



## Elected Board Application Fall 2021

### INSTRUCTIONS

Please attach your **current résumé** and **Fall 2021 schedule** with this application (class, work, other extracurricular activities). All executive board members must be able to accommodate executive board meetings (EBMs) and general body meetings (GBMS) in their Monday night schedules unless this is later changed by the **Fall 2021** Executive Board.

Applications are due **no later than Wednesday, April 14th at 11:59 PM PST. NO EXCEPTIONS.** Please send this document with all supplemental materials to President ([president.apousc@gmail.com](mailto:president.apousc@gmail.com)) and cc Sergeant-at-Arms ([sergeantatarms@gmail.com](mailto:sergeantatarms@gmail.com)) and Webmaster ([webmaster.apousc@gmail.com](mailto:webmaster.apousc@gmail.com)).

**Election Day:** Candidates for President and New Member Educator will have 3 minutes to give their speeches. Candidates for all other positions will have 2 minutes.

You may present **1 slide per position** you run for at the time of your speech. If you are running all or nothing for a co position, you may share a speech with your running mate and have **up to 2 slides**. If you are not running all or nothing, you must have a separate speech and slide. Slides are due **no later than Wednesday, April 14th at 11:59 PM PST** to President ([president.apousc@gmail.com](mailto:president.apousc@gmail.com)). No changes to your slide(s) may be made after this date. You will not be allowed to pass out additional materials or papers during your speech.

### PART I: GENERAL INFORMATION

Name: Matthew Ayala

School Year (Grade): Junior

New Member Class (Semester & Year): Alpha Xi/Spring 2020

Major(s): Political Science

Minor(s): Business, Applied Analytics

E-mail(s): [ayalam@usc.edu](mailto:ayalam@usc.edu)

Phone Number(s): (562) 879-7722

**Please mark which elected position(s) you are running for with an X:**

☒ President (1)

☐ Pledgemaster AKA New Member Educator (1)

☐ Co-VP of Finance (2)

☐ Co-VP of Membership (2)

☐ Diversity & Inclusion Chair (1)

☐ Intechapter Chair (1)

☐ VP of Communications (1)

☐ VP of Fellowship (1)

☐ VP of Service (1)

Name of person you are running with (leave blank if no running partners):

Are you running all or nothing (leave blank if not applicable):

\* A list of officer descriptions can be found in our [Chapter Bylaws](#) on the APO website.

## **PART II: SHORT ANSWER QUESTIONS**

### **1. Why do you want the position(s) you are running for? Why are you the best candidate for the position(s) you selected?**

It has been more than a year since the coronavirus was designated a global pandemic. Since then, our chapter has adapted and accomplished a great deal within these past months: executing a fully-online recruitment, creating a DEI committee, and implementing a financial aid system. The past year has been a testament to the strong community and enduring resilience within our chapter. However, we must be conscious of the systemic changes our chapter has faced within the past semesters. These challenges have continued to affect our chapter semester-to-semester, yet an in-person return presents the executive committee with a unique and extraordinary opportunity to redefine how the Alpha Kappa functions within the USC community. The Alpha Kappa chapter has remained resilient within the past year and I believe that strong leadership is imperative to further our development in the fall. *That is, we cannot predict the future. But we can seek to understand what the future might hold.*

I believe that my natural skills lend themselves to the expected and unexpected challenges of serving as the President for the Alpha Kappa Chapter. The notion of starting afresh, refining our reputation across the university, the concept of becoming an engaged spokesperson—while

advocating for marginalized communities—in lay terms, leadership, is enticing. Coming to this realization, I feel an obligation to pay it forward in any way I can and I genuinely hope to be able to represent and inspire individuals within diverse communities; I want to continue to overcome my challenges and refine my personal development while helping to uplift others through Alpha Phi Omega.

