

PART I: GENERAL INFORMATION

Name: Kelsi Yu

Year: Junior

Major: Biochemistry

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

☐ Fundraising Chair

☐ IC Chair

PART II: SHORT ANSWER QUESTIONS

1. What is your vision for APO?

I have always seen APO as a way for USC students to contribute to the campus and service organizations throughout Los Angeles. Not only does APO have an impact on the different populations we work with in LA, but it fosters a greater understanding of the community in its members. My hope is to continue seeing members of APO excited and passionate about making a difference, while forming genuine connections and friendships with one another. I would also like APO to cultivate a diverse and inclusive membership body, which can be communicated by the image portrayed to USC's student body.

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

I am running for VP of Communications due to my interest in maintaining contact with each member of APO as well as making efforts to portray APO in a professional and service-oriented manner on different social media platforms. I believe my personal experiences and characteristics have prepared me for the responsibilities of this position. I also see that this position is different from ones I have held in the past. However, I believe my diversity in experience is a benefit to speaking to the various aspects of APO and encompasses our core values as an organization.

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

Having spoken to previous VPs of Communications, I have gained an understanding of all that they accomplish. If elected, I plan to maintain the same lines of communication within the chapter through consistent emailing and setting up slides for GBM and EBM. This also includes taking detailed notes during each meeting. Additionally, I want to continue to market the efforts of our chapter through social media. This includes making sure that the time in Comm Committee is utilized well and communicating effectively with the PR Chair to ensure that all deadlines are met. While maintaining the requirements set by previous VPs, I hope to add my own style to the presentation of APO to USC's community and enhance our professional image overall.

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

After speaking with different VPs of Communication, I realize the importance of maintaining consistency in social media posting. For example, I plan to post multiple times a week on Facebook and Instagram on various service events and organizations we work with as well as featuring Brother Bears of the Week. It is also an opportunity to showcase the efforts of our chapter and a level of professionalism. I also want to profile Excomm members and their efforts on Instagram with more in-depth questions. This includes stylizing the profiles as well as the newsletter, which I have gained experience through creating a minimalist design for my magazine. In all, I hope to serve as an open point of contact for the APO body and continue the tradition of sending out information in a timely and consistent manner.

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 semester, I served as Philanthropy Co-Chair and gained insight into the way that APO's Excomm is run and the responsibilities that each position holds. I believe this position has also shown my ability to execute plans and organize efficiently.

Additionally, my role as Co-Editor in Chief has given me the leadership and organizational skills necessary to complete administrative tasks and run Comm Committee. It has also given me familiarity with different digital media and graphic design software, which may be helpful in working with the PR Chair.

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?

Currently, I am on track to graduate next semester and as such, my coursework is less rigorous than semesters before. While I am involved in research, I am taking MEDS 490, or Directed Research, meaning it will require less time outside of my classes. Aside from my academics, I will be serving as Co-Editor in Chief of the Healing Process magazine and possibly serving as a volunteer instructor for the Shaukat Initiative. Both of these commitments will not conflict with GBM or EBM and require 8 hours weekly at most.

Having been in the position of an RA and Co-Editor in Chief in the past, I feel that I have a grasp of time management and meeting deadlines in an effective manner. I am also familiar with setting agendas and communicating through various platforms overall.