



## Fall 2015 Nominated Officer Questionnaire

### INSTRUCTIONS

Please attach your **current résumé** and **Spring 2013 schedule** (class, work, other extracurricular activities).

This questionnaire is due **no later than FRIDAY APRIL 24<sup>th</sup> at 5:00PM**. Please send this document and all supplemental materials to [president.apouse@gmail.com](mailto:president.apouse@gmail.com) and [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, APRIL 26<sup>th</sup> at 11:59pm** 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: Rachel Dong

Year: Sophomore

Major: Biological Sciences

Pledge Class (Year): Alpha Delta (Spring 2014)

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

- |   |   |
|---|---|
| <input type="checkbox"/> President        | <input checked="" type="checkbox"/> VP of Finance |
| <input type="checkbox"/> Pledgemaster     | <input 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?**

APO is a huge organization that already has a large impact among the campus and the surrounding communities. First of all, my vision for APO is to continue this large impact on campus through service. I envision APO to be a welcoming and supportive organization, its members diverse and tied together by a collective passion for service, among other interests. As APO is such a large organization, the idea of having every single member truly united in a brotherhood may seem slightly far-fetched, but I believe we could take steps toward that by embracing a helpful and kind attitude towards new and current members. Our organization would be regarded as friendly, well known, and admired by both USC students and IC brothers. "Service unites these really cool, friendly people in a closely knit, supportive family away from home" would be an ideal description of what I envision APO to be.

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

I am running for VP of Finance because I would like to see changes take place within our organization while upholding clarity and transparency, and I believe my dedication and experiences with APO would help in bringing about those changes. I could both contribute my experiences of fundraising and managing a budget while increasing my experiences of working in a large organization. Finance plays a huge role in our organization, and the biggest reason I want to be VP Finance is that I recognize some aspects of the organization that could be improved on, such as external fundraising and increasing the overall budget for future years. I want to make APO as close to the vision that I have for it for the sake of current and future members, and the communities we serve that are influenced by the fate of our organization.

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

My main goals for VP of Finance include increasing the drivers' budget, increasing and maintaining high fund transparency within APO, increasing external funding opportunities, and having good communication with the rest of the organization.

First of all-- incentivizing drivers. Drivers are an integral part of APO, and from my experiences on e-board as well as a general member, I have observed many difficulties with recruiting drivers. A lack of drivers may discourage members to sign up for important events, such as retreat or new service events that struggle with consistently bringing out drivers. A role VP Finance could play in assisting in this situation is by expanding the drivers' budget. In past semesters, the budget has been \$1000, and from Fall 2014, this was an average of \$0.25/mile driven. In this past Spring semester, the drivers' budget was allotted \$1500, and would give an approximated \$0.35/mile. I aim to further increase this to \$2000 a semester, with a projected

\$0.50/mile. To fund this endeavor, I believe there is enough money in the budget and a plethora of possible fundraising ideas to support this without raising dues.

Another aspect is maintaining transparency within APO concerning funds. This past semester, the ExComm projected budget was available for all members to look over. Also, the actual spending and reimbursements were all available. I believe this is important in letting members know where exactly their dues are going towards, and I believe continuing to do this will illuminate the fund distribution process. Being more open with the budget gives all members more of a stake and say in what our organization as a whole spends money on.

Since the merging of the positions, fundraising is an important component of the VP of Finance position, and I hope to develop this aspect particularly with more external funding. By extending fundraising opportunities outside of APO, we are also opening opportunities for PR. (Specific ideas will be mentioned in the following question.) Additional external funding could come from applying for USG funding. USG offers opportunities for funding for leadership and philanthropy events, so we could definitely capitalize on that. As VP Finance, I would definitely want to take an active role in pursuing these funding opportunities and assist e-board members with the process of applying. My overall goal is to have external fundraising be a larger part of the money we raise, and awarding fundraising points not only for a purchase, but also for members' participation and promotion of larger scaled external fundraising events.

Another goal is to increase the overall budget. Currently we are aiming to end around \$7,000, but the goal is to increase it to around \$10,000 to 15,000 in the next few semesters. This will give us a safety net, but also an opportunity to host much larger scale events in the future. For example, events such as Sectionals require a large investment cost, requiring funding from the budget. Having around \$10,000, which is approximately half of the overall budget for one semester, allows APO to remain safe and flexible with its events.

