



Fall 2018 Nominated Officer Questionnaire

INSTRUCTIONS

Please attach your **current résumé** and **Fall 2017 schedule** (class, work, other extracurricular activities).

This questionnaire is due **no later than SUNDAY April 16th 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, April 16th 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: Grace Ang

Year: Sophomore

Major: Communication Studies

Pledge Class (Year): Alpha Theta Spring 16'

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?

Through the ups and downs, APO has always been home for me. I had never met people who were so genuine and ambitious until I became a part of APO. No matter how different our personalities, outlook on life and backgrounds, we still came together at the end of the day and gave in our best efforts into service.

I am well aware of the (plausible) flaws and the disappointments internally and externally of the chapter. As VP of Communications, my vision for APO would be to uphold and expand our reputation as a premier service organization within USC (as I will elaborate on later) and more importantly, facilitate an ongoing dialogue about race, diversity and our cardinal principles on leadership, friendship and service.

Much like other fraternities, I've always believed that we're a fraternity that truly values the memories we create with every event we go to and with every mark that we make together. I've always truly believed that we're a fraternity that treasures our diversity because we see it as a strength rather than a weakness and we're mindful in what it means to be a diverse service fraternity. I want us to step up to those roles and appreciate each other.

Thus-

Externally, I want to erase our reputation as that "All Asian fraternity"

Internally, I want us to have a wider and deeper dialogue on how we can further appreciate our differences within the chapter. With that means making sure that our chapter runs as smoothly as ever too- which means keeping everyone in the loop with thing and effectively untangling our problems and finding effective solutions if problem arises.

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

Communications as I see it is key to creating and maintaining strong relations within the active body.

As VP of fellowship this semester, I enjoyed the ways in which chapter events allowed us to understand each other better and enrich ourselves intrinsically. I want to continue to uphold the friendship aspect and relations in the chapter by creating an effective, ambitious but amicable environment for our members to bask in. I also have a desire to strengthen our understandings of each other through us staying connected and aware of our common passions, goals and hopes for this chapter, starting from the significance of the chapter events we create weekly.

Additionally, APO is the largest coeducational community service organization in the nation. However, we're mostly known through word of mouth. I want to enhance our presence on campus as that LFS! community service fraternity with our public relations chair through more collaborative ventures with other organizations on campus.

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

1. Create both social and service events with other service and social organizations on campus including but not limited to:
 - a. Professional fraternities on campus such as DOZ (leadership), DSP (business)
 - b. Service organizations such as Jumpstart, Animal Rights Association, Chalk the Block USC
 - c. Cultural organizations such as Black Business Student Association, Association of Indian Students, Asian Pacific American Student Assembly-

I hope to use my connections and experience this year especially with our joint fellowship event with DOZ to make certain of this.

2. Resurrect our AK newsletter and blog posts and member spotlights (have a section reserved for actives, associate, abroad brothers and pledges) as a way of keeping all members of our chapter on the same page about our new ventures, activities, upcoming events and in addition, create a platform for spotlight members to express themselves and for receiving members to better understand them.
3. Expand our influence on social media including Instagram, Facebook and Youtube by linking the accounts and sharing our new content online
 - a. Push for more Instagram posts (1 a week minimum) to further broadcast activities worth sharing with others.
4. Stay more connected to other APO chapters- by involving them in our newsletter and liaising between chapters to keep each other in the loop of our events and goals
5. Create a bigger social media presence for us with multimedia content (elaborated in Q4)

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

1. Post multimedia content such as **Vlogs/ live Facebook videos** of our activities/ **behind the scene snippets** on our preparation or process for fellowship/ service events to generate interest in our fraternity and give us a platform to showcase our individual amazing and inspiring members
2. Not only post events on Facebook but create a dialogue and representation of our fraternity by **sharing videos/ articles** to generate our impact as a service fraternity. If anything as VP of fellowship (discovering events through digital platforms) and as a former public relations assistant, I've learnt that social media and aesthetic is key to garnering attention.
3. If possible, invite more relevant guests (not only alumni members) but inspiring leaders, speakers such as maybe the leaders of a nonprofit organization (think WWF, L.A Works, Red Cross), diversifying voices within the chapters
4. Use our school platforms including (myusc.edu), Daily Trojan, relevant organizations like APASA to further advertise ourselves.

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.

VP of fellowship (Spring'17): gave me further insight on the chapter's inner workings. I now better understand the dynamics, concerns and improvements to be made within the chapter. I also have a foundation on how ex-comm can better facilitate an ongoing conversation between them and the active body as well as pledges

Public Relations Assistant at Gushcloud Pte Ltd: made me understand the potential of digital platforms such as social media. I wish to incorporate my knowledge on effective communication on social media, marketing strategies into my position to further advance APO. I also hope to bring my organizational skills practiced within my internship (such as administrative duties-emailing clients, coordinating large scale events) to my position.

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?

Other than my commitment as a staff writer for Daily Trojan and my American Sign Language club meetings (that meets biweekly), I intend to commit myself to APO.