



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) and cc Sergeant-at-Arms (sergeantatarms@gmail.com) and Webmaster (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). 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: Lindsey Yu

School Year (Grade): Junior

New Member Class (Semester & Year): Spring 2020

Major(s): Business Administration and Accounting

Minor(s): None

E-mail(s): lindsecy@usc.edu

Phone Number(s): 323-347-0391

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?

The role of the VP of Communications encompasses the responsibilities of managing old and new records and document, establishing an online presence that represents our service value, creating advocacy efforts that spread awareness on diversity, equity, and inclusion issues and community issues, and being a communication platform between ExComm and the general body. I believe my organization skill, communication skill, as well as my thoughtful, careful, and creative nature will allow me to cater our events in the newsletter, meeting notes, and social media posts to the needs of our members and audience. I would love to not only continue the amazing standards current VP of Communications has established, but also introduce new ideas for our newsletter and Instagram social media page to increase community engagement, facilitate the transfer of information within the chapter, and improve the overall APO experience for all members.

The VP of Communications is definitely not an easy role, as I would have to be on top of APO and USC's current events and circumstances at all times to better inform our chapter; however, I believe with my organization skill and my willingness to learn from our chapter and to serve our chapter, I will ensure everyone gets their voices heard and receive the service they expect from ExComm. So far I have only been exposed to the behind-the-scenes of our APO chapter in regards to finance; however, through being the VP of Communications, I will be exposed to the work from all ExComm positions as I serve as the bridge between ExComm and the members. I will be able to learn about the work, events, and updates from all ExComm positions, and translate that information into announcements that members can easily take actions from. Even though not too many of my past experiences have been related to marketing, and that my most recent experience within APO is Finance, I still wish to take on the challenge to fulfill the duties of the VP of Communications to contribute to our chapter.

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

My vision for APO and my goals as a VP of Communications consist of a series of transparency, communication, advocacy, community-building, and creative efforts. Listed here below are my core vision and goals:

- Serve as a bridge between ExComm and general members
 - o Everyone knows that the VP of Communications is there to take notes at meetings and send out newsletters; however, the VP of Communications should also make him/herself readily available for the chapter so that every understands he/she is a resource for the chapter. The content the VP of Communications provides should cater towards the needs of the chapter, and the VP of Communications needs to be accessible in the first place.
- Ensure ExComm transparency
 - o I want to serve as a bridge between the executive committee and the rest of our chapter by making sure ExComm stays transparent and by ensuring the members' voices are heard. I want to make sure the transmission of information is as clear, immediate, and efficient e as possible, and I hope to achieve that by encouraging ExComm to be as direct with their requirements and expectations as possible.
- Be a force for advocacy
 - o As a service organization that is so closely related to the LA community, and as online social media marketing has become one of the major means of spreading awareness, we should definitely call for a greater emphasis on advocacy for issues around our community in our chapter. I want to educate our online audience on the issues our community is facing in a consistent manner, either through weekly or bi-weekly issue features.
- Build community engagement
 - o Since there could be lots of update from ExComm or from the general body at once in GBMs and in newsletters, I will incorporate fun activities such as puzzles or fun facts that would capture the readers' attention. I will also coordinate with historian to add any fun videos or pictures from events so our members can be entertained when reading the newsletters.
- Campus outreach
 - o APO has collaborated with several other clubs and organizations on campus before, and members have always enjoyed such events. It would be great if our chapter gets to interact with other organizations as well so we can learn new things about service and grow as a chapter.

Aside from the above goals, I also promise to fulfill all of the current VP of Communications' responsibilities, including maintaining social media engagement, coordinating administrative tasks, maintaining and distributing meeting records, and maximizing the use of all APO outreach platforms to foster engagement.

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

- Points system for "end of GBM" quiz
 - o Having been in APO for the past semesters, I realized that the newsletter contains lots of important information covered about our chapter and our campus as a

whole. Even though a lot of information, updates, and events are introduced in General Body Meetings, it is very easy to forget and overlook the details. Each week, there could be a question from an ExComm member about an event; for example, the VP of Finance could ask at the end of GBM “When is our Pot of Cha fundraiser?” Therefore, if points are rewarded when members are being tested on upcoming events and details, everyone will be more aware of how to earn their credits, and are more likely to finish requirements and be involved in our chapter.