From forming new relationships with on-campus organizations to revamping our university-wide marketing strategy, I am driven to providing direction for other individuals on my team while making corrections to stay on track. I look at the vision of our team and prioritize my actions. Additionally, I am skilled in accumulating a myriad of data through information, ideas, and relationships; this competence applied to Alpha Phi Omega would refine my expertise in engaging both new and old members to increase member morale within the chapter. Aside from my non-academic skills, I believe that my superior work ethic characterizes the upper echelon of learning and professional development, for I pursue my projects with vigor and attention to detail. With these concrete skills and a desire to learn, I believe I can be an asset as the President of Alpha Phi Omega.

I believe that APO can provide the framework where my personal skills and professional ambitions integrate to incite social change in my personal passions. As an analytical problem-solver, I am eager to deal with the intangible—our chapter's culture—with tangible results. The ability to connect actives and pledges with the character and awareness of a greater purpose and responsibility only draws me more to serve as the Alpha Kappa President.

## **2. What is your vision for APO and what are your goals for the position(s)?**

*Crafting a new vision for APO starts with translating problems into growth opportunities*

### **1. Diversity & Inclusion**

- a. Alpha Kappa must pivot from internal advocacy to external affairs in order to promote DEI within our organization. This starts with utilizing USG and experience driven marketing techniques to achieve campus awareness.

### **2. External Affairs**

- a. It would be remiss to not consider our relationships with on-campus organizations; that is, we must start playing a greater role within the social impact scene. This starts with collaborating with Trojan Knights, Helenes, LACI, Troy Camp, and SCoat.

### **3. Organizational Restructuring**

- a. Our chapter has one of the most organized and pragmatic systems at USC. However, we must realize our potential for greater efficiency. This starts with changing EBM structure and committee responsibilities..

### **4. Social Impact**

- a. Alpha Kappa has the potential to greatly impact LA nonprofits and social impact ventures. Starting a social impact coalition with like minded organizations will allow us to mobilize our resources and ensure long-term sustainability for our mission.

*Quantitative goals will allow Alpha Kappa leadership to remain accountable during the fall semester. If we want to succeed, we need to set goals. Without goals we lack focus and direction. Goal setting not only allows you to take control of our trajectory; it also provides us a benchmark for determining whether we are actually succeeding.*

1. Campus Collaboration: Alpha Kappa will collaborate with 3-5 on-campus organizations on fellowship and service events to increase our awareness on campus
2. Diversity & Inclusion: We need to change our approach to DEI. We will use USG resources and a new marketing strategy to connect with new, unrecognized groups.
3. Service Learning: Our work is not impactful unless we are cognizant of our position within the community. AK will continue to hold educational workshops on saviorism and the wealth gap.
4. Member Retention: Membership retention—measured by fulfilling requirements—will increase by ~20% with expanded committee meetings
5. Recruitment: We will increase our applicant pool by >50% during the fall semester with increased outreach and marketing transformation.

**3. What new ideas can you bring to the position and organization as a whole? Please provide examples.**

*Communication with IC chapters on recruitment, membership retention, and DEI allows Alpha Kappa to probe for solutions. These ideas were recommended by IC chapters.*

**Cornell University | Gamma Chapter**

- Increasing collaboration among family heads and VP Membership to promote friendship
- Using a positivity marketing campaign & chalk art during recruitment
- Collaborating with the Dean of Diversity to form a DEI strategy

**UCSB | Psi Chapter**

- Leveraging additional digital channels (Instagram Ads) will allow the chapter to connect with untapped audiences
- Allowing prospective members to chat with actives in a 1:1 setting will allow them to gauge if the organization is a good fit

**NYU | Beta Iota Chapter**

- Starting socials with other RSOs will allow us to gain a stronger foothold in the USC social impact community
- Allowing members to sit on committees will increase active retention

## UCSC | Alpha Gamma Nu Chapter

- Collaborating with environmental organizations to increase local impact
- Using school-sponsored communication to promote recruitment

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*Redefining our niche in the LA social impact ecosystem starts with increasing our external engagement at the university level*

## USC Collaboration | Social Impact Collaboration

- Increasing our on-campus awareness means targeted collaboration with diverse organizations
  - USC Helenes
  - Trojan Knights
  - Los Angeles Community Impact
  - Troy Camp
  - Science Outreach
  - Marshall Outreach Volunteers
- What does this look like?
  - Socials & Public Service Events
  - Recruitment Overlap??

