08

**Fall**

**Fall 2013 Nominated Officer Questionnaire**

**INSTRUCTIONS**

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

This questionnaire is due **no later than** **FRIDAY, APRIL 26TH at 8:00PM.** Please send this document and all supplemental materials to [president.apousc@gmail.com](mailto:president.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 28TH at 11:59pm** 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: Emily Lu

Year: Junior (May 2014)

Major: Environmental Studies

Pledge Class (Year): Omega Spring ‘12

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

[x] President

[ ] Pledgemaster

[ ] VP of Service

[ ] VP of Membership

[ ] VP of Fellowship

[ ] VP of Finance

[ ] VP of Communications

[ ] Fundraising Chair

**PART II: SHORT ANSWER QUESTIONS**

1. What is your vision for APO?

My vision for APO includes both our own experiences as members of our fraternity as well as our reputation among the outside community. Within our fraternity, I would like for APO to be a source of pride for everyone involved in the organization. I believe that our chapter spirit is heavily influenced by the quality of our event schedule determined by our e-board officers. I want our members to feel excited about participating in the opportunities that APO has to offer, which will stem from e-board looking ahead and running smoothly. By providing our members with valuable service and social opportunities, we can also better retain our members. In addition, I envision APO as having a greater presence on campus and I would like to challenge our officers to coordinate with other campus organizations to provide our members with opportunities to learn about how other organizations function and share with other students the amazing work that we do.

As I have detailed in the following questions, I have many ideas on how to advance our chapter.

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

As president I would serve as an enthusiastic, friendly and professional representative for the chapter. APO is composed of a group of unique and talented people, and I want for us to reach our full potential in making an impact on our campus and in our surrounding community. I am committed to spending my time and utilizing our resources to improve how APO operates in order to achieve this goal. I will do this by focusing on creating tangible change instead of chasing lofty ideals.

After being responsible for coordinating the service aspect of our chapter, I want to take what I have learned from this semester and apply it to all facets of our chapter to improve the overall APO experience for everyone. While I can’t resolve all of our concerns in one semester, based on my observations I have chosen some to prioritize that will create an even more valuable experience for all members and have detailed them below.

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

One of my main goals for this upcoming semester is to establish our own original philanthropy event. I want to work closely with the VP of Service and philanthropy chairs over the summer to identify a cause that the chapter supports and how we can make use of our resources and manpower to help. Establishing our signature philanthropy will increase our visibility on campus and help us be recognized for the amazing service work that we do on a regular basis.

Regarding our chapter culture, I want to see APO brothers taking greater ownership over their own experiences in APO. This can be achieved by creating more opportunities for those not on e-board to suggest and plan events. See #4 below for details on how I would approach this.

Another goal of mine is to address membership retention. See #4 below.

One of my goals for e-board is to thoroughly map out our goals and dates for the entire semester in order to avoid planning events at the last-minute. Because we are working with external groups and opportunities often arise suddenly, there is no way to avoid last-minute planning completely. But I would like to create a more thorough process for e-board to clearly visualize their work for the semester and take inventory of everything they want to accomplish.

Mapping out how the semester will look could also contribute to creating a more thorough transitioning process for everyone on e-board. This will allow officers to identify places where they might foresee troubles and reach out to the previous officers early on.

Creating a timeline can also strengthen the quality of our events by allowing us to discuss and tweak them. This will help e-board visualize their goals for the semester and ensure they plan ahead so they have enough time to really accomplish everything they set out to do. This also gives e-boarders a better sense of what others are working on, so we can space events out and have consistent, great events throughout the semester, instead of having them all in waves.

This also provides more accountability for e-board so we can compare our actual work to what we have set out to do. Flexibility is still important and officers can re-prioritize, but planning ahead will allow us to constantly revisit the platforms that they ran on and allow their ideas to reach their full potential.

I would also like to make e-board meetings more efficient by establishing deliverables after discussions during e-board meetings. Because the president is responsible for facilitating conversations during e-board meetings, I plan to turn our passionate discussion into tangible solutions by identifying implementation steps to solving our problems. One of my favorite aspects of serving on e-board this semester has been the great discussion among e-boarders of various issues facing our chapter. We discuss our issues but get cut off because oftentimes our time is running short. One way we can better resolve these issues is to always identify a “next step” after discussion.

