



## Fall 2015 Nominated Officer Questionnaire

### INSTRUCTIONS

Please attach your **current résumé** and **Spring 2013 schedule** (class, work, other extracurricular activities).

This questionnaire is due **no later than FRIDAY APRIL 24<sup>th</sup> at 5:00PM**. Please send this document and all supplemental materials to [president.apousc@gmail.com](mailto:president.apousc@gmail.com) and [webmaster.apousc@gmail.com](mailto:webmaster.apousc@gmail.com).

**Election Day:** Candidates for President and Pledgemaster will have three minutes to give their speeches. Candidates for all other positions will have two minutes.

You may present one slide per position you run for at the time of your speech. Slides are due by **SUNDAY, APRIL 26<sup>th</sup> at 11:59pm** to [president.apousc@gmail.com](mailto:president.apousc@gmail.com). You will not be allowed to pass out additional materials or papers during your speech.

### PART I: GENERAL INFORMATION

Name: Sharon Zhang

Year: Sophomore

Major: Environmental Science and Health

Pledge Class (Year): Spring 2014

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

- |   |  |
|---|--|
| <input type="checkbox"/> President        | <input type="checkbox"/> VP of Finance                   |
| <input type="checkbox"/> Pledgemaster     | <input checked="" type="checkbox"/> VP of Communications |
| <input type="checkbox"/> VP of Service    | <input type="checkbox"/> Fundraising Chair               |
| <input type="checkbox"/> VP of Membership | <input type="checkbox"/> IC Chair                        |
| <input type="checkbox"/> VP of Fellowship |  |

### PART II: SHORT ANSWER QUESTIONS

#### 1. What is your vision for APO?

My vision for APO is one that many share: for us get back to our roots and become a truly service centric organization. Over the semesters, we have lost our focus on service, which has especially been accentuated by the departure of Jakita. Unfortunately, the loss of Jakita is irreversible, but we can still change our culture. I believe that

this starts with recruiting – after all, a huge part of our chapter’s culture revolves around our new pledges. This means that we must foster a positive, service minded reputation on campus. I hope that APO can establish good relations with other campus service organizations to remind us of the people we serve on the campus, and the power of what we can accomplish as a larger team. This not only reinforces the work we do within our chapter, but between other organizations on campus as well. With this change will hopefully come members who are passionate about the service that we do and the change that we can make.

**2. Why do you want the position(s) you are running for?**

VP of Communications has potential to bring about huge change. As I will elaborate in my goals, I foresee potential for changing APO for the better within this position. I am passionate about APO and the service that we do, but know that there are a lot of ways we can improve. The beginning of any change will be the way we interact with each other; at the very base of that change is the way that we communicate within our chapter and with our campus. I want to be part of that change.

**3. What are your goals for the position(s)?**

My main goals for VP of Comm are to continue growing and *using* our social media presence and to establish good relations with other organizations on campus. The importance of social media is often understated. For many, their first contact with APO is through social media. Especially during rush, I want to have the entire chapter inviting their friends to our big events. This will increase our reach and hopefully recruit more rushees. Increasing our proliferation can be as simple as promoting our Facebook group during rush, and gathering data on how people heard about APO through surveys when checking into an event.

Establishing good relations with other organizations is a twofold task, involving working with VP of service to make more service mixer events and encouraging the chapter to attend and put our best foot forward, and reaching out to other organizations and campus news outlets to highlight our chapter’s work. Building an intra-campus service community can lead to bigger and greater projects; having a good relationship with the other service organizations can help.

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

As stated in my goals, I can bring outreach to this position. I believe something we can really work on as a service organization is establishing a good relationship with the other organizations on campus. For example, I can reach out and organize an event on campus with SCout, encourage actual interaction during service mixers, and reach out to Daily Trojan to do a piece on a service project that we’ve been doing in the semester. I can also bring ideas to increase our social media presence by encouraging people to like our Facebook page, and brainstorming more content to put on our page.

For our organization, I have many ideas on how to shift our culture and focus. Most importantly, I think the way that we recruit and induct new members has a lot of room to grow and improve, and I believe I can bring many new ideas to the table in the way of that process. Communication and transparency are incredibly important within any organization, and I want to bring more transparency of what eboard does behind the scenes to the active body. The goal of our organization is simple: to bring service to the community. I hope to build ideas based on that premise, and help us achieve that goal as smoothly as possible.

**5. 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.**

My pledging semester a year ago, I was pledge president. As pledge president, I gained experience serving on executive board, organizing weekly meetings with my pledge executive board, and communicated between the pledges and the chapter. The skills I grew as pledge president helped me learn how to organize a committee and delegate tasks, which would be relevant in organizing an effective comm team. I also grew organizational skills that would be helpful in organizing weekly slides and emails.

I also have direct communications experience writing for Neon Tommy and my own blogs. Through these experiences, I have learned how to grow a readership. These skills translate directly into my goals as VP of Comm to grow our organization. I also have connections to the news outlets on campus so it will be easy for me to reach out and pitch stories about APO.

**6. 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?**

I will be in Environmental Affairs Organization and I will continue writing for Neon Tommy. It is also possible that I will be working a job, but none of these commitments should hinder my ability to do my job and beyond as a VP of Comm. I have been similarly involved in organizations in past semesters, and I have had harder courseloads. Next semester is easier in terms of courses for me, so I am not worried about balancing my time.