## USG Resources

- I plan on using my term to focus on social impact and the external community. I hope to create synergies among USG and Alpha Kappa.
- Funding: Using USG funding will allow AK to focus on increasing our philanthropic efforts
- Communication: As a USG Senator, I can leverage existing communication channels with cultural assemblies to distribute our recruitment materials to untouched populations

## PR & Marketing

- Our marketing outreach is antiquated and must focus on reaching students in unique and unforeseen methods
  - Positivity Campaign—used by Cornell—would allow us to reach a large amount of students will communicating the friendship aspect of our organization.
- Our marketing materials need to be updated to align with our mission. This includes social media channels.
- Our leadership has continued to make reactive decisions rather than proactive decisions when it comes to external events. We need to alter our approach and remain cognizant of our communities.

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Internal initiatives are best executed through a top-down approach and collaboration among the executive committee

### 1. Membership

- a. Restarting active retreat to foster active camaraderie before pinning
  - b. Collaboration with on-campus organizations
  - c. Increased family head involvement to create more fellowship events
  - d. Increase leadership development among ExComm with APO Leads
- 2. DEI
  - a. Increased outreach to BIPOC and non-traditional members using USG
  - b. Ensure DEI is applicable to all external marketing materials
  - c. Host additional DEI workshops during recruitment
  - d. Create a rubric for internal leadership applications to ensure equity and fairness in A-Board selection
- 3. Service
  - a. Create 2-3 public service events throughout the semester to increase campus awareness
  - b. Follow other IC chapters in National Service Week (2021: Environmentalism)
  - c. Focus on on-campus philanthropic efforts during recruitment to create APO awareness
- 4. Pledge Team
  - a. Ensure daily communication with pledge team; advise if needed
  - b. Hold meetings with pledge ExComm throughout the semester
  - c. Create a pickup list with P-Team
  - d. Create protected weekends for P-Team to ensure wellness during the semester
- 5. Recruitment
  - a. Introduce 1:1 coffee chats to potential new members; one PNM paired to two actives
  - b. Increase transparency during recruitment (What are we looking for?)
  - c. Introduce leadership style recruitment activities to see how PNMs interact with one another

**4. What relevant experience, if any, have you had working in committees or other organizations for the position(s) you are running for? Please be specific.**

From past leadership positions, I have gained a critical understanding of the fundamental skills necessary to perform as a team leader in regard to diversity, inclusion, and equity. During the past year, I have had the opportunity of working with multiple DEI organizations and have developed the interpersonal skills needed to encourage, support, and celebrate the diverse voices in a large organization. From learning about the various identities of students to refining my knowledge of systematic oppression, I am dedicated to continually building an environment that supports one goal: the inclusion and retention of members.

While serving within Alpha Phi Omega, I completed the following as D&I Chair, SEC Intern, and VP Finance:

- Organized over 15+ diversity events collaborating on LGBTQIA+ Awareness, Women's Rights, and Ethnic Identity; expanding executive-level communication efforts
- Designed and implemented a strategic initiative to start philanthropic efforts with the Downtown Women's Center, resulting in extended community outreach through a food drive for 100+ women
- Collaborated with recruitment and PR team to expand outreach to different communities and organizations on campus, creating an applicant pool of 80+ prospective members
- Served as a liaison with other campus organizations, community groups, and coalitions, implementing new service and identity events with USC APASS
- Collaborated with Delta Phi Epsilon and 15+ organizations to raise \$100,000+ in the Stand for Justice Campaign
- Introduced a financial aid system for actives and pledges
- Planned and executed a weekend long retreat for the Alpha Kappa chapter with James Tang

