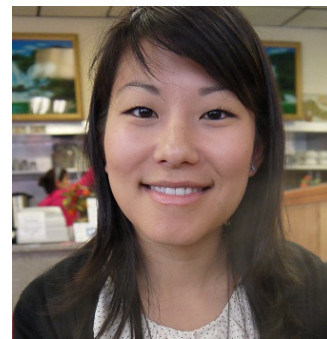


# Christina Omori

New England JETAA (US-3)

JETAA USA Country Representative 2012-2013  
National Conference CR representative 2012  
NEJETAA Communications Coordinator/Webmaster 2008-present  
National Conference chapter representative 2009  
Regional/Technology Conference chapter representative 2012  
ALT, Saitama Prefecture 2004-2005



I wish to submit my platform to run for a second term as JETAA USA Country Representative.

Since 2008 I have been deeply involved with New England JETAA, serving as Webmaster and actively planning and coordinating our chapter's events. Last year I served as Country Representative for JETAA USA with fellow CRs Jennifer Butler and Melissa Chan and worked on the Institutional Capacity Project, National Conference, and 311 Relief Fund with the Board of Advisors. It has been an honor working with JETAA USA, CLAIR, MOFA, JETAAi, and AJET. I hope to continue serving JETAA USA in this capacity and for the mission of improving US-Japan relations.

## **CR contributions:**

In addition to supporting the National Conference and the Institutional Capacity Project, I maintained the jetaausa.com website and Chapter Officers Group to ensure transparency and open communication. The National Conference in San Francisco was a great success, with 18 out of 19 chapters attending in San Francisco thanks to host JETAANC. I reported on the success of JETAA USA's 311 Relief Fund contributions totaling \$89,000 that were donated to various educational and non-profit organizations and charities for those affected in Tohoku. I hope to continue supporting this momentum and see through the remaining contribution to Rikuzentakata City in the coming year. I had one-on-one calls also known as "Fireside Chats" with several officers to stay updated on their chapter's activities and to provide support as need for questions or concerns. I also helped to connect 12 chapters together to share information and advice for chapter and sponsor hosted film screenings of Regge Life's documentary about the late Taylor Anderson. Several chapters held screenings last month in commemoration of the 2 year anniversary of the Tohoku earthquake/tsunami and more will take place this spring.

## **CR goals for the year:**

- I look forward to continuing my support for the Institutional Capacity Project as it is important in ensuring the successful future of JETAA USA. Furthermore I am interested in applying my market research skills to explore measuring and evaluating the impact-of-JET issue as I feel it would add value to this project.
- The programs from the 2012 Regional/Technology Conference in Denver contributed to transitioning NEJETAA's membership mailing list to MailChimp, a vast improvement from our previous platform. I want to ensure we explore the opportunity for a regional conference in 2014 so we can continue sharing information with chapters about technology resources.
- I would also like to support this year's plans for updating the jetaausa.com website. As CR I managed updating the site's content, but I want to learn more about improving the site's functionality and accessibility to grow it as a valuable resource for JET alumni and the greater community. I wish to increase content and publicity for the JET in-the-news section in line with the value-of-JET topic, make the site more mobile-friendly, and revisit Google Analytics to learn how the site is used so we can attempt making changes that will increase traffic. These are improvements I could explore given my professional experience in digital media sites and testing. I look forward to helping with these changes so our digital presence can continue to reflect JETAA USA's growing accomplishments and remain an important source of information about JET and Japan for alumni and the general public.

Please feel free to get in touch with me if you have any questions. Thank you for the consideration to serve as Country Representative for 2013-2014.