



## Spring 2018 Nominated Officer Questionnaire

### INSTRUCTIONS

Please attach your **current résumé** and **Spring 2018 schedule** (class, work, other extracurricular activities).

This questionnaire is due **no later than SUNDAY November 19<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 19<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: Valerie Lo

Year: Sophomore

Major: Graphic Design

Pledge Class (Year): Alpha Iota Fall 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
- ☐ IC Chair

\*Are you running with another candidate? (please bold your answer) YES NO

What is the name of the person you intend to run with? \_\_\_\_\_

Are you running "all or nothing," or are you willing to be split up if that is what the vote decides?

## **PART II: SHORT ANSWER QUESTIONS**

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

Joining APO, I could see how organized the chapter was – with all the planned rush events, the well-made website, etc., I knew that I was stepping into an amazing organization. Therefore, my vision for APO is to keep continuing these traditions because they have been working fairly well so far. I hope to include more diversity, however, because just like Greek life is common for being super white, APO has a custom for being mostly Asian. Although we do not purposely try to only recruit Asian members, we tend to attract them because our majority race is Asian. I want to erase that standard of APO and expand our circle in order for more people to know one of the most important purpose of this fraternity: service. This, I believe, can be done through lots and lots of promoting and communicating to outside organizations. In addition, I want the chapter to be closer, increasing participation with meetings and events as well as eliminating the gap between Excomm and the rest of the chapter.

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

After being PR Chair, I realized how important the Communications Committee was. Even though my responsibilities were only to help advertise APO during Rush Week and design promotional flyers, I saw how much thought was put into each Instagram post, each email, and each newsletter. I want to run for VP Comm because I really want to continue to promote APO in the best way possible – I just want other people to be able to see what APO can offer and the core values, LFS, that we embody.

I am a very social person and I really believe in being inclusive (I despise exclusivity). I want to bridge gaps between groups as well as lessen the discrepancies between them. In a way, VP Comm is the liaison for all positions and the whole chapter, including alumni and abroad brothers – they have contact information from every person in our chapter and that allows them to make sure that each detail is relayed to all members. This is why I believe that VP Comm is so interesting. I am able to communicate with all members as well as connect them together. As a person who loves to include people, I honestly will do my very best to keep everyone involved and informed, ensuring that no one is lost, confused or troubled. Plus, I'm a super easy person to talk to and will always be there if anyone has any questions or concerns.

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

- Be a liaison between Excomm and the rest of the chapter although I feel like this semester's Excomm has been pretty transparent so I hope to continue it that way.
- Send emails in a timely manner. Create Powerpoints by Sunday, send minutes by Tuesday noon, etc.
- Continue to use Snapchat! Make it more well-known since not that many people know about it yet. I really think that it is important to show what we do as a chapter to non-APO members.

- Use Instagram stories – I feel like while Snapchat is more colloquial and personal, Instagram stories can be used to promote certain events. For example, taking a picture of the KEDS flyer the night before the event.
- Talk to other orgs to increase diversity early on in the semester. Make connections and hence, create collaborative rush events in which we can help do service events with other orgs or help other orgs do service events, etc. I know that a lot of Red Cross members came to our Week of Service events, so we should definitely appeal to other service organizations or ask to collaborate with them during rush and service events in general.
- I will make sure to oversee PR Chair, Historian and Webmaster. Instead of taking over any of their positions such as advertising, I will help them in any way possible. This way I can focus more on my responsibilities: collaborating with other organizations, updating the chapter on members through Instagram and the newsletter.
- Continue to send emails to Abroad brothers. I love the idea of updating them on what our chapter is doing so that when they come back, they do not feel as excluded and awkward.
- BIGGEST thing I want to work on and improve is the newsletter: a biweekly, maybe even monthly in the beginning of the semester since not much is going on, newsletter to send out to the chapter so that actives and associates can catch up with what is current. I really liked how there were pledge, alumni, and abroad brother spotlights, and I think it would be interesting to feature actives as well (Brother/Service of the week) – it is a good way to recognize people since it is impossible to post about every member on Instagram. Before the beginning of the semester, I want to figure out what information should be put onto the newsletter, how to section it off and make it look concise yet aesthetic.
- Be a helpful and friendly person that anyone can talk to if they have any questions or concerns.

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

After implementing my idea of creating a Snapchat account, I really want to improve on its effectiveness and use. Because only one person can log onto a Snapchat account at a time, I feel like it is really hard to show everything that we do. This semester, only Miel and I had the password, and we kind of stopped posting after a few weeks. Therefore, it might be effective if we give the password to pledges as well – this way, the pledges who are taking lead for service events have to also post stories onto the APO account in order to get their enrichment point (in addition to taking pictures but it goes hand in hand y’know like if they’re already taking pictures might as well take it for Snapchat). In order to publicize our Snapchat account, we should just post a snippet of our Snapchat story and then include our username in the caption and in the bio as well. Since we were unable to do the Snapchat geofilter this semester, I really want to implement it next semester during rush and Week of Service.

The Daily Trojan Ad could be something we can implement for rush as well. It was a good idea since it reached out to organizations all over the campus. This ties into popularizing our name. In addition to Week of Service, we should also do Random Acts of Kindness so that there are

more things going on with the chapter. This includes writing letters to DPS or passing nice notes to students during midterms. I remember that in my high school, we had this thing where we wrote encouraging quotes on multiple clothespins with the other side that said "Pass it on" and then pinned it on students who pinned it on other students, so that they would go around the whole campus.

Continue featuring Excomm members as well as service events in the Instagram posts. However, I want to bring back Brother of the Week (or Servicer of the Week) so we can also feature non-Excomm members such as actives, pledges and associates. Furthermore, we should not only demonstrate the leadership and service values of our fraternity but also the friendship aspect – posting pictures related to BSB, fellowship events, retreat photos, etc.

**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 was Public Relations Chair for this semester in which I designed rush cards, Facebook profile/cover photos and T-Shirts. In addition, I created PR events such as tabling and flyering on Trousdale during rush. After rush had ended, I assisted any Excomm members who needed help with designing (KEDS, Week of Service, APieO Excomm jackets) since I was responsible for the creation of any promotional design. Ultimately, I helped with publicizing information for all chapter-related events through Instagram, Snapchat and Facebook, working with the rest of Comm Comm.

Back in high school, I was secretary of Key Club where I did meeting minutes, facilitated all meetings by making/overseeing the Powerpoint presentations, sent emails and communicated with our school ASB. I also helped create marketing flyers and ads on social media (e.g. Facebook) for events, specifically for fundraising as I was responsible for them. In addition, I was an ASB Commissioner in which I coordinated with faculty to host school-wide events such as Club Promotion Day, Food Day, etc., ensuring a 100% execution of legal, safety, and documentation requirements of 100+ clubs on campus by overseeing all club-related activities.

**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?**

So far, I only have APO that is something I know I would be doing for sure next semester. I will be applying to SparkSC but I may not get in and even if I do, that does not mean I will stray away from my priorities with APO.