



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 27th at 11:59 PM**. Please send this document and all supplemental materials to president.apouse@gmail.com and cc 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 27th at 11:59 PM** to president.apouse@gmail.com. You will not be allowed to pass out additional materials or papers during your speech.

PART I: GENERAL INFORMATION

Name: Valerie Huang

Year: Junior

Major: Biochemistry / Applied and Computational Math

Pledge Class (Year): Alpha Theta, Spring 2016

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?

My vision for APO is an extension of the vision stated by our national bylaws—to be recognized as the premier service-based leadership development organization. Specifically, my vision is for APO, our presence, and the work that we do to be immediately recognizable on campus. I have found some of my closest friends and people whom I could even call family through APO, but it surprises me that I didn't know about APO until almost a year until my time here at USC. It worries me that we are largely unknown on campus except for a few niche social groups; the work that we do benefits the people of our surrounding communities on many levels, yet not many people are even aware of our existence. My hope is that by working with other organizations on campus and increasing our social media presence, we will have the opportunity to advertise who we truly are as an organization. I believe that this would not only help the recruitment process, but also increase membership retention and participation in service, fellowship, or other events. By elevating our presence on campus, we can make APO an organization that everyone is proud to associate with so that more actives and associates are proud and willing to go to events.

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

Based on my previous experience and my attitude, I believe that I can create the greatest impact upon the chapter as the VP of Communications. Be it personal, professional, or academic, I have always stressed the importance of communication through each of my friendships and relationships. Thus I think that it's equally important for me to communicate to the world how great of an organization APO really is. With my combination of relevant experience, desire to educate others about an organization that I'm passionate about, and my work ethic, I know that I will best utilize the resources at my disposal to increase the recognition of APO's name on campus. Furthermore, because I am already familiar with types of day-to-day responsibilities of VP of Communications, I know that I will be able to dedicate more time to explore unique ideas to go beyond what has already been done.

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

My goal for the position of VP Communications is to increase awareness of APO as an organization throughout the entire semester, not just through the recruitment / rush process. Based on my experiences as an active thus far, I've realized that I'm aware of APO and our image mostly because I am an active participant in events, I communicate frequently with brothers that I'm close to, and I pretty consistently check the website for various upcoming events. However I've also realized that this is due in part to the fact that a large majority of my Facebook friends and the people I regularly communicate with are in APO, which inherently will place me in the middle of the happenings in APO.

It is important to PR as much as possible during the recruitment process, but in my opinion it is even more important to illustrate our work as a chapter through the rest of the

semester; people who want to join APO might first become aware of APO through the initial PR rush during recruitment, but it is our continual display of leadership, friendship, and service that can further illustrate how great of an organization APO can really be. With essentially no presence on campus, as an active I recognize that it becomes harder to get enthusiastic about APO events if no one is aware of our presence.

Once rush is over, I want to post at least once a week on each social media platform in order to continuously be on people's Facebook or Instagram feeds, through Brother of the Week posts or through advertising events such as fundraising events that almost anyone could attend. One idea that I have is to reach out to other service-based organizations, such as Helenes, Trojan Knights, or even cultural organizations, to see if they would be interested in collaborating on events, such as joint fundraisers to support a common charity, like the Downtown's Women Shelter (or any others). In doing so, we would be able to gain exposure to a wider audience of students on campus and build our social network as an organization and as individuals. My main goals are to (1) increase APO's presence on campus through partnerships and recognition by other campus organizations to increase our own social network, (2) increase APO's presence on social media throughout the semester to continually pique interest in potential rushes beyond the recruitment period, and (3) help indirectly increase member participation with an increased APO presence on social media and campus.

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

One new idea that I would love to implement would be to provide the option to send out an alumni newsletter on a regular basis. I would love to work with the alumni liaison to determine whether alumni would be interested in subscribing to a biweekly or monthly newsletter that would provide a quick recap of what's happening in the chapter, any new developments or news that might be of interest, and possibly even spotlighting a few pledges so that alumni don't feel completely lost if/when they come back to visit. Upon determining whether there is enough interest, I would like to utilize an email subscription service (such as Mailchimp) to design and send out a newsletter to all those who are interested.

In addition, I would love to spotlight a member of ExComm every week along with the "Brother of the Week" posts that have already been circulating on social media. I know that ExComm does a lot of work, and seldom gets recognized for all of the time, effort, and stress that get invested in a position, so I believe that an ExComm spotlight could be one of the first steps towards greater ExComm appreciation and collaboration in the future.

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.

I've held a variety of different leadership positions on campus, but I believe that my most valuable experience comes from my time as Secretary for USC Ice Girls. As Secretary, I did most of the tasks that I would do if I were elected VP Communications for APO – maintain the Facebook account, post regularly on other social media websites such as Twitter or Instagram, and send out emails to the rest of the organization, be it weekly

updates or important notices or information that the rest of executive board wanted to make known to all general members. As Secretary, I not only balanced these responsibilities, but also continuously updated the website and continued to communicate with alumni, tasks that are delegated to other positions in the context of APO. Throughout this time, I gained knowledge of web design and how to maximize the impact of our social media presence, but also was able to carry on this information to future endeavors.

This year, I co-founded a new club on campus for something that I'm deeply passionate about, figure skating. Though the application and paperwork process was arduous and complicated, I was able to use my social media knowledge and web design knowledge to quickly set up new accounts and help recruit enough people to be recognized by USC as an official club. My experiences as Secretary have prepared me to take on the responsibilities of VP of Communications for APO, and my experiences as a co-founder of a fledgling club have demonstrated that I will step up and take on responsibilities as necessary, including those that are beyond the typical job description.

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?

In addition to being involved with APO next semester, I plan on continuing to work for the Marshall School of Business as a student worker, continuing my position as Vice President and an active member of the Figure Skating Club, continuing my involvement with Taiwanese American Organization, and participate in computational chemistry research on campus. Though it might sound like a full plate, I have developed time-management skills throughout college with the help of Google Calendar and my previous experiences of juggling multiple commitments at once. My class schedule and obligations for this upcoming semester are lighter than the number of obligations I've been involved in in the past, so I have faith in my work ethic and time management skills that I will be able to juggle all of the responsibilities of ExComm and more.