



Fall 2015 Nominated Officer Questionnaire

INSTRUCTIONS

Please attach your **current résumé** and **Fall 2015 schedule** (class, work, other extracurricular activities).

This questionnaire is due **no later than FRIDAY APRIL 24TH at 5:00PM**. Please send this document and all supplemental materials to president.apousc@gmail.com and 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 26TH at 11:59pm** 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: John Valencia

Year: Senior

Major: Applied and Computational Math

Pledge Class (Year): Alpha Gamma

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

- | | |
|---|--|
| <input type="checkbox"/> President | <input type="checkbox"/> VP of Finance |
| <input type="checkbox"/> Pledgemaster | <input checked="" type="checkbox"/> VP of Communications |
| <input type="checkbox"/> VP of Service | <input type="checkbox"/> Fundraising Chair |
| <input type="checkbox"/> VP of Membership | <input type="checkbox"/> IC Chair |
| <input type="checkbox"/> VP of Fellowship | |

PART II: SHORT ANSWER QUESTIONS

1. What is your vision for APO?

Ideally I want APO to be recognized for what it is and what it does. I feel like we are often categorized as “the service” fraternity If they know who APO is at all but I think we

are more than that. While Service is the big “part” Friendship and Leadership are also parts of our cardinal principals so I want to make sure the public knows we embody that too. I think with the VP of Communication and the help of my committee we can put the eye of the public in all of 3 cardinal principals of our Fraternity.

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

If this semester taught me anything, it has to be how important the VP of Communication it is to the chapter. Because we elected the position late, the VP of Comm was not able to work with the Historian/PR/Rush and assist the congruence of the theme and rush for APO during the break. I want to be able to show the impact of the position that its often thought to be a mindless position of “sending minutes” and “sending emails” for both, during AND after rush. Especially now that we’ll be hosting sectionals next year, communication and fostering friendships with other chapters is vital, and not just the job of the IC.

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

I have several goals for the position but you can condense them into 2 things:

- Increase the transparency between Eboard and the Chapter.
- Increase the visibility of the Fraternity to everyone on the Community.

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

Here are some of the ideas that I have for the position that I will now list as bullet point:

- Being aware of the data: During each info session we have the rushes currently “sign in” to their info session. I want to expand on that. I want to ask them “How did you hear from us” and have options such as “Facebook, Dorm, Friend, RA, and Involvement Fair” and if they answer a dorm the next question will be “What student housing do you live in”. So by looking at the numbers we can see if we are doing good job advertising, if we think we “dorm stormed” BK but none of the BK kids showed up then that will give us a hint that we need to advertise again but in a different way.
 - To take this further: I want to survey the pledging class of Fall 2015 anonymously and ask them a question of “What made you rush/pledge APO” and to see what ideas we are giving to see what we portrayed to them during rush and to see if we should change something for next semester.
- Increase transparency: Now this is usually a 2-way-street because you can’t force people to show up to Eboard if they have commitments at the time of the meetings or just because they don’t want to come. But I want them to know what

decisions Eboard is making and will be making. Which is why I will be implementing a “Attend 1 EBM meeting” requirement for the actives to get them more involve with Eboard and that way they can learn about what Eboard is doing and how they make decisions.

- I know some members might have classes / commitments at the time of EBMs and I will be accounting for that. I will make another small switch. Instead of emailing the “GBM minutes” and attaching the “EBM minutes” I will be switch that around, I will mail the “EBM minutes” with the hidden word and attach the “GBM minutes”. If you can’t make EBMs for some reason you can send me hidden words (2) to fulfill your “Attend EBM” requirement.
- Social Media with US: I will also like to bring the Facebook page more and making it more active, especially now that we are hosting sectionals and we need to be as active as ever by shouting out our IC brothers every time we can. Either on Twitter, Facebook, Instagram in order for them to like us more. I will also encourage every the compliment page more even if it takes me complementing everyone in the chapter every day. In addition to that I want to bring “Brother of the Week Back” I think its such a great idea that benefits EVERYONE yet its so simple. 1. It benefits the person being featured because it makes them feel special. 2. It benefits the friends / family members of the featured brother because it makes them feel great/proud of his friend/family member. 3. It benefits the chapter, because people will see it and read about the great things X person has done at our organization.
 - For Philanthropy events where we are working with kids (Like KEDS), in order to increase the amount of kids that show up to our events, it so easy to be on the “Spanish” news for public events such as KEDS to bring kids in the community to USC and it will be a good PR event too.
 - For regular events when we work with other organization, it’s so easy to reach a broader audience that just our friends, I plan on working with PR chair in order to increase our audience for example tweeting at “#LAWORKS” after we finish volunteering with them. Small tweets with them will help reach a big audience in the community service community when they retweet us or tweet back.
- IC x Communication : In order to make Sectional head the right track I plan to work closely with IC chair in order to build a relationship with every other chapter around the area and make them invest time with the Alpha Kappa chapter and making them more inclined to show up at our events.
- Work with webmaster: I feel like Webmaster position is undermined for their responsibility but I think they have a lot of potential so I want to help flourish that. Maybe by updating weekly that space when you log in on the website and says

“We welcome the Eboard from Spring 2015” that people stop looking at after a while and add something new every week!

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.

While I haven't been on any of the positions that directly work with Communications, I was part of the ServeComm and CommComm this semester and I was able to see how working with the committees work. In addition to that, I have experience with all the positions that the Communication chairs works with. For Historian, I have experience creating and editing footage because I would make my own videos for YouTube when I was into League of Legends. For PR, In the USC Esports club I was their PR chair and would advertise on-campus events by making flyers for our tournaments and events in the club. For Webmaster, I am indirectly related because of my Applied and Computational Math Major and I am able to do basic coding. Because I am experienced with all the positions, I'll be able to incorporate and integrate them all into my position as the VP of Communications. The Comm team will be able to make feasible projects throughout the semester.

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?

I will have working about 15 hours a week on the STEM consortium which is where I've been working for all 4 semester here at USC. I don't think I'll have a trouble with being on Eboard this semester I will have less discussion sessions for my classes. This semester I was working with JEP for 2 hours a week and I was still 1 of the first members to complete requirements. Time commitments will deter me from making an impact on APO.