**5. What other time commitments will you have next semester (i.e. other student organizations, work, research, etc.)? How do you plan to balance APO executive board duties with those commitments?**

In the fall, I will be a senator within our undergraduate student government; however, this takes up 8 hours which does not interfere with my other commitments. Alpha Phi Omega is an organization where personal investment and an openness to improvement have characterized my commitment to my fellow brothers. I believe that my keen ability to balance my multiple time commitments will continue to guide my system of prioritization and time management in the semesters to come. By utilizing Notion—a note-taking and collaboration application with markdown support that also integrates tasks, wikis, and databases—and Apple Calendar, I hope to make smarter decisions in evaluating my personal and professional commitments. Next semester, I may also be recruiting for full-time positions in management consulting.

***Don't forget to attach your résumé and schedule!***

Thank you for taking the time to apply for APO's elected board. You will be contacted shortly after the submission deadline with more information about elections. If you have any questions or concerns, feel free to email [president.apousc@gmail.com](mailto:president.apousc@gmail.com).

Alpha Phi Omega | Alpha Kappa

# Fall 2021 Presidential Platform

Matthew Ayala | Alpha Xi



# A Message for Alpha Kappa

It has been more than a year since the coronavirus was designated a global pandemic. Since then, our chapter has adapted and accomplished a great deal within these past months: executing a fully-online recruitment, creating a DEI committee, and implementing a financial aid system. The past year has been a testament to the strong community and enduring resilience within our chapter.

However, we must be conscious of the systemic changes our chapter has faced within the past semesters. These challenges have continued to affect our chapter semester-to-semester, yet an in-person return presents the executive committee with a unique and extraordinary opportunity to redefine how the Alpha Kappa functions within the USC community.

The Alpha Kappa chapter has remained resilient within the past year and I believe that strong leadership is imperative to further our development in the fall. *That is, we cannot predict the future. But we can seek to understand what the future might hold.*

Matthew Ayala



# Background

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Research within the AK chapter and across IC chapters provides insight to understanding problems

# Forming new relationships with RSOs and altering our marketing outreach will direct our external growth at USC



I believe that my natural skills lend themselves to the expected and unexpected challenges of serving as the President for the Alpha Kappa Chapter. The notion of starting afresh, refining our reputation across the university, the concept of becoming an engaged spokesperson—while advocating for marginalized communities—in lay terms, leadership, is enticing. Coming to this realization, I feel an obligation to pay it forward in any way I can and I genuinely hope to be able to represent and inspire individuals within diverse communities; I want to continue to overcome my challenges and refine my personal development while helping to uplift others through Alpha Phi Omega.

From forming new relationships with on-campus organizations to revamping our university-wide marketing strategy, I am driven to providing direction for other individuals on my team while making corrections to stay on track. I look at the vision of our team and prioritize my actions. Additionally, I am skilled in accumulating a myriad of data through information, ideas, and relationships; this competence applied to Alpha Phi Omega would refine my expertise in engaging both new and old members to increase member morale within the chapter. Aside from my non-academic skills, I believe that my superior work ethic characterizes the upper echelon of learning and professional development, for I pursue my projects with vigor and attention to detail. With these concrete skills and a desire to learn, I believe I can be an asset as the President of Alpha Phi Omega.

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# Members must examine candidate values to determine optimal leadership style during times of urgency and growth



# Values-based decision making is critical for making decisions in an informed and timely manner

1

## Redefining Possible

I start with the perspective that the goal is not simply to solve problems for the chapter, but to redefine how we solve those problems.

Each project is unique and systemic, and there is seldom only one solution. I believe that breakthrough ideas often result from the work of teams seeking to creatively solve real student challenges. I seek to extend what is possible within the chapter through collaboration.

2

## Pursuit of Excellence

I have an uncompromising determination to achieve excellence in everything I undertake. Though I may be involved in a wide variety and heavy volume of activity, I continue to pursue quality over quantity. I will strive for continuous improvement. I will foster a team spirit, never challenging the person, but challenging the problem or initiative. I will look for new opportunities to learn and grow. I will speak up when we do not understand or do not agree with others.

