

**Fall 2019 Nominated Officer Questionnaire**

**INSTRUCTIONS**

Please attach your **current résumé** and **Fall 2019 schedule** (class, work, other extracurricular activities).

This questionnaire is due **no later than** **SUNDAY April 14th at 11:59 PM.** Please send this document and all supplemental materials to [president.apousc@gmail.com](mailto:president.apousc@gmail.com) and cc 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. If you are running all or nothing for a co position, you may share a speech with your running mate and have **up to** **two slides**. If you are not running all or nothing, you must have a separate speech and slide. Slides are due by **SUNDAY April 14th at 11:59 PM** to [president.apousc@gmail.com](mailto:president.apousc@gmail.com). You will not be allowed to pass out additional materials or papers during your speech.

**PART I: GENERAL INFORMATION**

Name: Elizabeth Walburger

Year: Freshman

Major: Psychology

Pledge Class (Year): Alpha Nu (Fall 2018)

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

[  ]  President

[  ]  Pledgemaster

[  ]  VP of Service

[  ]  Co-VP of Membership

[  ]  VP of Fellowship

[  ]  Co-VP of Finance

[ X ]  VP of Communications

[  ]  IC Chair

Name of person you are running with (leave blank if no running partners):

Are you running all or nothing (leave blank if not applicable)?:

**PART II: SHORT ANSWER QUESTIONS**

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

I have always been passionate about communications related positions within organizations. I think they are positions that are often assumed to be straightforward, easy, or of less importance simply because they are not as vocal, nor do they seem to have as much influence in organizations. However, I have found positions related to communications to often be crucial in doing important behind the scenes work in organizations. From working with other organizations, drafting correspondence, recording meeting minutes, publicizing events and goals, working with other leadership positions, and contributing ideas, I think communications positions are extremely significant within organizations. I intend to bring this passion and commitment to VP of Communications in APO if I were to win this position.

I would like to be VP of Communications for APO because I believe I have the commitment and vision for the position, both for the way the position is now and for ways it can be improved in the future. I believe VP of Communications is an important position that I intend to dedicate time and energy to, in order to make it the strongest it can be for our chapter. I care a lot about APO and want to help and build the chapter in any way that I can, and I think this would be an excellent way to merge something I am passionate about with my desire to serve this organization.

1. **What is your vision for APO and what are your goals for the position(s)?**

From the beginning APO’s cardinal principles of leadership, friendship, and service drew me to APO and I really believe they are something we should all strive to aspire to and follow in our daily lives and in our activity in APO. My vision for APO is one where we work to exemplify and embody these principles. I want APO to be a place where pledges, actives, associates, abroad brothers, and alumni all feel they belong . I want all these people to know they have opportunities to grow, contribute, and successfully accomplish positive things in their lives and communities. I hope to help cultivate an APO where people value APO for the well-rounded experience it creates in the various areas of LFS and where they desire to work to improve the organization on every level.

I see this vision relating to communications in APO, as communication is a basic principle of accomplishing anything within a group. Communication is crucial on every level from between individuals to between organizations. While the VP of Communications cannot affect all these interactions, I hope to create an environment in APO where members understand the value of communication and where they are informed about activity in the chapter. Beyond this, I understand that communication is not just limited to the chapter, but it plays a key role in the connections between the chapter and the campus and the various organizations it serves. To accomplish this vision for communication within APO, I have two main goals for VP of Communications. The first is to improve internal communication within the chapter. By this I mean that communication within the chapter is efficient, informative, and open, where avenues of communication are readily available and the process of receiving communication is streamlined. My second goal for VP of Communications is to improve external communication. By improving external communications, I plan to strengthen ties with campus and service organizations we work with by informing them of chapter activities, events, and goals. I think a crucial part of APO is being open and accessible to the general community and this is especially an area where I can see potential for building more connections through communication. Overall, I see these two goals as working with each other to use the role of VP of Communications to allow other facets of APO to run as smoothly as possible and to emphasize the importance of emphasize the importance of connections both within and outside of the chapter.

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

I have quite a few ideas for the VP of Communications, some of which build from old ideas and some which are newer. and I see them as supporting my two main goals for VP of Communications.