- Weekly advocacy-related posts
 - o More spreading awareness on advocacy-related information to empower BIPOC/POC/LGBTQIA+ individuals and other issues of interest. Examples could include:
 - o Service spotlight or recap on service event to educate our audience about the organization involved.
 - o Recap on recent diversity news or diversity training/workshop: there are so many diversity related issues going on, and it is important for us to spread awareness in our newsletter or on social media.
 - o Our diversity workshops are also so well-designed and informative, so it is important that we summarize the core content and post on social media to educate our audience.
- Insta takeover or LIVE for service events or other events
 - o When we have in-person events, the leads at event could do an Instagram takeover or LIVE to show our online audience what kind of work we do at different service events, if the service events allow. Not only would that allow more people to learn about the different service organizations and opportunities, it also enforces our image as a service organization on campus and spreads awareness on the issues related to the service events.
- Streamline newsletter
 - o Clear communication with ExComm and members on what needs to go on newsletter.
 - o There could be a google drive where everyone can put their desired newsletter content every week by a certain deadline, so people wouldn't have to worry about not knowing how to submit content or not ensuring when to submit content by.
 - o One of my biggest visions is to make the newsletter extremely concise and to-the-point, as members tend to be overwhelmed when they are spammed with too much information at once.
- Collaborate with other on-campus clubs and organizations
 - o There are various other clubs on campus that I am currently involved in or have been in the past that require community service hours for their members (eg. USC BAP), or host community service events for their members to attend (Marshall Community Service Day (MCSD), USC VITA). If we could collaborate and interact with those organizations on service occasion, not only would that allow our members have more opportunities to meet other people and learn from people who share the same passion for volunteering and serving our community, it would also reinforce our presence as a service organization on campus.

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.**

- Having been a **Co-VP of Finance for APO** the past semester, I was able to practice communicating effectively, staying objective, and paying close attention to details and turn them into some of my greatest strengths today. I was able to work with all kinds of different people with different ways of thinking and work styles. This is extremely crucial since I know that I will continue to work with all kinds of different people on ExComm, so I know that I will have to adapt to everyone's different communication and work styles so the entire ExComm team functions in cohesion.

Having negotiated with all ExComm members and analyzed our budgets and spendings, I was able to pay attention to everyone's reasons behind their proposed budget, and be meticulous with numbers when calculating budget to ensure the amount is appropriate. As a VP of Communications, I will be able to listen to the needs of everyone on ExComm and in the chapter to make sure their desired information is being included and promoted in the newsletter, and I will be careful with taking meeting notes to ensure no important detail is left out.

Furthermore, having used Canva multiple times during my time as a VP of Finance for grams and cards fundraising, I will be able to use my creative skills to make graphics and designs for our newsletter, Instagram posts/stories, as well as event flyers. I will also apply that same creative mindset to find more interesting slide alternatives for GBM and EBM slides to capture our members' attention and encourage participation during meetings.

Through being a Co-VP of Finance, I've also come to realize the importance of the VP of Communications as a medium to get important news and information across. It is true that whoever wishes to add to the newsletter should contact the VP of Communications; however, the VP of Communications should also make his/her service readily available for the general body, and that it should be clear to the chapter that the VP of Communications should be a resource for everyone. Before the VP of Communications sends out newsletter, it is important that everyone submit their desired content, whether that is news from another club, important updates from ExComm, or fun and exciting events worth sharing to the entire chapter.

- As a **Business Marketing Intern at Lêberry Bakery** last summer, I was in charge of analyzing the business's advertising and sales performance as well as social media analytics to improve marketing strategies. I was in charge of making the website, and not only making sure the content appeals to potential customers but also that it is easily comprehensible and it aligns with the business's values. When composing the newsletter or when recording meeting notes as a VP of Communications, I will be able to present all the information in an organized, informative, yet interesting fashion that grabs the readers' attention and fulfill the purpose of communication. In addition, I also made lots of graphics, flyers, and artwork with Canva, including the bakery's main menu. This experience allowed me to practice my creative skills, and trained me to present information in a way that is eye-catching yet simple and

straightforward. This is an important skill a VP of Communications needs, as there could be a lot of information to present at once, and I would really need to utilize my creative skills to achieve the balance.

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?

Aside from APO, the other involvements I will have next semester would be USC Beta Alpha Psi (BAP), USC Volunteer Income Tax Assistance (VITA), USC Taiwanese Student Association (TSA), and potentially a work-study job. Even though four major extra-curricular commitments may seem overwhelming; however, I am confident this will not be an issue with my time management skills. I have been able to manage being VP of Finance while being involved in the same clubs and taking 18 units of major core classes this semester, and in the past, I have been able to participate in the Trojan Marching Band with equal amount of course load.

Furthermore, APO is definitely an organization that I would prioritize and dedicate most of my energy outside of academics to contribute to, because I truly value the work we do in APO, and I want to make all of our members' APO experience as smooth and fruitful as possible. Balancing the duties of VP of Communications with all my other commitments is definitely challenging; however, I believe my passion to serve our chapter will always motivate me to work harder, and my experience managing my time and schedule will allow me to succeed in finding the balance.