3

## The Strategic Perspective

I combine creative thinking with a practical approach that focuses on getting the job done, turning decisions into action and delivering results to our members. My approach is to consider the chapter and its dynamics. Fairness is crucial. Valid data, rigorous analyses, outside perspectives, root causes, and explicit logic serve as our foundations for objective decision making in serving our members.

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4

## People First

Diversity and Inclusion are not buzzwords. They're how we live, what we respect, and a fundamental aspect to myself.

It is fundamental to our success that we accept, value, and incorporate the contribution of people from a wide variety of backgrounds. Diversity of thought, expertise, experience, and background is crucial to creating an environment in which creative tensions exist and new ideas emerge.

5

## Driven by Curiosity

When leaders ask questions, everyone within an organization feels more comfortable doing the same. Leaders who are open to asking and answering questions help foster an environment that is naturally inquisitive, increasingly engaged, and overall, more productive. But these practices have to begin at the top. Leaders that are stuck in their ways and resistant to different perspectives are less likely to lead their organizations to new heights.

6

## A Commitment to Truth

Integrity means distinguishing right from wrong and doing the right thing. I represent my capabilities honestly. I only make promises we can keep. I aspire to take the time to consider my actions and ask whether I can defend them openly today and tomorrow.

# The Process

As an individual with a keen sense of introspection, I am committed to approaching our organizational culture through a multitude of perspectives with an emphasis on creating engaging, long-term solutions. This deck outlines the research methodology used in understanding our chapter's weaknesses and envisioning viable solutions for the semester to come.



## Research

A holistic platform starts by communicating with active members to identify pressure points

## Vision

Crafting a new vision for APO starts with translating problems into growth opportunities

## Ideation

Growth opportunities must be manifested within viable initiatives

## Execution

Systemic change starts with mapping new, quantitative goals for the coming semester

# Feedback from 20+ new and active members identified organizational issues across 10 key areas



## ➡ Organizational Problems

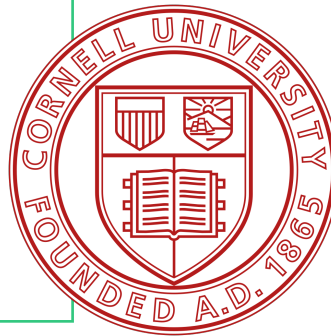
- › Bias in new member recruitment based on non-LFS factors
- › A decrease in active retention
- › A shift in organizational culture from meritocracy to mediocracy
- › A lack of friendship—a cardinal principle—exhibited through gossip culture
- › Little motivation in fulfilling semester requirements
- › Low active morale during service events
- › No proactive diversity measures during the recruitment process
- › Little to no education on philanthropy and the wealth gap
- › A rise in performative service tied to white saviorism
- › Lack of collaboration among the executive committee



# Communication with IC chapters on recruitment, membership retention, and DEI allows Alpha Kappa to probe for solutions

## Cornell University | Gamma

- › Increasing collaboration among family heads and VP Membership to promote friendship
- › Using a positivity marketing campaign & chalk art during recruitment
- › Collaborating with the Dean of Diversity to form a DEI strategy



UCSB

## UCSB | Psi

- › Leveraging additional digital channels (Instagram Ads) will allow the chapter to connect with untouched audiences
- › Allowing prospective members to chat with actives in a 1:1 setting will allow them to gauge in the organization is a good fit

## NYU | Beta Iota

- › Starting socials with other RSOs will allow us to gain a stronger foothold in the USC social impact community
- › Allowing members to sit on committees will increase active retention



## UCSC | Alpha Gamma Nu

- › Collaborating with environmental organizations to increase local impact
- › Using school-sponsored communication to promote recruitment



# Vision

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Crafting a new vision for APO starts with  
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# Vision

## Diversity & Inclusion

Alpha Kappa must pivot from internal advocacy to external affairs in order to promote DEI within our organization. This starts with utilizing USG and experience driven marketing techniques to achieve campus awareness.



