



Fall 2016 Nominated Officer Questionnaire

INSTRUCTIONS

Please attach your **current résumé** and **Fall 2016 schedule** (class, work, other extracurricular activities).

This questionnaire is due **no later than SUNDAY April 24th at 11:59 PM**. Please send this document and all supplemental materials to president.apousc@gmail.com and cc 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 24th at 11:59 PM** to president.apousc@gmail.com. You will not be allowed to pass out additional materials or papers during your speech.

PART I: GENERAL INFORMATION

Name: Karen Chen

Year: Junior

Major: IRGB

Pledge Class (Year): Alpha Epsilon (Fall '14)

Please mark which elected position(s) you are running for with an 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?

I initially rushed APO because I felt that I had lost my dedication and love for community service in the midst of transitioning and adapting to college as a spring admit. I remember back in high school, I did something called English Service Project where I taught the bus drivers, guards, and cafeteria workers how to speak English. At the end of the four years, it was so rewarding to always see my students communicating with me in English and using all the things that I had taught them. For me, transitioning into college made service a much lower priority, but joining APO has helped me find that again. My vision for APO is to either help those who have lost their passion for service or are first timers who are still finding what service means to them. With the numerous service events that we offer, I know that there is definitely something out there for everyone whether that may be environmental restoration or tutoring. I want to give back to the community what APO has offered me both through the process. I feel that our chapter has focused a good amount of PR on our organization, but not much has been done for our service events. I want to feature the organizations that we partner with, especially the service events that we do weekly, both on our website and our social media platforms. Brotherhood is also such an important aspect for APO and through the fellowship events, we're able to bring actives, pledges, and associates together to bond over similar hobbies and of course, food.

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

As VP of Communications, I think that the main goal is to have effective communication within and outside of the chapter. One of reasons I want this position is that I want to show the USC community all that APO has to offer. I believe that with my skills, I will be able to send out EBM and GBM minutes in a timely manner and send emails from the respective VPs to the chapter. It is also my duty to make sure that all actives, pledges, associates, and abroad brothers stay updated regarding the chapter, but also to get the chapter excited and interested in participating in AK Compliments and the newly created newsletter. This role gives me a chance to be both behind the scenes, yet also show others what the organization is about, with the help of the Comm Team. I tend to work well with teams and I feel that this position requires communication with other positions in order to execute our vision and goals for the chapter.

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

My goal for this chapter is to make APO more prominent in the USC community through social media, but also to improve internal and external communication. Many issues surface where actives would complain that no updates are received on the pledges during their pledging process and I want to make it my main priority to close that gap. Something during my semester that we focused on using was the APO blog. On the blog, pledges reflected on different service events, the overall pledging process and I think that it is a useful tool to use to close that gap between the active body and pledges.

On top of that, I think that as a chapter overall, we do a decent job with public relations within our chapter, but I believe that we have room for improvement with it outside of the chapter. For this upcoming semester, I want to be more active on our various social media

platforms such as Facebook and Instagram. Especially with Facebook, I want to make Brothers/Pledges of the Week a weekly responsibility because I think that it's important to feature our brothers and pledges on what they've done both inside and outside of the chapter. I also want to utilize Facebook to showcase both the weekly events that we go to and also the bigger and newer events. I plan to share our bigger events that are open for the public that we have this semester through our official APO AK page, so the USC community can also participate in our events, as well as our fundraisers both for the chapter and the pledge class.

A semester ago, it was brought up that we should come up with some type of appreciation week (i.e. USG does Teacher Appreciation Week) to bring APO presence to the campus but due to time restrictions, the idea was never executed. I hope to work closely with PR chair to come up with something similar and possibly use ideas such as Random Acts of Kindness/Lollipop Moments and relate it to our organization. I also want to keep the newsletter running biweekly/monthly because I think that it's a great tool for abroad brothers, associates, and alumni to use to keep up to date with the current events of the chapter.

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

As mentioned before, I would like to bring back the APO blog. During my pledging semester, we had the opportunity to write blog posts about our pledging process and big events in this chapter such as our pledge service event. This semester I wasn't aware what the pledge class was up to, so I want to work with the Pledgemaster to have the pledges write about their experiences on a weekly basis. This will help the pledges reflect on their pledging process and also gives the chapter an idea of what the pledges are up to. In addition to the blog and with the help of the Historian, I want to post photos of our weekly events, as well as the recap videos (if appropriate) to the official Facebook page. Usually what happens is we watch the recap video as an active body and although it's included in the minutes, I think this is a more effective way of showcasing what we've done. Stated in my vision for APO, I think we should PR more about the service events that APO does, as we are a community service organization. So I would like to use our APO website and Facebook to share the type of service events we are involved in.

Much of my responsibilities revolve around communication within and outside of the chapter and connecting the two in some way. Another idea is to give brothers abroad as well as associates a platform to "reconnect" with the chapter. This may come in the form of short videos, blog posts, which will be spotlighted during GBM (similar to winter/spring break posts); something more interactive with the chapter (if there's something that abroad brothers want to share, they could do that). I think that it's vital to still keep them updated during the semester even if they're abroad or not as available to be active in APO. Time just doesn't allow us to get to communicate with everyone in the pledge class on a deep level, so to help the active body in general with getting to know more about the pledges, I would like to bring back the video interviews that took place during AZ semester. I think this gives an opportunity for both pledges to get to know their pledge brothers and for actives, associates, and those abroad to know more about them as well.

I also want to boost our chapter presence to the university beyond just through social media. This semester, we were able to work with a couple of different organizations and I want to work with the respective VPS to continue that for this upcoming semester. This will not only increase APO's presence on the USC campus but also build our professional image.

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.

This past year, as one of the Sectionals Co-Chair, I have had experiences in planning an event (both the conference and banquet portion) for 150 people including booking for venues, PRing to brothers from other chapters, making the promotional video, catering, etc, and all the while ensuring that we stayed under budget. Jenny and I worked with our committee members weekly to assign tasks that were to be completed the following weeks.

During my pledging semester, I was a part of the Comm Team and I learned a lot from the VP of Communications and worked closely with her as well as the historian to take photos for the Facebook page, as well as videos for the recap. Being a part of the team, I was able to see how these meetings were facilitated, which gave me a better understanding of the different roles that worked under the team and how each of the roles interconnected with each other. I also managed the APO Instagram page and had access to the Facebook page to post weekly recap photos during my pledging semester so I have been exposed to the types of posts that go on the different social media platforms.

I've worked previously as a Customer Relations intern at Toyota and have taken calls where I am to clearly document what the customers are telling me and from that experience, I know that I am able to efficiently take minutes during EBM and GBM. I was also a part of Delta Sigma Pi's Internship Boot Camp program and we learned many tools that would help us grow professionally. One of the things we learned in IBC was writing networking and thank you emails to professionals at appropriate times. With this, I would be able to send out the EBM and GBM minutes in a promptly manner to make sure that the chapter gets information in a timely manner.

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?

For now, there are no other commitments, but I am on the lookout for fall internships and may be continuing my summer internship in the fall, which would only require 10-12 hours a week. I am allocating most of my internship hours on Tuesday s and Fridays and so it wouldn't interfere with GBMs or EBMs on Mondays. My schedule for next semester is rather flexible, so I would be able to adjust if need be for committee meetings.