to execute are completed in a timely and effective manner.

In the application below, you will find a basic outline of the skills and responsibilities that each position demands, but in your responses, we're looking for an understanding that goes beyond simply the tasks you will need to do in the positions to which you apply.

To be on National Cabinet means surpassing the expectations set for you. National Cabinet members must not only be hard-working, but also creative. We want people who will not only make a positive impact on JSA on the national level through their position, but also effectively making the position their own and maximizing the potential of that position.

Many of you have committed ample time to JSA during your respective high school careers. This is a great opportunity to get more involved with the organization. Being on National Cabinet will be the most demanding and most rewarding JSA experience you will ever have. Choose your position(s) wisely, and contact us if you have any questions.

We wish you the best of luck in your application!

**Sincerely,**

**The Council of Governors**

## Common Application

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

Chapter \_\_\_\_\_ JSA State \_\_\_\_\_ Year of Graduation \_\_\_\_\_

Every applicant must write a brief essay (500 -1000 words) for each position for which he/she is applying, explaining why he/she is the best candidate for the desired position, what personal experience qualifies him/her for that specific position, and what plans he/she has in regards to ideas, strategies, and implementation. Please be specific in your response and cite all relevant past experience. Applicants should also complete their position's sample work. **The application deadline is July 1, and all applications should be submitted to [jsacog@jsa.org](mailto:jsacog@jsa.org).**

Top two National Cabinet choices:

- 1.
- 2.

Thank you for your interest. Decisions for the 2017-2018 National Cabinet will be released in early July. Please contact [jsacog@jsa.org](mailto:jsacog@jsa.org) if you have any questions.

## **National Chief of Staff**

The National Chief of Staff must coordinate the work and actions of the National Cabinet officers. He/she must ensure that tasks given to Cabinet members are completed in a timely and thorough manner. He/she must also maintain communication between the various members of the National Cabinet and the Council of Governors, and aid any members who need additional assistance. He/she must also be a motivated individual who is constantly accessible and has skills in time management and clear communication. The time commitment for this job is *at least* 5 hours per week, with a strong emphasis on “at least”. The National Chief of Staff will have the most demanding job on National Cabinet; the individual applying for this job must have a strong passion for JSA and a deep commitment to their work.

### **Sample Work:**

Create a deadline list for all members of National Cabinet prior to Fall State. Be sure to include what cabinet members would need to do and when it would be due. In addition, respond to the following scenario: Please provide sample feedback that you would give to a National Cabinet member who has missed several conference calls and turned in the past three assignments late. Please provide sample feedback that you would give to a National Cabinet member who went above and beyond their role and performed above expectations. Additionally, assess what you think are JSA's two main strengths and two main areas for improvement. How would you use your role to assist Council of Governors in improving organizational challenges? Finally, how would you effectively facilitate communication (be more specific than just “a call”, or “email”) between the Council of Governors and the National Cabinet without undermining either party in the conversation?

### **Please answer the following questions:**

How do you motivate others?

Please tell us about your individual leadership style. What are your strengths as a leader and what are your areas of improvement?

Complete the following sentence: At the end of the 2017-2018 JSA School Year I see success as \_\_\_\_\_.

## **National Director of Debate**

The National Director of Debate must act as a consultant on the national, state, and regional levels. He/she must be a very organized, patient, responsive communicator, a seasoned debater, as well as extremely responsible and punctual in his/her work. The National Director of Debate's main focus is data collection from all 10 states to improve state and national debate quality. The Director must create one national debate per month and distribute to all Chapter Presidents nationwide. The Director must then publicize this debate over social media and collect the results of voting from each participating chapter. The Director will also write the resolutions and briefs for the national Fall and Spring State debates, supervise the Governor's Gavel competition at Fall State, which produces a single national winner, plan nationwide mock Supreme Court cases for conventions, and work with the Director of Communication to publicize these initiatives adequately. The Director will also compile national resources such as a National Moderator Handbook and a list of debate formats for chapter leaders and delegates, and run webinars on any necessary debate or moderating subjects. The Director will also work with state Directors of Debate to communicate the best possible debate practices and organize quarterly conference calls with all state Directors. Another major role of the Director of Debate this year will be to compile a database of debates held at conventions and one days from each state, as well as collect data on debate demographics from all states debate quality. He/she also must be able to write debate briefs that are effective, resourceful, and unbiased. It is important to remember that this position is not simply a National Blurb Writer, but rather a facilitator of the great discussions that JSA strives to create nationwide. The time commitment for this job is at least 5 hours per week.

