



name: **Richard, Kendall**

office: **First Vice President**

sponsor: Larry Dean

school: Summit Country Day School

grade: 11

Classics/JCL Experience:

Years of Latin/Greek: **5**

State Conventions attended: **3**

National Conventions attended: **3**

Will you attend all Executive Board Meetings, Fall Forum 2021, and State Convention 2022?

(Y/N): **Yes**

Will you attend the 2021 Virtual National Convention? (Y/N): **Yes**

Experience/Activities:

Club Offices:

I've served on Summit's local board for 3 years now, and have gained a lot of experience and expertise during this time. My freshman year, I was on a Club Project committee where I worked to complete various projects, such as the banner, the music video, and the commercial. Last year, I served as historian, during which time, I won Photo of the Season and completed both scrapbooks (when traditionally only one was submitted). Finally, this year I have served as First Vice President, working with younger officers, leading events, and even managing service projects.

Relevant experience or traits, general and with specifics for the given Office:

The office of First Vice President requires a very specific skill set: the ability to create captivating content, willingness to be bold in outreach and involvement, and ultimately the expertise to extend the OJCL's reach through both effective social media and interpersonal connections.

As the current OJCL editor, I am responsible for publicising my newsletter and in turn gaining readers and writers for it. In order to achieve both of these necessary goals, I extensively collaborated with the current First Vice President and created compelling content on the OJCL Instagram. In addition to my duties regarding the Torch, I was charged with creating posts, fliers, and graphics for the OJCL Instagram. This experience gave me the opportunity to create content for the same platforms I will be responsible for as First Vice President. Beyond creating content for the OJCL, I have managed several other successful accounts, notably the Aspiring Doctors Instagram and other platforms. These accounts have gained a significant new following under my leadership: roughly a 10% increase in six months. Through managing these accounts, I have learned how to manage different types of social media, post for different types of audiences, optimally post content to have the greatest effect. Beyond creating captivating content that is engaging to viewers, I am also well versed in the language of social media, such as methods of posting (stories, highlights, lives, etc.), optimal posting time, and the use of hashtags. I know how to grow a

following, utilize different platforms, execute various methods of posting, and use social media to reach new audiences. This experience with social media makes me an ideal candidate for the office of First Vice President, where social media and outreach are absolutely essential.

Additionally, I have the expertise to reach out and grow this organization I love so much. I am willing to conduct meaningful conversations about this problem as well as the boldness to reach out. During my time working on various political campaigns this year, I was responsible for boosting involvement, from both inactive supporters as well as potential members. I achieved this successfully through my confidence. More importantly, I learned how to effectively engage through this process; I learned how to provide resources in a compelling way, promote my candidates effectively, and ultimately demonstrate potential volunteers why they should join our campaign. In order to create a growing and more engaged OJCL, I will use my experience to make connections, communicate efficiently, and ultimately widen the reach of the OJCL.

School & non-school related activities/sports/etc.:

Outside of school, I keep busy volunteering and various internships. I try to volunteer and do non-profit work as much as possible. I tutor through organizations that pairs inner city kids with high schoolers, in order to give them a more approachable staff of teachers. I've tutored 6 students consistently for 11 months (both in person and virtually.)

Beyond this, I intern with several political organizations, doing work to provide research, broaden viewpoints, and build community. I was selected to participate in a paid research training seminar with Blue Future, and since have completed over 120 hours of outreach through phone banking. In addition to this, I have also worked on several campaigns as a youth intern director since August, including 1 presidential primary campaign, a presidential campaign, 2 senatorial campaigns, 1 congressional, and 2 mayoral campaigns.

Executive Board:

Ability to communicate with students and adults (chaperones, sponsors, teachers):

During my time on a political campaign, I served as the head youth intern for my region. This meant that I would be in charge of managing a group of Cincinnati students and maximizing their effectiveness on the campaign. And in turn, I would communicate the group's needs and achievements to my supervisors.

In the midst of September, the group was swamped with work, between outreach, phonebanking, and research, there was far too much to be done, and we didn't have the time and resources to do it. It was then my responsibility to work with my team and my bosses to find an effective way to get the job done, without crippling the group.

What have you done to understand the duties of the office you are seeking?

I've learned a lot during my time on the current OJCL board and beyond. As editor I created content for the OJCL instagram, which has helped me understand what to post on the accounts I would be responsible for. In addition to this, I have discussed and developed my qualifications and ideas extensively with the current First Vice President, and I have read the constitution and by-laws in order to make sure I clearly understand the duties of the office.

Do you have any goals/ideas for the Executive Board and/or the OJCL? Please be specific to the office you are seeking.

My goal as First Vice President can be summed up in one idea: engagement. This can be accomplished on two fronts:

First, I plan on using the OJCL social media accounts to create content that both engages and informs the viewer. The OJCL Instagram and other forms of social media are critical to involvement. Since social media has become extremely important to reaching new people, it is crucial to make the Instagram and other accounts as effective as possible. I plan to continue the current First Vice President's plans to increase followers through Board-sponsored Instagram events (i.e., the bake-off done on Instagram live), as well as opening this up to local boards. The purpose of this is that more students will be inclined to view our social media if they could be featured themselves. In addition to these events, I plan to open our social media to all OJCL members and allow them to submit photos or chapter updates so that their work may be featured, regardless of other contests. Currently, when students want their photos featured on the OJCL instagram they must submit to the Photo of the Season Contest, however, few students do. Allowing members of the OJCL to submit to the OJCL Instagram (via DMs or Google Form) will create new and personal content for social media, while also increasing student engagement. In addition to Instagram, I plan to utilize other OJCL social media accounts that remain unused. The OJCL has Twitter and Facebook, in addition the OJCL does not have a Tik Tok account, a platform which a growing number of our members use. I specifically plan to use Twitter and Facebook, as well as creating a Tik Tok account. Students will become further involved through the use of Twitter, where it is easier to spread posts and information compared to Instagram, and Tik Tok is currently the most popular form of social media. Utilizing Facebook serves a different purpose; while most students don't use facebook, many parents do. Making use of this platform will help more adults, specifically parents, understand the OJCL and the events sponsored by the organization, as well as providing resources. Further, many schools post their students as well as their accomplishments on social media, by giving the OJCL a presence on more social media platforms, the organization will be able to better connect with schools. Social media is becoming increasingly more important, and as First Vice President, I will use various social media accounts and platforms to inform and engage our followers and provide resources to our audiences.

Secondly, I will increase membership and outreach in three different ways, where we are currently lacking. Clubs might not join the OJCL for three reasons: they do not want to, they do not know how to, or they do not know about the JCL. I have plans to rectify all three of these issues. If there is a school that offers latin and is familiar with the JCL, yet does not want to join, I will work with them to show the benefits of the JCL. As First Vice President I will send out a Google Form to these schools in an attempt to figure out why they won't join, and by utilizing interpersonal communication, I will attempt to solve any underlying issues. Next, for the clubs who are interested in joining but are not sure where to start, I plan on creating a guide on how to join the OJCL and start an effective chapter; this guide would include information for potential sponsors, a rough outline for a constitution, as well as how to get students involved. If this guide is successful, I plan to add a section on the OJCL website for those interested in joining. Finally, I plan on working with schools outside of the three major cities in Ohio on hosting OJCL events. This will allow schools who might not know of our organization to see all the benefits of joining. The future of the OJCL relies on engagement.

Other Biographical Information/Comments:

I look forward to further developing my ideas at nominations committee and meet the candidates!