

NATIONAL CABINET 2018-2019

The Council of Governors

Chair: Max Zhang (MW)

Board Representative: Katelin Zhou (SoCal)

Secretary: Gene Kim (ORV)

National Chief of Staff

National Director of Debate

National Director of Public Relations

National Director of Media Production

National Director of Activism

National Director of Fight Apathy

National Director of Summer School

National Director of Overseas Outreach

National Director of Fundraising

Dear Prospective National Cabinet JSAer,

Thank you for demonstrating interest in applying for National Cabinet for the Junior State of America. National Cabinet is an administrative group that works closely with the Council of Governors and all state Cabinets to advance the national agenda.

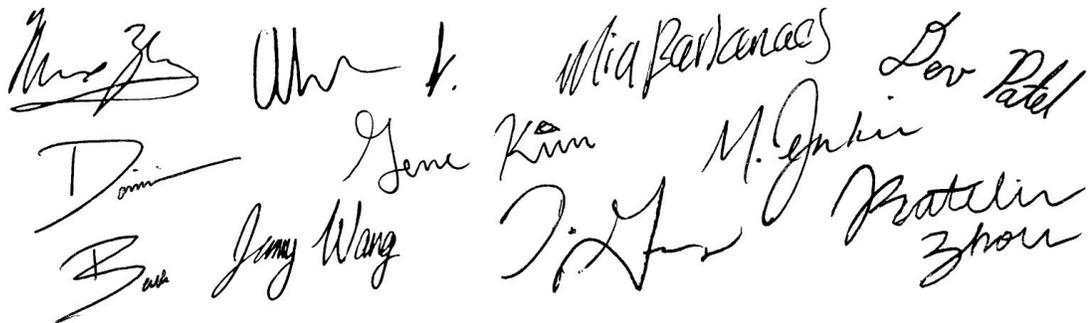
At our May Council of Governors meeting, we developed a coherent and ambitious national agenda to accomplish for the 2018-2019 school year. This agenda seeks to stabilize the organization and position it for further progress for years to come. Effectively, the success of this agenda is reliant on the dedication, collaboration, and strength of National Cabinet.

As a result, individuals on National Cabinet will be held to the highest standards, and only when surpassing already high expectations can individuals as part of National Cabinet truly fulfill their roles. Diligence, creativity, and an outstanding appreciation and understanding of JSA's values and mission will be vital.

Despite its clear demands, National Cabinet will be a unique and heavily rewarding experience. Many of you have invested ample time to JSA at a local and state level, and this is your chance to influence and shape JSA around the country.

Overall, we covet individuals that are as dedicated towards acting in the interest of JSA's progression as we are. The application that follows contains in-depth descriptions about the tasks associated with each National Cabinet position along with specific questions and tasks to complete so that we may best assess your compatibility. Choose your positions wisely, and do not hesitate to contact any of us with questions.

Warmly,



A collection of handwritten signatures in black ink, arranged in three rows. The signatures are: Row 1: Mia Perkenas, Dev Patel; Row 2: Gene Kim, M. Jankin; Row 3: Jimmy Wang, Proteus Zhou. There are also several other illegible signatures on the left side of the group.

The Council of Governors

GENERAL QUESTIONS

All positions must complete this section in order for applications to be considered admissible.

Name:

Chapter:

JSA State:

Graduation Year:

Address:

City:

State:

Zip:

Home Phone:

Cell Phone:

Email:

1. Explain your past history in JSA—list all past positions held, relevant work experience, conventions attended, etc.
2. What has motivated you to stay involved in JSA? Why is it important to you?
3. National Cabinet members will be expected to make significant time commitments and above anything prioritize National Cabinet. Describe your schedule outside of JSA, paying particular attention to other extracurriculars.
4. What forms of communication are you most comfortable with and most accessible by?
5. How many hours per week are you able to dedicate to National Cabinet?
6. In addition to their normal responsibilities, members of National Cabinet will be expected to serve as exemplary leaders within their individual states. As a leader, what are your greatest strengths, and what are your greatest areas of improvement?
7. What is your perception of the role of National Cabinet? What differentiates it from State Cabinet, why is National Cabinet so significant, and why do you wish to specifically serve as a National Officer? How do you hope to change National Cabinet as whole for the future?
8. What fictional character are you most like? Why?
9. Describe yourself in 140 characters or less.

Top 2 Positions:

- 1.
- 2.

All applications are due to jsacog@jsa.org at 11:59:59 p.m. on July 2nd.

