

Candidate Sheet: Caroline Klette

Office: 1st Vice President

Qualifications:

Holding local offices: On the local level, I have held the office of Historian for two terms and the offices of Secretary and 1st Vice President.

- As local Historian I created relevant material by attending events and photographing Latin students during certamen, service and social events, and at Convention. The office of Historian gave me valuable experience with technology and social media which I will capitalize on in my role as OJCL 1st VP.
- As Secretary, I attended meetings and took detailed minutes. I refined my organizational skills and enhanced my technology skills.
- As 1st VP, I aided our president in leading our club, planning service and social events, club projects, and increasing our club's attendance at events. During my term as 1st VP, I increased attendance at local Summit events and, importantly, boosted attendance to this year's State Convention by 25%.
- Holding State Office: As State Historian, I revitalized our social media accounts, including Instagram and Twitter, and increased awareness, demonstrated by the number of likes with an increase of over 400% and a follower increase from 30 to over 200. One example of my contributions is the work I did to create the first ever Fall Forum. Ohio has over 600 photos on Flickr in the NJCL which I submitted during my term.



Goals:

- Institute a "Buddy" program for new, inactive, or struggling clubs to partner on local service and social events, and provided mentoring as the clubs establish programs of their own.
- Publicize the OJCL through an expanded and enhanced social media presence, including Instagram, Twitter, Facebook, YouTube, and even more platforms. Because social media is the preferred method of communication among OJCL members, this increased activity will create interest and greater attendance at regional and statewide events.
- Create a publicity and social media contest following the established NJCL guidelines. This will encourage clubs to create their own social media accounts, which will in turn help them increase attendance at local events.
- Continue and expand the previously established Outreach Program. I will continue to make visits to schools and give presentations to the individual clubs. I will also provide the prospective new clubs with promotional videos and materials to show their club to increase their interest in the JCL.