### **Sample Work:**

Draft a sample list of ten potential National Debates of the Month, and include a brief on one of them. In addition, summarize in 150-300 words your plan to improve debater AND moderator quality nationwide. Additionally, in 150-300 words, tell us what debate-related initiative(s) you would like to implement on a national level?

### **Please answer the following questions:**

How do you motivate others?

Please tell us about your individual leadership style. What are your strengths as a leader and what are your areas of improvement?

How can JSA be a more inclusive debate environment for all political viewpoints?

How can JSA better promote its' debate sign-ups so that more students have access and sign-up?

## **National Director of Public Relations**

The National Director of Public Relations will be responsible for overseeing external (organization to public) communications of the Junior State. He/she must write, collect, and disseminate newsworthy articles and press releases to promote JSA on a national level. He/she must correspond with state publicity directors to ensure fresh and regular news updates about state and local JSA events, including photographs and videos where applicable. Additionally, he/she must write frequent updates that will be posted on the national website to update delegates in JSA. He/she must regularly update all social media outlets, including the national Facebook page, Twitter account, Instagram account, and YouTube account. He/she must emphasize contact with media across the country to promote the organization nationwide, and he/she must organize campaigns to publicize specific events and ideas. He/she must also keep in contact with Directors of Public Relations, Communications, and Publicity across the nation, keeping tab of all public events across the nation. The time commitment for this job is at least 5 hours per week.

### **Sample Work:**

Please draft a sample press release highlighting the Fall State convention cycle and list 10 news agencies you would send it to. Explain in 150-300 words how we can increase JSA's media presence nationwide. What can you do to improve JSA's social media footprint and make it a more household name? Finally, imagine that Fight Apathy just experienced its largest participation rate ever, write an update that could be posted to the national website.

### **Please answer the following questions:**

How do you motivate others?

Please tell us about your individual leadership style. What are your strengths as a leader and what are your areas of improvement?

## **National Director of Activism**

The National Director of Activism must work with JSA states, regions, and chapters across the nation to promote mission-driven civic activism opportunities. He/she must devise and spread awareness for regular civic activism projects that he/she will outline in detail for chapters, while encouraging chapters to participate in these projects. He/she must be creative when explaining civic activism projects to ensure that they are engaging and that they apply to a wide range of JSA members. He/she must compile results of nationwide activism projects. He/she must also develop activism resources for delegates nationwide and must serve as an activism consult at all levels.

This individual will not be responsible for the Fight Apathy campaign, as that task will be delegated to the National Director of Fight Apathy, given the campaign's significant time commitment and workload. The time commitment for this job is at least 5 hours per week.

### **Sample Work:**

In 300-450 words, describe three national civic activism initiatives that you would like to see done during the 2017-18 school year. If the programs you would like to see performed have been done in the past, explain how you would improve those initiatives if selected for this position. Explain your method for tracking chapter participation.

### **Please answer the following questions:**

How do you motivate others?

Please tell us about your individual leadership style. What are your strengths as a leader and what are your areas of improvement?

Please tell us about the best activism project that your chapter has conducted and how you contributed to the planning and execution of the project.

## **National Director of Fight Apathy**

The National Director of Fight Apathy is a role that requires a diverse skill set and above all, an extremely high level of commitment and professionalism. This role requires an individual who can communicate effectively with Fight Apathy event organizers at the school level, State Directors of Activism, Fight Apathy alum leaders, the Council of Governors, JSA Staff, political figures, and the media on a regular basis.