POSITION-SPECIFIC QUESTIONS

National Chief of Staff

The National Chief of Staff works closely with the Council of Governors to coordinate National Cabinet's directors. As a crucial figure in ensuring the success of the national agenda, the National Chief of Staff must be a highly capable person able to work in a variety of different contexts to help specific directors accomplish their objectives. The National Chief of Staff is the most demanding position on National Cabinet due to its versatility in responsibility. Flexibility, clarity in communication, and efficacy in time management are required characteristics. In addition, individuals applying must have a deep commitment to JSA's mission and values and an emphatic sense of passion for the organization.

- What would you consider JSA's 3 largest strengths and 3 largest weaknesses? How do you plan to combat these weaknesses and bolster these strengths?
- How has your past experience in JSA specifically prepared you for the National Chief of Staff role? Feel free to attach a sample of your best JSA work if applicable.
- Suppose a National Cabinet director has missed two group calls and has turned in several late or incomplete assignments. How would you manage this situation?
- Commitment as a whole tends to erode towards the Spring convention season and the end of the year in general. What do you plan to do to combat atrophy in mindset or dedication among members of National Cabinet?
- Do you have any specific plans or items you'd like to accomplish as National Chief of Staff?
- Outline a possible deadline list for all members of National Cabinet (T-charted above) leading up to Fall State.

National Director of Debate

The National Director of Debate must act as a consultant on the national, state, and regional Levels. They must have extensive debate experience, a creative approach to writing resolutions and blurbs, and, of course, impeccable communication skills. The National Director of Debate must write resolutions and blurbs for use at all Fall State and Spring State conventions in accordance with the themes selected by the Council of Governors. They must be able to develop resolutions that will be meaningful for JSAers across the United States.

The Director will also work to improve the quality of debates nationwide. They will collaborate with the National Director of Media Production to create high-quality

instructional videos on debate formats and moderating procedures to be distributed to state Debate Departments. They must also devise a method of data collection to assess the demography of main speakers and best speakers. They must be able to synthesize this information effectively to identify national trends and patterns. The Director must also organize quarterly calls with state Directors of Debate to facilitate the exchange of ideas between states and collect information on the health of state Debate Departments.

The Director will also work to enrich the debate experience of delegates both inside and outside of conventions. They must organize and host national debates/thought talks on issues relevant to JSAers nationwide, plan the mock Supreme Court Case, and supervise the Governor's Gavel competition at Fall State. The National Director of Debate must be committed to improving the quality of every delegate's debate experience and be willing to explore creative means of achieving that goal.

- Draft five potential National Resolutions for both the Fall State Theme “Building Bridges: The Road to Compromise” and the Spring State Theme “America Moving Forward: Democracy in the 21st Century.” Include blurbs for two resolutions in each theme, and explain why each debate falls under its theme.
- In the past, national debates have been treated as of equal or lesser importance to state-level debate resolutions. What makes national debate resolutions special as compared to those created by state-level debate departments? By extension, how can we make national debates hold more significance?
- Summarize your plan to improve debater AND moderator quality nationwide. Additionally, tell us what debate-related initiative(s) you would like to implement on a national level?
- 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. They must write, collect, and distribute newsworthy articles and press releases to promote JSA on a national level. The National Director of Public Relations must correspond with state publicity directors and JSA's Staff Director of Communications and Engagement, Melissa Williams, to ensure fresh and regular news updates about state and local JSA events, including photographs and videos

where applicable. They will be responsible for collecting and publicizing these updates through a monthly national JSA newsletter that will be sent to all JSA delegates around the nation. Additionally, they must write frequent updates that will be posted on the national website to update delegates in JSA as well as regularly update all social media outlets, including the national Facebook page, Twitter, Instagram, and YouTube accounts.

The National Director of Public Relations must emphasize contact with media across the country to promote the organization nationwide. This includes reaching out to news organizations, schools, government representatives, and more, and they must organize campaigns to publicize specific events and ideas. They must also keep in contact with Directors of Public Relations, Communications, and Publicity across the nation, keeping tabs on all JSA events in every state and assisting in “Humans of JSA” initiatives.

- Please draft a sample national JSA newsletter for the Spring convention season (between 2-5 pages) to be consumed by all JSA delegates nationwide. One of these pages must include a written summary of Spring State as a whole nationally. You may include information about chapter of the year, activism initiatives done in the spring by different states, and more.
- Write a sample press release highlighting the Fall State convention(s) on a national level.
- How will you synthesize state newsletters into a more tangible national publication, if at all?
- How we can increase JSA’s media presence nationwide? List 10 news agencies you would publicize JSA press releases and newsletters to. What can you do to improve JSA’s social media footprint and make it a more household name?
- Please submit three sample graphics, two of which should be for JSA-related activities.
- What past experiences have you had with media, journalism and graphics? What personal connection(s) do you have to any media/news stations, if any?
- Why are you passionate about public relations?

