



Executive Report

From the Office of the President
March 18, 2016

Upcoming Events & Deadlines

- ASU Pitchfork Awards
 - GPSA, GPSA Pres, and Weekly Yoga events have been nominated
 - Award show: April 7th, Doors open at 7pm-10pm; Orpheum Theatre, Downtown Phoenix
 - Reserve tickets: <https://eoss.asu.edu/pitchforkawards>
- Weekly All-Campus events:
 - Polytechnic Campus: Coffee Tuesdays, between 9am -11am
 - Tempe Campus: Coffee Thursdays, between 9am to 11am
 - Weekly Coffee Events on Downtown and West Campus: Locations Determined on a Weekly Basis. March Locations include College of Health Solutions, West Admissions, Thunderbird School of Management, and College of Public Services.
 - Outreach Directors visit departments on all four locations on a weekly basis - contact them if you would like for them to visit a department you think could benefit from finding out about GPSA
- Weekly Tea Time groups: Mondays, Wednesdays, and Thursdays from 6-7:30pm in Tempe GSC, First-floor meeting room (See email blurb and flyer in Outreach Materials folder)
- GPSA Wellness Free Weekly Yoga: Thursdays from 6-7:15pm in Tempe SDFC, Small Gym (See email blurb and flyer in Outreach Materials folder)
- Culture Fest: Friday, March 18th from 5:30-7:30m in MU220 Turquoise Ballroom (See email blurb and flyer in Outreach Materials folder)

Action Items for Assembly Members

- Promote the Weekly Coffee Events on the Tempe and Poly campuses
- Contact Outreach Director for Downtown and West Campuses to schedule Coffee Event in your department (Downtown and West Campuses)
- Promote the GPSA Wellness Weekly yoga and Community Supported Agriculture Program (See email blurbs and flyers in Outreach Materials folder)
- Tea Time group for international graduate students (See email blurb and flyer in Outreach Materials folder)
- Promote the Culture Fest on March 18th (See email blurbs and flyers in Outreach Materials folder)



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Accomplishments since previous meeting

President

- COP Priority Updates:
 - Per COP's request for a Chief PR Officer, Michelle Stelter from W.P. Carey has been appointed
 - Met with Michelle, Carlo, and Sarah to discuss communication, marketing, and advocacy strategies
 - Implemented discussed strategies with Director of IT in March GPSA newsletter
 - Per COP's request for a Chief Wellbeing Officer, Teri Pipe from Nursing has been appointed
 - Met with Teri to discuss ASU Happiness Project and larger health and wellness goals that pertain to graduate students' holistic wellness
 - Per COP's request, administration is working on detailing how each of the student fees are being utilized when you scroll over the fee in MyASU Finances
 - Joint partnership with UTO; launch planned in April
 - Per COP's suggestion to have more positive marketing campaigns for ASU to boost morale and improve perception, COP is partnering with ASU Now for the "I Go To ASU Because..." campaign.
 - Videos will be collected from graduate students at the Grad Picnic
 - Videos will be launched daily according to a specific theme from April 11-22nd (on weekdays) on the ASU Now website
 - Met biweekly with ASU lobbyists and USG representatives to discuss relevant legislative issues, consult about advocacy issues GPSA is engaged in, and develop collaborative strategies for addressing university-wide issues.
 - Met and spoke with many graduate students interested in GPSA leadership roles for 2016-2017
 - Answered questions about various VP and Pres positions to help students make informed decisions about submitting applications for elections
 - Attended ASU Women's Leadership Summit as GPSA representative on Monday, February 8th
 - Met with President Crow to discuss tuition setting process and proposed tuition for 2016-2017
 - Met with ASU graduate student involved in previous quality control discussions about the potential for incorporating these ideas into the various GPSA award and grant programs
 - Followed up with various members of the Student-Faculty Policy Committee to discuss next steps regarding proposal of 5 top graduate student concerns (in last month's report)
 - Discussed these issues in recurring meetings with Dr. Rund (Senior VP of Eoss) and Dr. Webber (Interim Dean for Grad Ed) and they will continue to investigate these issues as well
 - Met with Dr. Krasnow as a follow-up to discuss various health and wellness issues
 - Worked with Executive team, Assembly President, Government Operations Committee, and GPSA Advisor to update the language in the ByLaws describing the various Executive positions