The Director of Fight Apathy will be in charge of finding innovative ways to extend Fight Apathy's reach, ensuring that Fight Apathy materials are effectively delivered to 300+ high schools nationwide. This individual will serve as an ambassador for the campaign to the press, publicizing registration for the campaign, oversee the campaign itself, organize and promote the stories and outcomes of the campaign. This individual will also manage the Fight Apathy website, host regular conference calls with Regional Fight Apathy Directors and Activism directors, this individual will serve as the point person for all Fight Apathy related inquiries which includes working with a variety of leadership throughout JSA.

The time commitment for this position varies depending upon the time of year. On average, the regular workload is about 4 hours a week. Beginning January and through when the Fight Apathy Campaign actively takes place, the workload is at least 7 hours a week.

### **Sample Work:**

Summarize in 150-300 words how you would effectively make the state directors cooperate and do their tasks in a timely manner for their own states' Fight Apathy campaigns. Assess last year's Fight Apathy campaign. Then, in 150-300 words, tell us things you would do to improve the Fight Apathy campaign on a national level. Write an example of an email that you might send to a media source to promote Fight Apathy. What new ideas do you have to expand the Fight Apathy Campaign's reach and impact? How would you recommend working with school administrations that are reluctant to host a Fight Apathy Day at their school?

### **Please answer the following questions:**

How do you motivate others?

Please tell us about your individual leadership style. What are your strengths as a leader and what are your areas of improvement?

Complete the following sentence: At the end of the 2017-2018 JSA School Year I see a successful Fight Apathy Campaign as \_\_\_\_\_.



## **National Director of Overseas Outreach**

The National Director of Overseas Operations will work as the liaison between JSA chapters overseas (those in the U.S. territories as well as students involved in JSA internationally) and the organization as a whole. They will represent the interests of chapters in territories, as well as work to maintain contact with international contacts and expand JSA's presence in other countries. In the territories, they will work with chapter presidents to grow chapters, help run engaging and well-organized meetings, and potentially plan chapter conferences of their own. If any new schools in the territories express interest in starting a chapter, it will be the Director's job to explain the process and build strong new chapters. In addition, if a new chapter emerges in a state with no other current chapters, the Director will be tasked with ensuring this chapter receives additional support and is integrated into the broader structure of JSA. The time commitment for this job is at least 5 hours per week.

### **Sample Work:**

Respond to the following scenario in 150-300 words: a chapter in Guam wants to host a chapter conference and host other chapters and non-chapters from area schools. What advice would you give to this chapter and how would you help them make this a successful event? Additionally, in 150-300 words, explain how you would work to increase the presence of JSA internationally. Please discuss the challenges in working with territory and international students and chapters and how you plan to address those challenges.

### **Please answer the following questions:**

How do you motivate others?

Please tell us about your individual leadership style. What are your strengths as a leader and what are your areas of improvement?

## **National Director of Technology**

The National Director of Technology must manage the technology resources of the Junior State. He/she must oversee the management of the state websites as well as the developing strategies regarding the use of web and mobile technology by JSA. He/she must supervise state and national technology specialists as they develop the JSA mobile application and other resources for the Junior State. He/she must work with JSA staff to develop new web features and to improve JSA websites. He/she must have a strong background in technology and must be familiar with the principles of programming and web development as well as, preferably, mobile application development. He/she must also be familiar with concepts related to video and graphic design, and have experience in video editing in order to produce promotional videos for overnight conferences. The time commitment for this job is at least 5 hours per week.

### **Sample Work:**

Summarize in 150-300 words what you think the most important features of JSA app would be. In addition, describe in 150-300 words how you would redesign the state website template to make it more attractive to viewers. Please attach any related work or references you feel are representative of your experience and abilities. Additionally, summarize your plan for redesigning and rebuilding DebateWare. What should the major features of the new program be? Finally, please attach any previous projects or programs you've worked on along with code (ex: a GitHub link) you feel is representative of your experience and abilities.

