

**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: Matthew Ayala

Year: Sophomore

Major: Political Science

Pledge Class (Year): Alpha Xi/Spring 2019

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

[X]  Co-VP of Finance

[  ]  VP of Communications

[  ]  IC Chair

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

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

**PART II: SHORT ANSWER QUESTIONS**

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

When I learned about the VP of Finance position, I was immediately drawn to the opportunity to gain exposure to financial planning—through Alpha Phi Omega—while enhancing my business and leadership skillset among the executive level members. I am excited by the chance to provide strong leadership and team skills in an environment that recognizes the gravity and urgency of impactful solutions and diverse backgrounds within excomm. I have also served as a team lead for the Business Technology Group; this experience has provided me the opportunity to develop strong verbal and written communication skills by assisting engagement teams to tackle tough problems and prepare client deliverables in the financial technology market.

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

* *Transparency and Increased Communication* | The notion of transparency and active awareness has driven us to run for the VP of Finance position. We hope to increase transparency within the chapter through the use of a dashboard that shows the financial health of the chapter. This dashboard would show the money spend as well as the revenue generated. This will be updated two times per month.
* *Increase Associate Retention* | As a service based organization, we believe that the freezing of member accounts is counter intuitive. We want to work with the Webmaster to change the conditions surrounding frozen accounts; these accounts will be able to access service events, but **only** service events.

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

* *External and Internal Affairs* | We hope to increase collaboration and university outreach efforts by partnering with other organizations within our fundraising events to form long-term relationships. This will allow us to gain a larger customer base, therefore allowing us to generate more revenue over a long-term period.
* *Early Payment Plans* | Members have voiced their satisfaction with the early payment plan implementation during the Fall 2020 semester. We hope to continue this payment plan in order to promote responsibility within the chapter and allow our members the ability to cut costs as needed within their membership dues.
* *USG Funding and APO Grants* | The funding and grant responsibilities have traditionally been allocated to the President of the Alpha Kappa chapter. We want to inaugurate a new period of responsibility for the VPs of Finance by effectively expanding the responsibilities to achieve more for the chapter and define the future for our service partners.
* *Fundraising Integration with Pledge Class* | Fundraisers serve as a secondary revenue stream for the organization. We hope to serve as mentors to the incoming pledge class where we are able to increase not only active fundraising pool, but the pledge as well. This coupled with the increased outreach with on-campus organizations forecasts increased revenue for the Alpha Kappa chapter.
* *Fall Fellowship Fundraising* | The Alpha Kappa Chapter has decided to be the host for the 2020 Fall Fellowship. This event will give us the opportunity to gain a large customer base and will provide us with the platform to increase sales and income generation within the 2020 Fall semester.
* *Uber Budgeting* | There has been a consistent problem revolving Uber as expenses that often goes over its projected budget. We want to create new guidelines in partnership with VP of Service that balances both member participation and financial soundness when deciding whether or not to allocate additional funds towards Uber or Lyft. These guidelines are subject to change based on the money spent during the recruitment period due to increased participation of potential new members.
* *Implement Stricter Budget Control* | Throughout the semester, executive members are often faced with costs that fall out of their allocated budgets. As the new VPs of Finance, we want to recognize the system outlined in the bylaws that requires an excomm vote to amend any part of the budget for a respective executive member. We hope this will increase financial awareness at the executive level while also serving as a control for excess spending within the chapter.

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.**

From past leadership positions, I have gained a critical understanding of the fundamental skills necessary to perform as a team leader in regard to diversity, inclusion, and equity. During the past year, I have had the opportunity of working with residential assistants and have developed the interpersonal skills needed to encourage, support, and celebrate the diverse voices in a large organization. From learning about the various identities of students to refining my knowledge of systematic oppression, I am dedicated to continually building an environment that supports one goal: the inclusion and retention of members. I have also served as the Special Events Coordinator Intern where I helped plan an active retreat and chapter retreat.

While serving as the Alpha Kappa Diversity & Inclusion Chair, I completed the following:

* Organized over 15+ diversity events collaborating on LGBTQIA+ Awareness, Women’s Rights, and Ethnic Identity; expanding executive-level communication efforts
* Designed and implemented a strategic initiative to start philanthropic efforts with the Downtown Women’s Center, resulting in extended community outreach through a food drive for 100+ women
* Collaborated with recruitment and PR team to expand outreach to different communities and organizations on campus, creating an applicant pool of 80+ prospective members
* Served as a liaison with other campus organizations, community groups, and coalitions, implementing new service and identity events with USC APASS

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?**

This semester I was able to balance 18 units while recruiting and serving as team lead for a Marshall organization. Alpha Phi Omega is an organization where personal investment and an openness to improvement have characterized my commitment to my fellow brothers. I believe that my keen ability to balance my multiple time commitments will continue to guide my system of prioritization and time management in the semesters to come. By utilizing Notion⎯a note-taking and collaboration application with markdown support that also integrates tasks, wikis, and databases⎯and Apple Calendar, I hope to make smarter decisions in evaluating my personal and professional commitments. Next semester, I also hope to join a student organization in the Marshall School of Business to expand my professional pursuits, yet this commitment is dependent on a successful recruitment process.