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- Planned and led the All-Executive meeting on February 24th from 5:30-7:30pm
- Met with Dean Cook to keep him updated on GPSA budget, activities, and future plans
- Met with Safali Evans (Assoc VP of EOSS) and GPSA VP of IA to discuss the specifics of the Athletics Research grant, its execution this year, and strategies for improving the process and implementation next year
- Received preliminary report from Office of E&EE and set up phone call with report leads to discuss ways that the report could be improved to best help GPSA use the data
- Advised VPs and Directors regarding all specifics of the GPSA Grad Appreciation Week
 - Promoted these events with various departments and COP
- Collaborated with Maureen Duane (ASU Family Services) and Director of Advocacy to develop surveys for the applicants of the Sun Devil Child Care Subsidy in order to gather data that can help us improve the process for the next year
- Continued research and various meetings in the development of the ASU Happiness Project
- Met weekly with GPSA Executive team (VPS + Assem Pres) to discuss all GPSA operations
 - Advised VP PD on all Grad Week activities
 - Advised VP IA on issues related to travel and research grants
 - Advised VP EA on developing Bill of Rights
 - Collaborated with Assem Pres to ensure cohesive Exec-Leg affairs
- Met weekly with Council of Presidents (COP - comprised GPSA + 4 USG Presidents) and Dan Ashlock, GPSA Advisor. Issues discussed included:
 - Undergraduate student programming fee
 - Fee evaluations to begin in Spring
 - Athletics Fee
 - Upcoming ASU Now marketing campaign
 - Concealed weapons bill (HB 2072)
 - Upcoming ABOR meeting
 - Presentations on how the monies from various fees are utilized
- Managed the activities of all 6 Directors in the Office of the President
 - Advised Director of Communications on implementing active advertising strategies
 - Collaborated with Director of IT on the development of the March GPSA newsletter and to ensure the effective migration of our website server to Pantheon
 - Advised Director of International Student Concerns and Wellness on the activities planned for Grad Week (Wellness Fair and Culture Fest)
 - Continued communication with Outreach Directors on the progress of their active outreach initiative for the spring semester
- Met regularly with office manager Stacy to ensure efficient operation of GSC and budgeting



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Directors of Outreach

- Continued weekly coffee events at Polytechnic and Tempe GSC locations. During these weekly events, GPSA socials/events/programs were advertised to attending graduate students.
- Tempe and Polytechnic Outreach Director visited W.P. Carey School - Economics Department, School of Letters and Sciences - Department of Psychology brownbag session, Polytechnic School - Human Systems Engineering Department.
- Conducted Coffee Event for Doctoral Workshop participants in the College of Public Service and Community Solutions

Director of Communication

- Met with ASU Chief Public Relations Officer Michelle Stelter to review GPSA Communications practices and discuss how GPSA can improve communications and outreach to all 17,000+ graduate students at all four locations
- Created flyer for ASU Grad Week and advertised on all forms of GPSA social media, reached, on average, over 1,000 student engagements per post (posted 12x)
- Continued to maintain and update GPSA social media accounts with postings several times a day
- The GPSA twitter account had 16,200 impressions over a 28 day period during February with 467 page visits and grew with six new Twitter followers, to a total of 1,100 Twitter followers
- Grew the GPSA Facebook page by 25 likes in February 2016
- Continued to reach, on average, 2,000 people per week via the the GPSA Facebook page
- Most engaged Facebook post reached almost 1,300 views
- Answered GPSA communications emails and questions related to GPSA activities and postings (mainly GradAd and Facebook messages)

Director of Information Technology

- Worked with ASU UTO to execute the migration of GPSA website to the new 'Pantheon' environment.
 - Ensured that this migration occurred without any outages.
- GPSA Newsletter was redesigned in collaboration with Pres to be more visually engaging.
 - GPSA Newsletter for March had an open rate of more than 41%.

