

**Fall 2020 Executive Board Application**

**INSTRUCTIONS**

Please attach your **current résumé** and **Fall 2020 schedule** (class, work, other extracurricular activities).

This questionnaire is due **no later than** **SUNDAY, APRIL 19th 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](mailto: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 19th at 11:59 PM** to [president.apousc@gmail.com](mailto:president.apousc@gmail.com). No changes to your slide may be made after this date. You will not be allowed to pass out additional materials or papers during your speech.

**PART I: GENERAL INFORMATION**

Name: Madeline Kim

Year: Sophomore

Major: Business Administration

Pledge Class (Year): Alpha Omicron

Will you have finished your requirements by April 27th?: Yes

**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?**

Coming into a huge school like USC as a transfer student was not the easiest transition at first. On the first day on campus, everyone was reuniting after the summer break, and freshmen were already forming their groups. I thought that it would be impossible to find my “group.” Rushing for APO was probably the highlight of my first year at USC. The community was so welcoming and it was even nicer to learn that so many of the members were also transfers. Gaining relationships within this org is something I will cherish a lot and because of that I would like to do more to serve APO. I think being on the executive board for APO is the best way for me to give back to the organization, and I will do so by doing what I can to express my creativity through the VP of Communications position.

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

As a chapter, I would like to try to expand more externally. My efforts in doing so will include being more present on social media. By being more present on social media, there are more chances for other organizations to reach out to us and vice versa. Another effort of mine will involve the members of APO gaining more relationships with other organizations like the Trojan Knights. Both APO and Trojan Knights have volunteers for Kicks 4 Kids, but when we go there to volunteer, we mainly stick with the people we are familiar with. By communicating with the other organizations on campus, my goal is to form bonds and continue expanding externally.

With the position of VP of Communications, my goal is to continue the good work that Mim provided, and in addition to that, I would like to improve the internal and external communications (this will be explained more in question three).

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

INTERNAL COMMUNICATIONS

* 1. Revamp minutes
* Spice up the minutes by decreasing points of regular secret word submissions but adding an optional suggestion box and an optional file upload that will give you more EBM points
  + This will give an opportunity for the people who can’t make it to EBM or GBM a chance to give their opinion on topics that were discussed during the meeting
* Adding something creative to the end of the minutes
  + This will make people more excited about minutes… hopefully
  + E.g. An APO version of a Subtle Asian Dating post (so kind of like a highlight… someone sends in a SAD like post hyping up their pal)
  + E.g. some kind of creative submission (maybe someone wants to share their art work or a recent hobby they picked up, so they might send in photos for me to add to the end of minutes
* During my pledging semester, Naomie made the pledge meeting minutes cute and fun by making each one themed and I think this made people excited for the weekly minutes. Which made more people check out the minutes. I would like to think of way to make people excited for the minutes as VP of Comm.
  1. Enhance weekly emails
* Keep up the mail chimp
  + I would like to keep this up from this past semester, so I am currently in the process of learning how to use this.
  + I like the color it brings to emails, and I’m sure that others do too
  + I want to make reading APO emails feel like you are scrolling through TikTok or Instagram
* Adding more spotlights
  + Social media spotlights: TikTok, Instagram, Snapchat
    - By highlighting what someone is doing outside of school or APO, this can spark potential conversation among people in APO who may not normally talk
  + People spotlights: pledges, actives, associates
    - This is, again, to spark conversation
    - Also, sometimes there are associates who want to be more involved, but because they cannot be around as much (perhaps because of a busy schedule) they can’t put themselves out there… BUT here is their chance!
* Fun Polls
  + E.g. Is a hot dog a sandwich?
  + I think weekly polls in the emails, will again, make people more excited for the emails
  + Also, for those of the people who do not have Instagram, here is their chance to answer a poll!
* Fun Drawings
  + Similar to how Justine and Anne made portraits of people, it would be a fun idea to add submissions of brothers drawing other brothers and surprising them when the emails come out
* By enhancing the weekly emails in these ways, though they may be small things, like clickbait, people will click on the emails and while they have the email they will might as well read the content.

EXTERNAL COMMUNICATIONS

* 1. Increase social media presence
* As said in the previous question, my idea for this is simply being more involved on the different social media platforms that we have
* E.g. on Instagram we can post more stories of us doing service. We could also post more on our actual feed throughout the semester
* By simply being more involved, the chances of other organizations reaching out to us may be higher
* By doing this we become more approachable
  1. Reaching out to other organizations
* Once again, previously stated in the question above, it would be nice for the members of APO to be more familiar with members of other orgs that we volunteer with.
* At the end of the day we are all representing USC and it would be nice if we could come to the same volunteer events as friends
* One way that this can be achieved is if I (the VP of Communications) reached out to other organizations, and then collaborated with the VPs of Membership and/or the VP of Fellowship to make events that will encourage APO members to form relationships with the other organization’s members

These are some suggestions I have for the VP of Communications, and if elected I will do my best to achieve said ideas.

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 high school I was a part of a leadership class call Link Crew. This group of students gathered to welcome the incoming freshmen. Within Link Crew there is an executive committee also known as the “commissioners,” and in my senior year I was one of the eight commissioners. Each of us had a specific role, but in the end we all collaborated to make sure that everyone knew the other person’s duty. This way we were able to stay organized throughout the events we planned. My position was the events and activities coordinator, and this position gave me the chance to plan multiple welcoming events such as Freshfest (similar to a freshman homecoming), Pieday Friday (a mini-event were the Link leaders and their group of freshmen would catch up, eat pies, and pie their leaders), and white elephant-like events. The other commissioner positions include another events and activities coordinator, finance, internal communications, external communications, and two art directors. I also got to help the other commissioners with their jobs and gain experience there. For example, making Instagram posts, promotional videos, posters, and fliers.

Through Link Crew I have been able to develop many communication skills and I also learned how to collaborate with others. Working in a group involves communication and hard work and I am ready to practice and learn with a new group of people and for a new organization. I would like to bring what I know to the VP of Communications position and hope that my input brings out a greater output.

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?**

My schedule for next semester is very easy – I will be going from 10-2pm (MW) and 10-3pm (TTh). I might have a 1-3hour/week job, but I am not a part of other student organizations so no commitments there! I would very willing and excited to devote time into the VP of Communications position.