

Name: Yan Lin (Jo-Jo) Feng
Hall: 1507
Contact: yfeng1@imsa.edu
Position: CAB Director

Questions for *all applicants*:

1. What should Student Council's primary focus be next year and what steps will you take to fulfill this vision? Mention specific ideas, approaches, and strategies that you plan on pursuing.

Seeing that students are becoming increasingly stressed and frustrated with many aspects of the academy, I believe Student Council should mainly stay focused on running their open forums. These are rather popular and I feel that they can be very helpful in drawing student opinion which could ultimately be used to improve the academy. For at least next year, it's important to understand more about what the student body wants before beginning any large-scale initiatives to change the school's structure. I think that, even maybe before the end of this year, there should be a campus forum that discusses the new schedule changes, a big change that many students are surprised and even unhappy with. Consulting administration for any ideas they have for what they want to alter at IMSA and then approaching the student body with these forums would form an important link between the students and administration. This would allow Student Council to focus on representing students in their endeavor to improve the academy. Hopefully, we could work to draw student thoughts/opinions through the continued use of surveys and using this information, design forums. Forums would lead to a bettered understanding of students' wishes and ultimately more effective improvements. While my role on Student Council in the past year was almost exclusively on running events (which I still feel is important to improving student happiness), with CAB, Student Council's overall focus shouldn't be on directly entertaining the campus, but on taking student feedback to then approach administration for potential improvement to residential and academic reforms which would be more satisfactory to students.

2. What experience do you have in Student Council or other relevant activities that qualifies you for your intended position?

During the school year, I was a member of the Campus Activities Board. This experience helped me learn the logistics of organizing events as well as holding the responsibilities of a Student Council member. I developed skills important to the position of CAB Director such as communicating with both students and faculty. In addition, I feel like I now have a good understanding of CAB's (as well as, to a degree, Student Council's) shortcomings and triumphs as an organization and am devoted to helping it continue to improve beyond its charter year.

I was also a section editor the IMSA News section of the Acronym. This position also gave me many opportunities to improve my skills organizing a group of people and managing tasks. In addition, the specific subject matter I dealt with helped keep me up to date and engaged in IMSA affairs and events, something that would be important for a member of Student Council and one who works to organize events for the entire campus.

Questions for *Campus Activities Board (CAB) Director:*

1. Outline an idea of yours for a campus-wide event. Please include the budget, resources needed, marketing and promotional strategies, as well as the plan of execution. How will you measure the success of the event?

Understanding that there is a wide variety of hobbies on campus that students partake in, I had an idea for an event called Best on Campus. This would be a large-scale competition in many different sports and games that are popular on campus, from basketball, to table tennis, to League of Legends. Students would form teams, sign up to compete and CAB could design tournaments which would allow them to play against one another until one person or team is deemed the Best on Campus in that sport/game and they would win prizes. This would reach out to many students and allow a lot of people to have fun in the things they're interested in. This could go over the span of one or two weeks to complete all events and students could watch their peers compete in public places. This wouldn't require external resources or significant amounts of money either since these competitions would be doable using campus materials and locations. For marketing or promotional strategies, the common posters or Facebook posts would be used, but other, more creative ideas could be designed such as offering winners prizes (such as gift cards or trophies). Advertising could be done by having a large trophy in a public spot on campus which would advertise the competition. Advertising would begin late in the year, when things are winding down for students. Sign-ups would be available for a week and then event times would be scheduled according to participants' free time, scheduling could be organized by the board in the 2 weeks leading up to the event.

2. Reflect on the Campus Activities Board's performance this past year. What went well? What would you improve or build upon for next year? Be specific.

I would say that CAB did a good job starting off the year with events and successfully continued to use this momentum to bring a lot of new and popular entertainment (such as the mentalist and comedians) to campus which was refreshing. I feel that many students were satisfied with what we offered. We maintained a strong and consistent presence on campus. In addition, we provided a lot of manpower and brainstorming to Student Council events like Homecoming and Clash which allowed things to run much smoother. We improved a lot of balance to Clash and reduced a lot of the frustration involved in the contest.

Oftentimes, we didn't account for all of the specific materials we needed for events (which led to a lot of last minute preparations) or things that could potentially go wrong. The best example of this would be the Photo Scavenger Hunt which we held at the beginning of the year. The organization was poor and we didn't anticipate having to check groups' pictures so quickly. This led to a lot of chaos and confusion which ultimately led to a poorly-defined order of winners. Also, our rules weren't particularly well set, and we had to deal with many questions and criticism from multiple groups. In fast-paced events involving competition (which is also applicable to Homecoming/Clash events), it is *crucial* that we define a very strict set of rules and regulations to execute these types of events properly and deal with difficulties easily. This will take a lot more consideration and thinking on the part of the board, but with some effort, should not be too difficult.

The structure of the board and our meetings could definitely be revised to facilitate better communication between its members. More specifically, I feel that the number of members should be reduced from 7 to 5 or 6 which wouldn't significantly hinder the manpower to run events, but would be easier to keep the group organized/updated and generate ideas in CAB or Student Council meetings.

3. What strategies would use to delegate responsibilities, oversee the Campus Activities Board, and manage the execution of all CAB events?

While we functioned rather well this year, making sure that we are completely prepared for an event and have a specific schedule for things that need to be done is important. This is something that we didn't do particularly well. Keeping track of meeting notes and delegating certain people to accomplish tasks by specific dates would help us plan multiple events efficiently and effectively. This strategy would keep board members accountable for their responsibilities to ensure that tasks would get done.

As I mentioned before, I believe it would be beneficial to cut down the number of CAB members by 1 or 2. Not too many members are needed to keep events running smoothly and it would be easier to give jobs to individual members in the context of the event planning/execution process. But while it could be useful to delegate responsibilities for specific events if certain members have the connections/initiative for a specific aspect of an event, I feel that firmly defining positions to members would damage flexibility and cohesiveness amongst the group. I don't believe anyone would have the specific skillset to be devoted to one role, and the entire board would work better together.

While we did do a good job staying within our budget this year, we did not put too much consideration into the monetary aspect of the organization for the majority of the year. As we become more ambitious as a more experienced group, it will become necessary to keep track of funds and plan well into the future so we can use our money well and spread it throughout the year.

Having consistent meetings with our advisor, Amy Woods, and the group is critical to our success as it is important that we maintain a close liaison with administration, coordinate scheduling, delegate tasks to our members and primarily, brainstorm event ideas to pursue. Especially during Clash and Homecoming season, meeting as a whole Student Council consistently (and making sure all members are informed and understand their particular responsibilities) will become essential.