Director of International Student Concerns

- Attended the meeting with Director of Events at GPSA on Feb. 21st to solidify plans for the scavenger hunt on Feb. 27th
- Coordinated the Puppies on Campus event on Feb. 29th; 7 therapy dogs and their owner showed up; over 100 graduate and undergraduate students stopped by and pet the dogs
- Met with Sr. International Educator (Ms. Renee Klug) on Feb. 25th to discuss collaborations on advocacy for international graduate students
- Consulted with professors in counseling psychology regarding advocacy for international students on developing a good relationship with their advisors

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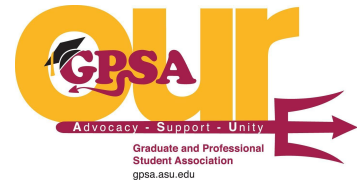
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- Connected ASU and Tempe police department with Director of Wellness on collaborations during the GradWeek
- Chaired committee meetings on Feb. 19th and March 1st to discuss programming for the Culture Fest, social events on the Downtown campus, and a panel on advisor-advisee relationship on April 6th
- Met with the ASASU committee on international student concerns to discuss online orientation training for international students for the coming Fall 2016 semester
- Met with Sr. Associate Dean of Students (Dr. Carol Sumner) on March 10th to discuss advocacy for training for professors and university staff on working with international students
- Facilitate weekly Tea Time groups on Mondays (sometimes with Taruni) and coordinated with group facilitators on Wednesdays (i.e., Mariam) and Thursdays (i.e., Tracie)
- Maintain committee Facebook page: <https://www.facebook.com/gpsainternationalasu/>
- Advertise committee event information on GradAd listserv and via collaboration with the Coalition of International Students and Graduate Education

Director of Wellness

- CSA program
 - Coordinated logistics with ASU greening and staff in Wrigley Hall
 - Launched on March 1st and is continuing. About 15 people had signed up and more people said they would join after spring break
- Weekly yoga with partner BridgingStars
 - Attending on weekly basis; have about 12 regular participants, 8 of whom are graduate students
- Solidified plans for Wellness Fair on March 14th during grad week
 - Advertised for event through email and posting of flyers
 - Contacted all participants and volunteers to coordinate logistics
 - Ordered food for event from Pita Jungle
- Cultural & Spiritual wellness
 - Continued meeting with with Mark Sanders and other student leaders on building an Interfaith Student Coalition; Discussing potential to create shared prayer/meditation space on Tempe campus; Taking next steps to likely have meditation labyrinth built on Polytechnic campus
- Led GPSA Wellness think tank meeting (Fri Feb 19, 3-4pm)
 - Discussed action items for Wellness Fair; advertising strategy; brainstorming for final event in April
- Lead Student Wellness Summit (Sat Feb 20, 10am-2pm)
 - facilitated activities to brainstorm collective visions for ASU; how to utilize a shared platform for better collaboration; wrote report for President



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Planned accomplishments by next meeting

President

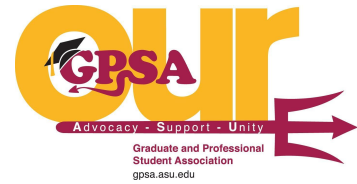
- Finalized preliminary GPSA Needs Assessment Report
- Interview for the GPSA and GPSA President Pitchfork Awards
- Data collection and analysis and report-writing for the results of the Sun Devil Child Care Subsidy surveys
- Meet with GPSA Advisor in order to discuss budget priorities for next year; upcoming budget hearing with Dr. Rund on March 23rd
- Continued work on COP suggestions for Athletics Fee
- Attend ABOR tuition hearings

Directors of Outreach

- Continue keeping inventory supplies stocked up at GSCs on call locations
- Continue planning and executing coffee events, and advertising GPSA socials on Polytechnic and Tempe campuses
- Continue planning to visit departments and programs (with coffee, bagels and GPSA goodies) on all four campuses. Here is a planned Polytechnic and Tempe campus visit lists:
 - School of Earth and Space Exploration (Communicated with the director, and waiting for the best time and date to meet with graduate students)
 - Ira. Fulton Engineering Programs - Aviation Programs (TBD~still in planning process with Gayla March - Secretary and Prof. Niemczyk)
 - Technological Entrepreneurship and Management (TBD~still in planning process with Prof Hirata and Prof Gary Waissi)
 - and Others...
- Distribute at least 50 GPSA T-shirts, 50 coffee mugs, 50 water bottles, 50 salad bowls, and 50 GPSA brochures among the Downtown and West Campuses
- Promote the Graduate Appreciation Week among Downtown and West Campus students.
- Conduct Coffee Events for the following departments at which the above GPSA materials will be distributed:
 - West Campus Admission Office
 - West Campus Mary Lou Teachers College
 - Thunderbird School of Management
 - Downtown Campus College of Health Solutions
 - Downtown Campus Cronkite School of Journalism