### **Please answer the following questions:**

How do you motivate others?

Please tell us about your individual leadership style. What are your strengths as a leader and what are your areas of improvement?

Do you have experience with WordPress or a similar website development platform? If so, please describe it.

Please include a link to your favorite non-profit website and explain why you think it is impactful.

## **National Director of Summer School**

The National Director of Summer School must coordinate not only the actions of the state summer school directors, but must be able to communicate effectively about any and all summer school programs to students, parents, and must be willing to have open dialogues with staff and summer school faculty about any ideas for the improvement of various programs. Moreover, this individual will be working very closely with the foundation staff to ensure strong communication on all levels. He/she must ensure that tasks for promotion are completed and passed along to relevant state officials in a timely and thorough manner. He/she must work with the National Director of Public Relations about posts or promotions on the national JSA Facebook page and other social media platforms. Also, this individual will help/work to draft a comprehensive summer communications strategy including collateral, video, social media, JSApp as well as direct outreach for conventions and other events. He/she must also be a highly motivated individual who is constantly accessible and has skills in time management, content production, promotion, and flexibility with ideas. It is preferred that this individual have attended a JSA Summer School or Institute program in the past. The time commitment for this job is at least 5 hours per week.

### **Sample Work:**

Assess last year's summer school publicity strategies. Then, in 150-300 words, tell us how you would better promote summer school this upcoming school year. Additionally, in 150-300 words, tell us the ideas you have to better promote the JSA School Year Program at summer school to get students to start chapters. Make sure to list a campus where you could implement these new ideas, and how you would go about it, and why you think the change should be implemented. Tell us why you did/are going to attend a JSA summer program. What did you/are you hoping to gain?

### **Please answer the following questions:**

How do you motivate others?

Please tell us about your individual leadership style. What are your strengths as a leader and what are your areas of improvement?

## **National Director of Fundraising**

The National Director of Fundraising will have a large role in the execution and implementation of all national fundraising initiatives. The position demands someone who is patient and has a strong work ethic. Additionally, the National Director of Fundraising should be someone who is charismatic, with the ability to invigorate and inspire students to participate in student-led fundraising initiatives, as well as innovative, with the ability to create original fundraising ideas to be executed on the chapter, state, and national levels. The National Director of Fundraising will work with JSF's Development Department to reach out to corporations and organizations to receive sponsorship and donations for JSA programs. Furthermore, the National Director of Fundraising will be in charge of creating a standardized fundraising letter to be used on the chapter and state levels by students for fundraising. One of the chief initiatives that the National Director of Fundraising will be responsible for ensuring the success of is the national student-led grassroots fundraising initiative on StayClassy which will launch anew at the beginning of the school year. He/she will be in charge of publicizing this initiative, encouraging students to participate, and creating new ways to inspire donors to donate and more students to get involved. Finally, the National Director of Fundraising will be working closely with the Director of Development on initiatives such as matching grants. Currently, it is estimated that the new JSF Director of Development will be hired in August. The time commitment for this job is at least 5 hours per week.

### **Sample Work:**

In 150-300 words, evaluate the StayClassy fundraising initiative from this past year, and summarize at least one idea of how you would improve student-led fundraising in the 2017-18 school year. Additionally, draft an example of a fundraising letter seeking donations that could be sent to corporations and organizations. Please describe a plan to better distribute JSA's scholarship application so that more student know about it and have access to it. We know many students are uncomfortable asking family, friends, businesses, and others for donations. Please submit a sample outline for a webinar you would lead to train students on starting StayClassy pages and how best to promote them.

### **Please answer the following questions:**

How do you motivate others?

Please tell us about your individual leadership style. What are your strengths as a leader and what are your areas of improvement.

Please include three fundraising ideas that can be implemented at state conventions.