

**Spring 2019 Nominated Officer Questionnaire**

**INSTRUCTIONS**

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

This questionnaire is due **no later than** **SUNDAY November 18th 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 November 25th 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: Libby Reynolds

Year: Senior

Major: Psychology

Pledge Class (Year): Alpha Mu Spring 2018

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

[  ]  President

[  ]  Pledgemaster

[  ]  VP of Service

[ X ]  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): Hannah Zhang

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

**PART II: SHORT ANSWER QUESTIONS**

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

**Co-VP of Membership**

As a pledge, I attended Membership Comm and I looked forward to it every week. I saw how involved Membership was in making sure APO ran smoothly for the individual members. The position is very people-focused and introspective as the VPs work with all members and positions to make everyone’s experience in APO the best it can be. I have loved my 2 semesters in APO and I want to help everyone else have a great experience as well. I want to be the voice of the general body and help ensure that everyone’s voice is heard.

I feel as though Co-VP of Membership would be a good fit for me because I am organized, self-motivated, and dedicated to APO and its members. APO is the only organization I’m involved in, so it gets my top priority. I want to be able to dedicate myself more to APO, since it has given me so many more friends and opportunities. I feel like Membership is the position with the most internal involvement and it would be a great opportunity for me to grow closer with the members that I know and get to know those I don’t know already.

**VP of Communications**

This semester, as Creative Director, I was part of Comm Comm and attended weekly meetings. I was able to work pretty closely with Justin and understand what VP of Communications really does (there’s a lot more to it than slides and minutes). I really loved my position this semester and I feel like I would be well-prepared to take on the role of VP of Communications. The VP of Communications is responsible for relaying important information between Excomm and the general body. The VP is very involved with Excomm and gets to be very familiar with the goings-on of the chapter. I enjoy being well connected and I feel like the position would be a good opportunity for me to get to know everyone in APO better.

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

I have a vision of a more inclusive and welcoming chapter of APO. In my experience, APO has been very welcoming, but there are times when I feel a little on the outs or a little disconnected, and I know that I’m not alone in this. In order to do this, I think it’s incredibly important to increase connectivity within the chapter and make sure actives, associates, pledges, and Excomm members all feel connected to each other and to the resources available to them.

For Membership, my main goal would be to help increase open communication of new ideas and problems within the chapter. My priority would be to listen to members and work with ExComm members to solve problems or implement new ideas.

For Communications, my main goal would be to increase communication efforts within the chapter, including revamping the newsletter and continuing with the social media spotlights. The newsletter can be a bit more brief, which would make it more likely for people to open and read it. I plan on maintaining the same social media output with Instagram, but maybe increasing Facebook posts.

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

**Membership**

I have many new ideas to implement in order to increase involvement and connectivity within the chapter. I would like to bring back Excomm dinners, which were brought up by Derek and Cam this semester but didn’t happen. Excomm dinners would allow pledges and actives to spend time with a couple of Excomm members and talk directly to the VP’s about their positions, new ideas, and issues they may have with various events or aspects of their position. It’s also a great way for everyone to get to know each other a bit better. Another way to increase involvement is to have more fam, big/little, and pledges vs. actives events. Some new ideas would be competitions like bake-offs, scavenger hunts, and game nights. I would also want to promote more fam events, perhaps implementing a hard requirement of three per semester.

In terms of increasing communication, one thing I would like to promote is the anonymous evaluation form. Midsemester reviews are the best way to get feedback for Excomm and the chapter as a whole, but there may be some who are more comfortable reporting issues anonymously. During Midsemester reviews time, I would like to post or send out a link to an anonymous Midsemester review evaluation form. The in-person reviews would still be required, but the form would serve as a place to put additional comments.

Lastly, I would like to set up a google drive folder of photos of personal letters and paddles and list where people go to purchase letters or paddles. Being a first time big can be stressful, so having a place to go to look at all the possibilities would be very helpful. Designing a paddle can also be high stress for pledges, so having a place to go look at examples and a resource list for stores or woodcutters would also be a great thing to do.

**Communications**

The major thing I would like to do for Communications is revamp the newsletter. Revamping the newsletter would mean creating a new format, shortening it, and coming up with more interesting blurbs, definitely keeping the hot corner portion and adding a “photo of the week” and a place for outside announcements. All of this would be done with the goal of getting more people to open the email, since not many do.

Something I mentioned in question 2 is increasing Facebook posts. Most of our Facebook posts are just from our Instagram feed. Every week I would like to add a new, non-Instagram Facebook post, which can be an alumni spotlight (from Alpha Kappa or famous alumni), sharing articles about our favorite service organizations, or posting community profiles from pledges. This would be a great way to increase both internal and external communications.

Another area where I would like to improve is with the updating of photos from leads into the drive. In designing the poster for Involvement Fair this semester, Justin and I had a hard time finding a lot of high-quality photos on the shared drive and we had to look through lead photos on Facebook. I would have the Historian or myself upload the best lead photos from each week into that drive. There’s also a need to take updated videos at events to put in the Rush video. The clips we use are very outdated. An interesting idea that Claire Jutabha brought up in Comm Comm this semester was to do vlog-like short videos talking about our different service events, which I think is a great idea. I would also like to create a promotional video other than the Rush video to post on our Facebook and website that’s all about why people joined and why they stay in APO.

One thing that may need some tweaking is how we do PR (through the Involvement Fair and flyering or dormstorming), depending on if we will be able to do Involvement Fair next semester. I am prepared to brainstorm the best alternative ways to spread the word with the Creative Director if we are unable to officially be a part of the Inolvement Fair due to RSO issues.

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.**

When I was a pledge, I attended Membership Comm and got a good insight into what Membership does. This semester, I am the Creative Director, so I am very familiar with how Comm Comm and ExComm work.

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?**

I will have research 8-10 hours a week, but it would be in the mornings. I don’t anticipate any problems balancing executive board duties with research and schoolwork.