Director of Communication

- Continue to maintain and update GPSA social media accounts
- Work to improve GPSA Twitter and Facebook engagements by 10 percent on each site, weekly, by posting with even more graphics and engagement questions to students



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- Meet with Jason Manning to gain insights and tips on finalizing the GPSA LinkedIn page
- Finish the GPSA LinkedIn page and publish by May 1, 2016
- Heavily promote all GPSA Grad Week events via flyers and GPSA social media accounts
- Work to put together 2015-16 GPSA Communications materials to pass along to the next GPSA Director of Communications, including insights on what worked, what did not, engagement ideas, passwords, communications analytics, etc

Director of Information Technology

- Fix website issues remaining after migration (e.g., plugins not behaving correctly) in collaboration with ASU UTO.
- Continued preparation of the GradStu newsletter for March 14th.
- Continued preparation of the GPSA newsletter for April 1st.
- Social media connection (Facebook and Twitter) and automatic feeds to the website will be finalized.
- Fixing the Automatic Wordpress updates on new server.
- Documentation of the migration to the new server.

Director of International Student Concerns

- Meet with the ASASU meeting on March 25th to discuss progress and future agenda on international students' concerns
- Meet with Dr. Sumner to discuss further progress on training for university staff on working with international students
- Meet with the newly hired Associate Director at Career Services to discuss advocacy for OPT/CPT opportunities for international graduate students
- Invite professors to serve on the panel on advisor-advisee relationship on April 6th and finalize plans for the panel
- Work with the committee on graduate students advocacy, programming on the Downtown Campus, and promoting/advertising existing programming for international students

Director of Wellness

- Facilitate GPSA Wellness Fair (Mon Mar 14; 10am-2pm)
 - lead advertising efforts; coordinate volunteers for day of
- Continue with Interfaith Student Coalition group to push forward for efforts during this semester
- Continue with BridgingStars to sustain weekly yoga
- Plan for potential event in April
 - Downtown campus, teaching campus, nutrition class
- Support ASU Happiness Project as schedule permits



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Committee Reports

New Programs Committee (Pauline)

Accomplishments since previous meeting

- Met with various members to discuss the changes associated with the proposed ASU Happiness Project
- President will be taking the lead with committee members playing supportive roles

Planned accomplishments by next meeting

- Continued meetings to divvy up tasks in preparation for June launch of the program

International Student Concerns Committee (Chun)

Accomplishments since previous meeting

- Attended the meeting with Director of Events at GPSA on Feb. 21st to solidify plans for the scavenger hunt on Feb. 27th
- Coordinated the Puppies on Campus event on Feb. 29th; 7 therapy dogs and their owner showed up; over 100 graduate and undergraduate students stopped by and pet the dogs
- Met with Sr. International Educator (Ms. Renee Klug) on Feb. 25th to discuss collaborations on advocacy for international graduate students
- Attended committee meetings on Feb. 19th and March 1st to discuss programming for the Culture Fest, social events on the Downtown campus, international students' concerns, and a panel on advisor-advisee relationship on April 6th
- Created a list of professors to invite to serve on the panel on advisor-advisee relationship
Contacted Dean of their respective college to advocate for international graduate students and coordinated future meetings between their college and the committee
- Planned for the venue, catering, and photo booth for the Culture Fest on March 18th

Planned accomplishments by next meeting

- Continue to advertise and facilitate the Culture Fest on March 18th
- Finalize plans for the panel on advisor-advisee relationship on April 6th
- Collect information for international graduate students advocacy
- Meet with the newly hired Associate Director at Career Services to discuss advocacy for OPT/CPT opportunities for international graduate students
- Solidify programming of social events on the Downtown Campus
- Continue to collaborate with various departments on campus and promote/advertise existing programming for international students