National Director of Media Production

The National Director of Media Production is responsible for the compilation and coordination of video footage and photography across all 10 states in order to effectively produce promotional videos and publicity materials throughout the year. Experience with

videography is mandatory. These videos can range from a variety of topics including Summer School Promotion, promotion of National Activism initiatives, or promotion of the JSA School Year Program. The National Director of Media Production must be an individual who will work closely with the National Director of Public Relations to guide the direction of these videos and must possess a unique ability to realize that vision. This individual must maintain a well-organized project directory to ensure easy access to footage during the creation/revision process as well as being acquainted with advanced video editing software. The National Director of Media Production will be expected to adhere to strict deadlines and will complete several projects throughout the year.

- What previous experience have you had with creating promotional videos? Please be sure to include specific platforms you have worked with (i.e. editing software) and at least two videos you have created, one of which must be for a JSA-related activity. If you would like access to more pre-existing JSA footage, please email jsacog@jsa.org for materials.
- What is one weakness you currently see within current JSA promotional videos, and how do you plan to fix this?
- How do you hope to more effectively distribute videos on a national level?
- How will you coordinate state communications/publicity departments to collect the footage you may need from their conventions?
- Are there any specific novel video ideas you have and hope to produce while serving in this position?

National Director of Activism

The National Director of Activism must work with various 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 tangible, data-driven results of nationwide activism projects in each state. 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 chiefly 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.

- In detail, describe three national civic activism initiatives that you would like to see done during the 2018-19 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.
- Given that midterm elections are taking place this year, how do you plan to utilize this unique time period as an opportunity for activism?
- Traditionally speaking, JSA is an organization that already has plenty of activism opportunities; however, many chapters fail to partake in these initiatives, despite the availability of help and resources. Why do you think this is? How do you plan to fix this? How would you incentivize chapters to complete more activism initiatives?
- Please describe one crucial duty, not listed in the paragraph above, that you think the National Director of Activism should be in charge of. Why do you believe this duty is crucial?
- Please tell us about the best activism project that either your chapter OR state has conducted and how you contributed to the planning and execution of that 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, the Council of Governors, JSA Staff, political figures, and the media on a regular basis. This individual will be in charge of finding innovative ways to extend Fight Apathy's reach, publicizing registration for the campaign, and oversee the campaign itself, ensuring that Fight Apathy materials are effectively delivered to hundreds of high schools nationwide. 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 an ambassador for the campaign to the press and organize and promote the stories and outcomes of the campaign. This individual will serve as the point person for all Fight Apathy related inquiries which includes working with a variety of leadership throughout JSA. schools nationwide.

- How you would effectively coordinate the state directors to do their tasks in a timely manner for state Fight Apathy campaigns?
- Assess last year's Fight Apathy campaign. Tell us things you would do to improve the Fight Apathy campaign on a national level.

- What new ideas do you have to expand the Fight Apathy Campaign's reach and impact? How could we expand Fight Apathy beyond school-level campaigns?
- Moreover, how would you incentivize a high-school without a JSA chapter to sponsor a Fight Apathy campaign? How would you identify which high schools are good targets for outreach?
- How do you plan to collect data to reflect Fight Apathy's reach and impact? How do you plan to synthesize and publicize chapter Fight Apathy initiatives on a national level?
- How would you recommend working with school administrations that are reluctant to host Fight Apathy at their school?

National Director of Summer School

The National Director of Summer School plays an integral role in engaging students within JSA outside of the JSA School Year. The National Director of Summer School must act as a liaison between the state Summer School Directors and JSAF Staff members, as well as share summer school opportunities with the entire JSA community, including parents and students. They must be willing to field questions regarding JSA Summer School from a diverse body of individuals, and assess ways to improve JSA Summer School programs. They must hold the state directors accountable for their work so it is completed efficiently and punctually. They must coordinate with the National Director of Public Relations to create a JSA Summer School promotional video, as well as to keep the national website updated with new Summer School opportunities. Moreover, it will be in the range of responsibility of the National Director of Summer School to facilitate the transition between Summer Program attendance and beginning JSA chapters for non-JSA student delegates at Summer School. It is mandatory that the individual who fulfills this role has attended a JSA Summer School/Institute in the past.