## External Affairs

It would be remiss to not consider our relationships with on-campus organizations; that is, we must start playing a greater role within the social impact scene. This starts with collaborating with Trojan Knights, Helenes, LACI, Troy Camp, and SScout.



## Organizational Restructuring

Our chapter has one of the most organized and pragmatic systems at USC. However, we must realize our potential for greater efficiency. This starts with changing EBM structure and committee responsibilities.



## Social Impact

Alpha Kappa has the potential to greatly impact LA nonprofits and social impact ventures. Starting a social impact coalition with like minded organizations will allow us to mobilize our resources and ensure long-term sustainability for our mission.



# Quantitative goals will allow Alpha Kappa leadership to remain accountable during the fall semester



## Campus Collaboration

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## Diversity & Inclusion

We need to change our approach to DEI. We will use USG resources and a new marketing strategy to connect with new, unrecognized groups.



## Service Learning

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## Member Retention

Membership retention—measured by fulfilling requirements—will increase by ~20% with expanded committee meetings



## Recruitment

We will increase our applicant pool by >50% during the fall semester with increased outreach and marketing transformation

## Goal Setting

If we want to succeed, we need to set goals. Without goals we lack focus and direction. Goal setting not only allows you to take control of our trajectory; it also provides us a benchmark for determining whether we are actually succeeding.



# Ideation

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Pivoting our focus from internal projects to external initiatives will drive effective change

# Redefining our niche in the LA social impact ecosystem starts with increasing our external engagement at the university level



## USC Collaboration

### Social Impact Collaboration

- › Increasing our on-campus awareness means targeted collaboration with diverse organizations
  - › USC Helenes
  - › Trojan Knights
  - › Los Angeles Community Impact
  - › Troy Camp
  - › Science Outreach
  - › Marshall Outreach Volunteers
- › What does this look like?
  - › Socials & Public Service Events
  - › Recruitment Overlap??



## USG Resources

- › I plan on using my term to focus on social impact and the external community. I hope to create synergies among USG and Alpha Kappa.

### Funding

- › Using USG funding will allow AK to focus on increasing our philanthropic efforts

