



## **JETAA-I Vice Chair**

**Candidate: Andrew Massey (JETAA-I Vice Chair; JETAA Toronto Co-Chair)**

### **Summary**

**JETAA Exp:** JETAA Toronto: Co-Chair (2021–), Treasurer (2019–2021), Website Coordinator (2016–2019)

**JETAA-I Exp:** Vice Chair 2020–2022 (2<sup>nd</sup> Term), Country Representative (Canada) 2019–2020

**Vision:** Hold a successful IM in 2022; Recognise alumni for their service; Improve media and web presence.

**Plan:** (1) Continue to organize IM 2022; (2) Launch the JETAA-I Volunteer Service Award initiative; (3) Propose a new JETAA-I executive officer role focused on media and communications.

### **Candidate Bio**

Hello, and thank you for your consideration. I am Andrew Massey, the current Vice Chair of JETAA-I, and I am seeking re-election to complete my third and final term in this role that I have held since April 2020.

I live in Toronto, Canada where I work as a copy editor and consultant. I have actively served JETAA at the local chapter level since 2016, was elected as Country Representative of Canada, and attended the IM in 2019.

### **Thoughts on JETAA-I**

The global pandemic continues to affect how all JETAA chapters operate. We have been forced to adapt in unexpected ways and we will be dealing with the aftermath for years to come. Where do we go from here?

Over the past two years, I have kept asking myself: How can JETAA-I evolve to meet the challenges of our times? How can we thrive in this new environment? What can we do unite and empower our membership?

While much has changed in the world, our committed encouragement of one another remains the same. In web conferences and working groups, across time zones and countries, with people meeting for the first time, you can still feel that common thread of the JET experience connecting us all. It's inspiring, and it's ours to protect.

### **Vision and Action Plan**

My vision as Vice Chair is to look within our organization for ways to recognise, connect, and empower our global membership. Yes, external collaboration with other organizations is very important, but it is just as vital to look inward for new and innovative ways to strengthen the communities that we serve.

To that end, I would like to propose the JETAA-I Volunteer Service Award initiative, which would recognise contributions and years of service by individual members at the chapter and national levels by way of an internationally recognized annual award. My plan is to work out the details with the Chair and Board of Advisors over the coming months and to put this initiative to a vote at IM 2022 later this year.

Speaking of IM 2022, the planning for it has been underway since last year. Given the uncertainty of pandemic-related travel restrictions and recent geopolitical tensions, we continue to plan for online and hybrid contingencies alongside the in-person meeting. Still, I remain hopeful that the situation will improve and that we will all be able to connect with each other in Tokyo later this year.

In the meantime, I would like to re-double our efforts to increase JETAA-I's online presence by introducing a new executive officer role focused on media and communications. This person would advise on communication strategy and be responsible for matters related to visual media, social media, and branding. Again, this will need to be discussed with the Chair and Board of Advisors before putting the idea to a vote this fall at the IM.

It is my hope that these proposed initiatives contribute to the continued health and well-being of JETAA-I as an organization long after my time as Vice Chair passes. I would be very grateful for your support in this year's election, and whatever the outcome, I am honoured and privileged to serve the international JETAA community.

Sincerely,

Andrew Massey, JETAA-I Vice Chair, JETAA Toronto, Canada