Lastly, communication with the rest of the organization is key. My goal is to have smooth communication with the individuals, and specifically the pledge fundraising chair, co-VP Finance, IC chair, PR chair, VP Membership, and sectional chairs. VP of Finance entails working with every ExComm member in checking and distributing funds for events, but specifically, I hope to have good communication with sectional chairs in funding and covering costs up front for an event as large scale as Sectionals, working with the pledge fundraising chair to maximize potential fundraising events, particularly external fundraising events, and avoiding clashing of similar fundraising ideas. VP of Membership and Finance work together in establishing dues for members, and working with the IC and PR chairs for external fundraising events would also be key in making those events a success.

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

As mentioned, APO could use improvements with external funding, and I believe we have the resources to carry out successful external fundraisers. In addition to the successful, mostly-internal fundraisers such as APOker night, retreat auction, restaurant fundraisers, and APieO, we could work on creating and developing a trademark external fundraiser. With our established

connections and budding relationship with IC's, we could create multiple IC fundraisers. Integrating IC's is a great way of getting external funds while promoting and expanding IC relationships. For example, selling membership or rush shirts to IC's can be a very successful fundraiser. Holding interchapter events that are part of a large fundraising event, such as Casino Night, Date Auction or speed dating, a sports competition similar to IC Powderpuff or an iconic talent show similar to IC Dance Comp would likely be successful. Certainly, there is a lot of potential in Sectionals with Banquet and Formal.

Outside of the IC's, this fall would likely garner a lot of funding from tailgate recycling. In food fundraisers, partnering up with another organization such as the Helenes or Troy Camp to promote further PR connections across campus could help bring more external sources. Also, we could also create larger events that can be open to a larger audience. In 2011, a clubbing fundraising event was held. Such a large-scale event could also take place as Invite.

Getting more external fundraising also involves extensive work with the PR chair and VP of Communications. Promoting APO, its members, and its fundraisers can all be done within the realm of social media. Getting members more involved in advertising for fundraising would be instrumental in reaching a larger audience, not only for fundraising, but also for PR. Through more fundraising events, fundraising points can take a shift from being awarded for paying into our own organization to being awarded for garnering people outside of APO.

Besides expanding on external funding, my ideas include what I mentioned in the goals section – increasing drivers' budget and applying for USG funding. I aim to uphold the transparency of the budget in order to provide the most information for the members of APO as to exactly where their dues are going and how e-board is managing their budget.

**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.**

For VP Finance, necessary experiences include fundraising, organization, event planning, handling funds, and managing budgets and funds; I believe that I have all of these skills and experiences. In terms of fundraising, I was a fundraiser for the Quantum Physics Club as well as a Fundraiser and Event Coordinator for 2 years for the American Red Cross Club. I was also Treasurer for Environmental Club in high school. These experiences allowed me to lay down the foundation behind what makes fundraisers successful and how to plan and organize them for maximal effect. I was also able to deal with managing money through my position as treasurer. Also, as a restaurant coordinator for USC Food Resource Network, I am in frequent contact with restaurants in attempts to collect potentially wasted food.

I believe my experience as Alumni Liaison last semester was instrumental in learning how APO runs as a large organization. The budget is one of the most important aspects of APO—dues, e-board members' budgets, managing funds, and organizing fundraisers are all a part of successful events and successful semesters. In terms of event planning, I have had experience working with scheduling office, catering restaurants, organization of the event and smaller details involved. I am comfortable with contacting others on e-board and remaining in communication for event planning, which are relevant experiences for the Finance position. Finance requires a great

amount of communications with every member, and specifically working with e-board to distribute funds and establish a budget is instrumental in starting off a semester. Also, clear communication between e-board and a co-VP of Finance is extremely important in ensuring that members do not go over their budget, and that funds are being distributed appropriately.

As sectionals is approaching this following year, having exposure to planning larger scaled events enables me to help the sectional chairs establish a budget for their event. As Alumni Liaison, I planned Alumni Dinner months in advance and had to work within my budget to allocate how much money went to catering, booking the room, and other logistics. As a result, I am more detail-oriented and organized about what goes into an event, allowing me to be comprehensive in the position of VP Finance. I would also be able to double check that all costs would be covered under a specified budget, from knowing how much money is consistently spent on certain items per semester, preventing incorrect estimations in projected budget.

**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?**

Compared to my last few semesters, this upcoming fall will be drastically less hectic, as I plan to only take 12 units of class, including only one lab class (rather than the 2-3 lab classes I usually have). In place of class, I plan to invest my time in my extracurriculars, which include working in a research lab and volunteering. I believe that this past semester of 18 units, I have been managing research, volunteering, studying, and serving on ExComm with little to no problems, and I am confident that I would be able to prioritize and make time to serve on APO executive board.