### Communication

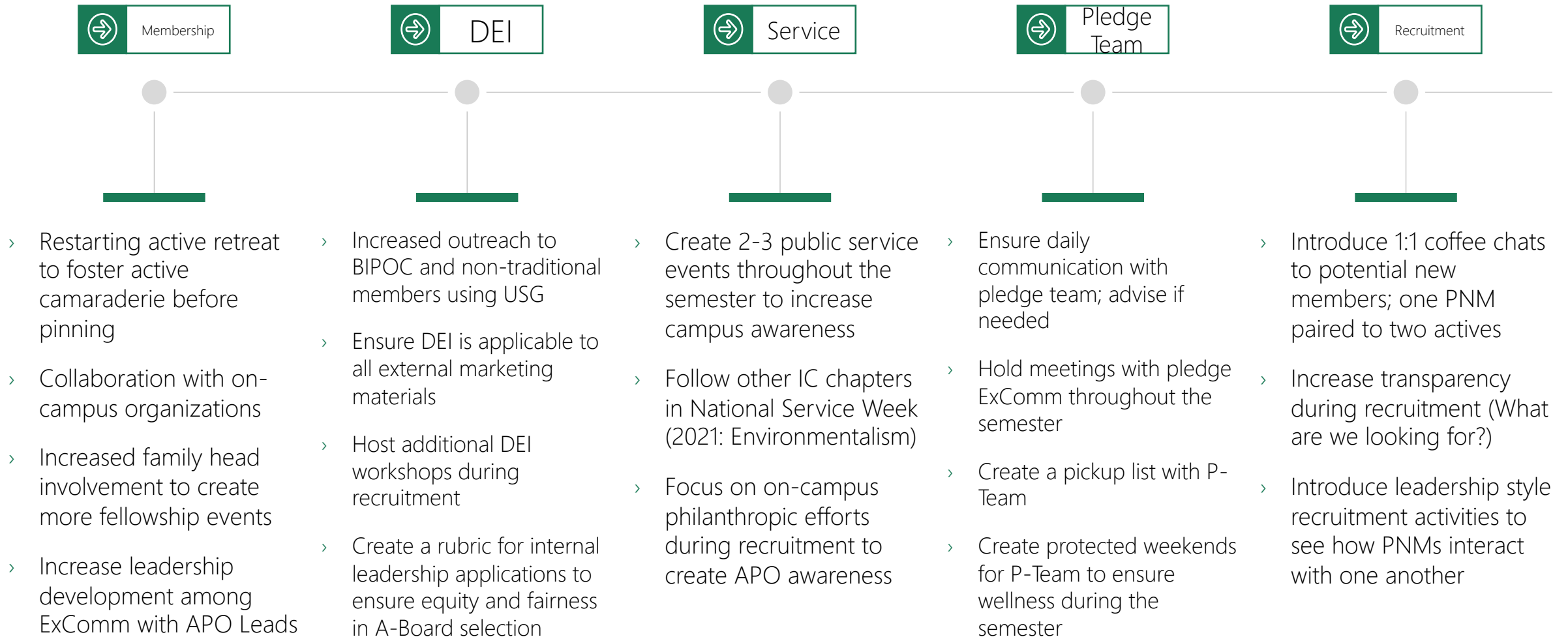
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## PR & Marketing

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  - › Positivity Campaign—used by Cornell—would allow us to reach a large amount of students will communicating the friendship aspect of our organization.
- › Our marketing materials need to be updated to align with our mission. This includes social media channels.
- › Our leadership has continued to make reactive decisions rather than proactive decisions when it comes to external events. We need to alter our approach and remain cognizant of our communities.

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# Experience

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A diverse mindset comes from leading international, national, and on-campus organizations



# Candidate experience across multiple organizations and leadership capabilities will serve as an asset to Alpha Kappa



## Social Impact

### Alpha Phi Omega

- › VP of Finance
  - › Collaborated with Delta Phi Epsilon and 15+ organizations to raise \$100,000+ in the Stand for Justice Campaign
  - › Introduced a financial aid system for actives and pledges
- › SEC Intern
  - › Planned and executed a weekend long retreat for the Alpha Kappa chapter with James Tang

### Latinx Student Assembly

- › VP of Professional Development
  - › Maintained relationships with LAA's Director and USC's Professional Funding Board in order to plan strategic professional programming and networking events



## Strategy

### Business Technology Group

- › Project Leader
  - › Managed a team of 6 to perform market research, identify key assumptions and limitations, and develop a financial strategy

### USG Senator

- › Created a university-wide political campaign using digital marketing with content reaching 36,000+ people and 9,000+ students
- › May create a university-wide social impact council with Alpha Phi Omega as a founding member



## Diversity & Inclusion

### Alpha Phi Omega

- › Diversity & Inclusion Chair
  - › Organized 15+ diversity events collaborating on LGBTQIA+ awareness, women's rights, and ethnic identity

### Residential Assistant

### Out for Undergrad Ambassador

- › Managed recruitment for 400+ top-performing LGBTQ students from around the country.

### Lime Connect Fellow

# A Final Word



Overall, we need to realign our actions with our values. We need to take a proactive attitude rather than a reactive approach. Pivoting our focus from internal projects to external initiatives will allow us to lay the groundwork to drive effective change in the future. Externally, this looks like re-evaluating our marketing and public relations, focusing on DEI, communicating with other on-campus organizations, and using recruitment as a lever to enact cultural change.

-Matthew Ayala



# Alpha Phi Omega

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Matthew Ayala | Alpha Kappa