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

One of my goals is to promote greater participation from the active body in shaping “the APO experience” through planning events. I want people to be involved in their own leadership, fellowship and service experience. There are two ways we might be able to achieve this: through utilizing committees or through taking advantage of family competition. Although these are rough ideas, they could offer ways to increase involvement from the active body.

Some committees (including servecomm this past semester) have been under-utilized and I would like to offer more opportunities for people to take ownership of their experience in APO. Before the semester starts I will brainstorm with the next VPs and previous VPs about what kinds of tasks can be delegated and how they can fully develop their committees. Based on my own experience as VP of Service, here are some preliminary ideas for subcommittees that VPs can use to get others involved:

Research/brainstorming sub-committee—responsible for generating new ideas through their own research for both on and off campus opportunities. They would keep things fresh and address one common complaint—that we do the same things again semester after semester. They could possibly facilitate voting for ideas during GBM.

Promotion/publicity sub-committee—responsible for identifying bigger events *early* and generating buzz within our chapter to increase participation at those events. Might coordinate with PR chair to create promotional materials or using social media. They can also help with reaching out to less active members.

Feedback and outreach sub-committee—responsible for collecting feedback from the chapter about past or upcoming events. Duties might include briefly asking people at HQ or through Facebook chat. They would be able to report their findings at committee meetings to give others in the active body a voice.

Another solution is to use our family competition to promote the flow of ideas. This past semester, while I created a Google Doc for people to submit their ideas for nonprofits and organizations that we could work with, only a few people added suggestions throughout the semester because I didn’t approach promoting this Goodle Doc the right way. Granting family points might incentivize members to do some research and create events that others would enjoy, benefitting the entire chapter instead of just their own family.

Another goal that I want to achieve is to increase membership retention. I will work closely with all of our officers to identify certain events that we can promote especially among less active members. For example, the outreach subcommittees I mentioned earlier might be able to recruit older pledge classes to come out to some of our bigger events, like a service invite or our philanthropy events. If we work on publicizing these events early, we can show members what exciting projects are coming up and members who do not come out weekly can specifically plan for these. I believe that once they do make it back to APO for an event, their positive experience will encourage them to come out even more. In addition to taking this approach, I will work closely with the VP of Membership to establish other specific tactics to keep our members coming back.

Although e-board works very hard to plan each semester’s events, the active body doesn’t necessarily have any way of knowing what e-board is spending their time on. That is why I would like to add some announcements at the beginning of GBM to let the active body know what is on the future radar of our semester’s schedule and what kinds of work e-board has in progress. This will not only give everyone a sense of each e-board member’s duties, but will also push the VPs to think ahead and prepare for upcoming projects. This also gives the active body a chance to offer suggestions on future ideas, and there will be enough time to actually consider them.

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.

After being involved with two sets of e-boards with every different cultures, I would like to improve how e-board operates in areas where we have the greatest potential to create positive change for APO. My experience as VP of Service this past semester has allowed me to recognize these opportunities for improvement within our chapter. The solutions I have decided to focus on above are examples of ones that I believe should be prioritized in order to improve the APO experience for next semester. These solutions are ambitious, but I have provided strategies in order to achieve these goals and ensure their implementation.

Being involved in planning a consistent stream of events has exposed me to many of the challenges that the officers face over the course of the semester. As VP of Service I have had experience in working with and around all different aspects of our events including service, fellowship, membership, IC and philanthropy. As president I would be able to use this experience to help the VPs coordinate their events, resulting in a greater overall experience for all members of our chapter.

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?

None.

***Don’t forget to attach your résumé and schedule.***

Thank you for taking the time to complete the Elected Board Questionnaire. Please be sure to send in your election slide(s) no later than Sunday, April 28th at 11:59PM. If you have any questions or concerns, feel free to contact [president.apousc@gmail.com](mailto:president.apousc@gmail.com).

Good luck! ☺

