



## Spring 2017 Nominated Officer Questionnaire

### INSTRUCTIONS

Please attach your **current résumé** and **Spring 2017 schedule** (class, work, other extracurricular activities).

This questionnaire is due **no later than SUNDAY November 27<sup>th</sup> at 11:59 PM**. Please send this document and all supplemental materials to [president.apouse@gmail.com](mailto:president.apouse@gmail.com) and cc [webmaster.apouse@gmail.com](mailto:webmaster.apouse@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, November 27<sup>th</sup> at 11:59 PM** to [president.apouse@gmail.com](mailto:president.apouse@gmail.com). You will not be allowed to pass out additional materials or papers during your speech.

### PART I: GENERAL INFORMATION

Name: Richard Li

Year: Senior

Major: Business Administration & Public Relations

Pledge Class (Year): Alpha Delta (Spring 2014)

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

- ☒ [ X ] President
- ☐ [ ] Pledgemaster
- ☐ [ ] VP of Service
- ☐ [ ] VP of Membership
- ☐ [ ] VP of Fellowship
- ☐ [ ] VP of Finance
- ☐ [ ] VP of Communications
- ☐ [ ] Fundraising Chair
- ☐ [ ] IC Chair

## PART II: SHORT ANSWER QUESTIONS

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

When I joined APO back in my freshman year, I did so because I genuinely felt that this fraternity embodied everything that I wanted, a family of people that shared the same values for leadership, friendship and service. The friendships I've built, the leadership skills I've gained, and the hours of service I've shared with our local community has been the highlight of my college experience. I firmly believe that APO has enriched my life for the better and I want to carry that spirit to every single member of our chapter.

Therefore, my vision for APO is for everyone member to not only feel welcomed when they join, but to enjoy every single moment of their time in APO, no matter how long or short it'd be. I envision that our chapter will continue to make strides to creating a meaningful impact upon our members, but most importantly the people we serve.

As President, my mission will be to not only to enrich the lives our members through positivity, encouragement and constant support, but also to ensure the smooth operations of the chapter from my years of experience in various leadership positions in APO. I want to reduce any barriers for members to enjoy themselves in APO as well as working towards diversifying our program to create an exciting and stimulating experience for all.

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

APO has always and will always be a highlight of my life. After taking a semester away from USC, I truly learned the value of what it means to be apart of our fraternity. That no matter where you are in the world your brothers will always be there for you. Hence, I feel that I would be best suited for this position based on my experience and hours of dedication to this fraternity.

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

From my understanding, the chapter is facing significant fatigue for it's active members. While many members want to be involved with APO, but the requirements may become a burden especially if you want to refocus your life on other aspects of college. In addition, it seems that our chapter's activities can become redundant the longer you are in APO. Together with the aging active body, this leads to a potential reduction in our active body population, which is not ideal for any chapter.

**So my primary goals as President is to:**

- **Work with ExComm to create a program that is reflective of the ever-growing needs of the chapter.**
- **Work on implementing a long-term public relations/recruitment process on campus that establishes our visibility on campus.**
- **Establish partnerships with various student organizations to give members more engagement with their membership in APO.**
- **Building a strong and cohesive team within ExComm and supporting their endeavors.**
- **To listen and find solutions to any problems of the members of the chapter.**
- **Ensuring we comply with sectional, regional and national requirements.**

In addition, as President, I would like to work with these various positions on accomplishing goals for the great good of the chapter:

**Pledge Master & Paunties**

- To identify what the Pledge Team would like to emphasize with the Alpha Kappa pledge class and to support them with my experience as Alpha Eta Pledge Master, to provide a great pledge experience.

**Rush Co-Chairs**

- To support the work rush co-chairs in fulfilling a successful rush and to help them reach their full potential in recruiting new members through my Public Relations background and experience with four semesters of rush.

**VP Service & Philanthropy**

- Helping VP Service and Philanthropy engage and emphasize the importance of community service within the chapter, to the campus and to the community.

**VP Membership**

- Reevaluate the current membership requirements and to see what can be reduced or changed to ensure that all actives in the chapter can finish requirements in good standing without stressing about the number of requirements.

**VP Finance**

- Potentially establishing a charitable donation to be apart of.
- Working towards increasing drivers budget while keeping dues same or lower.

**VP Communication & Comm Team**

- After rush, to work with Comm Team on how to continuously PR for our fraternity at USC. The goal is to establish a strong presence on campus to engage more rushes for Alpha Lambda semester and beyond.
- Work with Webmaster to edit the roster of active, associate members and to create an effective and up to date roster. This up to date roster can help reduce our operational costs.

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

- I will work towards building long-term involvement events during the semester to engage the campus with our fraternity and our values. This will spread our name and visibility on the campus.
- Creating relationships on behalf of APO with other student organizations to create partnerships events or mixers for our members. (We have a service event with DKA, and they will have us over for a movie screening).
- Creating workshops for leadership and professional development for all members (public speaking, leading groups, interview etiquette, cover letter writing, leadership through service, etc).
- Looking to create networking events for our members with employers or on campus jobs, potentially in collaboration with other student groups.
- Meeting with each ExComm member at the beginning of the semester and work on a list of goals they would like to achieve and how I as president can help support.
- Work towards increasing ExComm morale and teamwork through the first 5-10 mins of EBM.

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.**

If I am given the chance to be President, I can once again dedicate 110% of my energy to a position that is heavily people orientated. I feel that given my external understanding of our Fraternity as a whole (from being IC Chair) and working closely with all of ExComm to execute a successful pledge term for the Alpha Eta's provided me the diverse experience that is required to be a good President. A chapter President should not only be well aware of how the chapter should function and run internally, but also need a strong understanding of the functionality of the various positions.

Having the amazing opportunity to be IC Chair and Pledge Master gave me an opportunity to give back to the chapter in positions I felt I could bring the most change and impact to. When I was in these roles, I did so because they had significant issues and problems that needed immediate management.

With IC Chair, my main responsibility was to change the negative perceptions that other chapters had about us and to engage the chapter in the potential in building relationships with IC's. As Pledge Master, I ran for the position to ensure that future generations of pledge classes would not face the negative and harsh critiques of the active body. I refreshed the program to engage on creating a positive environment for the Alpha Etas, increased pledge-active involvement and worked on increase pledge class active good standing retention (which was at approx. 90%, highest since Alpha Gamma).

**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?**

Currently, I have no additional extra circulars outside of APO for next semester. If given the chance to be President, I will pour my heart, my energy and my dedication into this. My majors are not demanding, and for all the positions I've served I've always been attentive, dedicated and most importantly fast to responding any questions, issues, problems or advise. I feel that I am in the best position to be President due to the availability on my hands.