To improve internal communication in APO, to make information accessible, clear, and efficient, I intend to streamline the distribution of information and by building ties between the VP of Communications and the rest of the executive board. I see minutes as being a crucial part of sharing the information from EBM and GBM to the rest of the chapter and those members who cannot make it to the meetings. My plan for emailing minutes is to send the minutes out to the chapter as soon as I have all necessary pieces. This means that when possible I will send minutes out on Mondays, and at the latest I will send minutes out by Tuesdays at 11pm, this small timeframe will keep minutes consistent, but also quickly deliver them to the chapter. Furthermore, I intend to be timely and consistent with sending out other documents such as EBM and GBM slides and other correspondence.

To further improve internal communication, I also would like to strengthen ties between the VP of Communications and other executive board positions. While the VP of Communications has always been responsible for sending out information to the chapter for other executive board members, I plan to use the position of VP of Communications to increase communication within the executive board and to support the other members. For example, I see the use of Instagram to help the IC Chair communicate with other APO chapters or to use the newsletter to help the Alumni Liaison stay in contact with alumni to be natural ways for the VP of Communications to assist other the other executive board members.

To improve external communication to share the work of APO with the community and increase interactions between APO and other organizations, I plan to continue to use APO’s social media. The use of APO’s social media has been a great way of publicizing the members and work of APO. I hope to build on this work by having a regular schedule of posting like this semester, but also highlighting specific parts of APO on each day I post. Over the summer I plan on spotlighting APO members on Instagram and Facebook posts and sharing what they are doing over the summer every other Friday starting in June, similar to the spotlights from last summer. During the semester, I plan to post on the APO Instagram stories every Tuesday and Thursday. Every Tuesday I plan to spotlight the Brother Bears of the Week, and every Thursday I plan on doing pledge spotlights. Every Wednesday I plan on to post on Instagram and Facebook spotlighting a member of the executive board, similar to the spotlights done this semester. Every Sunday I plan on posting on Instagram and Facebook spotlighting an APO event. While a majority of these event spotlights will be about service events, I also plan to spotlight fellowship, diversity and inclusion, membership, and other types of events as well, to publicize all areas of APO. I also plan to post on Instagram and Facebook about significant APO events such as Recruitment, Pinning, Retreat, DTA, and Initiation.

My other main focus for improving external communication is to reinstate the APO newsletter. I plan to send out the newsletter monthly, which I believe is a balance that will keep people updated, but also not inundated with emails from APO. I know this has been an intention of former VP of Communications, but this is something as I really see accomplishing my goals for VP of Communications and something to which I am willing to commit. I want to create a newsletter that can be circulated within the members of our APO chapter, but beyond our community as well. I intend to create a newsletter that will include active announcements, but also spotlight the important events of the previous and upcoming months, as well as goals and progress of the chapter as a whole. I intend to keep the newsletter brief and clear, while including important and relevant informationI envision this newsletter being sent to actives, pledges, associates, and aboard brothers, as well as campus organizations we work with, service organizations we work with, and alumni who are interested in being kept up to date with the chapter’s activities. I think this will be a great way to keep the larger APO and USC and LA communities involved in the active APO activities and missions and to improve external communications.

Overall, these are some of the main ideas I have for improving internal and external communication for APO, and they are plans to which I will completely commit. I am always open to suggestions and hope to work with the entire chapter on strengthening this position, but these are some ideas I think could really be successful for VP of Communications.

1. **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.**

In the past I have been the secretary for a variety of academic and extracurricular organizations which taught me how to take condensed and informative minutes, communicate with other leadership positions, and corresponded with outside organizations. In APO specifically, I was Pledge Class Secretary where I took weekly minutes for Pledge Meetings and supported the rest of Pledge ExComm. I also attended Comm Comm every week, which gave me really good insight into what VP of Communications does and what kinds of duties they have on a weekly basis. This semester I am the Alpha Fam Head and I attend Membership Committee. I have worked to put on multiple Fam Events and coordinate other aspects of Fam life such as DTA and fam gear. Overall, all these experiences have really prepared me for VP of Communications both as a leader in general and for this particular skill set.

1. **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 APO is main and only significant extracurricular. Although I am always open and interested to becoming more involved on campus, I do not see myself becoming involved in any significantly time consuming extracurriculars. I currently do not have a work or research position, and while I am taking a full course load next semester, I know by planning my time and duties that I will be able to balance APO with other aspects of my life. I take APO seriously, and intend to continue to attend more events than the baseline requirements. APO will be one of my main responsibilities of next semester and I am willing and completely able to dedicate my time and energy to show my commitment to VP of Communications.