- Assess the current level of promotion of Summer School. Then, outline some unique ideas to better promote JSA Summer School. Be sure to include where this promotion can be accessed and what ideas will be put forth in the promotion.
- How do you plan to engage parents in the process of enrolling students for summer school? Be sure to describe how this change will happen, and why it is of importance.
- Because the Summer School Director will be working more specifically with expansion departments this year than in years prior, describe how you plan to help facilitate the transition from Summer School into JSA School Year programs, including students starting chapters at their own schools.

- How do you plan to motivate students to attend a JSA Summer Program?
- What experiences and skills did you learn from the JSA Summer Program you attended? Why is JSA Summer School so valuable in the first place?
- Often, fundraising for Summer School is a significant barrier in encouraging attendance. How will you work with students to overcome this obstacle?

National Director of Overseas Outreach

The National Director of Overseas Outreach works to bridge the gap between JSA chapters overseas and the organization as a whole. They are expected to represent the interests of students in the U.S. territories, work to maintain contact with potential JSAers internationally, and strive to expand JSA's presence in other countries. In the U.S. territories, they will work with chapter presidents to develop 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. They are expected to keep in close contact with overseas chapter presidents and ensure any issues are resolved. Additionally, if a new chapter emerges in a state with no other current chapters, the Director will be expected to provide this chapter with additional support and gradually integrate them into the broader structure of JSA. The National Director of Overseas Outreach will also work closely with the Program Director in charge of expanding to the U.S. territories.

- Have you had experience with coordinating or working with remote chapters of any kind? If so, explain the extent of this experience.
- A chapter in Guam wants to host a chapter conference and host other chapters and non-chapters from schools in the area. What advice would you give to this chapter and how would you help them make this a successful event?
- Explain how you would work to increase the presence of JSA internationally.
- You will often face a multitude of challenges when working with territorial and international students. Please discuss how you would respond to each of the following scenarios:
 - You are trying to call a student in Guam, but the person that answers the phone is a parent who does not speak English, and cannot pass on your message.
 - The students you are trying to contact have very limited access to technology. Emails may only be answered occasionally using the one or two computers at school.

- You are attempting to communicate with a JSA chapter in Palau, but they are 16 hours ahead of your time zone.
- In many of the Pacific cultures, it is considered offensive to question authority. The chapter members you are working with has trouble inquiring about the specifics of JSA. You can tell they are confused, but nevertheless, they do not ask any clarifying questions because it is considered rude. How would you encourage these students to step outside their cultural norms and question authority in a respectful way?

National Director of Fundraising

The National Director of Fundraising must be charismatic and patient as their job will revolve around working with other students in JSA, the JSAF Development Department, and potential donors. This position requires much dedication and work as well as a someone who can communicate effectively and well with others. There are two parts to being the National Fundraising Director: working within the student-run aspects of JSA and working with individuals who are not directly affiliated with the student-run aspect of JSA. There are many responsibilities when working with the students of JSA. One of the main responsibilities will be to draft a standardized fundraising letter to be used on the chapter and state levels by JSA members to send to potential donors. The National Director of Fundraising is also in charge of overseeing the student led fundraisers on Classy, which is what JSAers will use as a medium to collect funds for their respective states. They will also be in charge of keeping in touch with every state's respective cabinet Fundraising Director and be available to assist each and every one of them if needed. When not directly working with student members of JSA, the National Director of Fundraising will be working with the JSAF Development Department, which is run by Tom Silverman. Together they will search for fundraising opportunities for JSA as well as working on matching grants.

- In 100 words or less, write a comprehensive yet persuasive elevator pitch that you would give to a potential donor or someone interested in learning about JSA. This elevator pitch should be a quick way to pitch JSA to someone who has never heard of or knows very little about JSA.
- Identify solutions to problems with the matching grants and Classy fundraising that you would like to address if you were the National Director of Fundraising.
- In 200 or less words, tell us how you would talk to a student who is new to fundraising and how you would teach them to fundraise for JSA. This small essay

should include tips on how to fundraise, instructions on how to use Classy, and any other vital information you feel is necessary to communicate to this individual.

- What innovative fundraising initiatives do you have in mind to potentially implement on a national level?
- How will you incentivize continued student fundraising over the course of the year?
- What businesses/corporations do you specifically plan on soliciting funds from this year? Why do you believe they are a good target for the JSA Development team to focus on? Where did you hear about the company(s), and please list any personal connections you have with any, if applicable.