

# Executive Report

From the Office of the President

April 18th, 2016

## Upcoming Events + Action Items for Assembly Members

- Promote the following events:
  - FREE Wellness Retreat sponsored by GPSA: May 13-15th, Tempe SDFC
    - Sign up [here](#) (flyer and blurb in outreach materials)
  - Weekly Campus events:
    - Tempe Campus: Coffee Thursdays, between 9am to 11am
    - 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
  - GPSA Social Downtown: Wednesday, April 20th, 4:30-6pm, Sun Devil Fitness Complex Downtown (See email blurb and flyer in Outreach Materials folder)
  - Weekly Tea Time groups among International female graduate students: Thursdays from 6-7:30pm in Tempe GSC, Second-floor meeting room (See email blurb and flyer in Outreach Materials folder)
  - Furry Fun Day (with therapy dogs!): Thursday, April 29th, 1-4pm, Hayden Lawn (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](#))

## Accomplishments since previous meeting

President

- Continued to work in collaboration with ASU Now to prepare for the “I Go To ASU Because...” campaign
  - Launch scheduled for April 18th and will last 5 days with new videos everyday
  - Videos each day will be centered around a theme. The 5 themes are:
    - Innovation
    - Academic Excellence
    - Research
    - Community
    - Learn to Thrive
- Met with Asst. Director of ISSC to discuss current CPT/OPT opportunities across various departments and ways to work with individual schools/programs to increase these opportunities
- Communicated with all Executives regarding end-of-year wrap-up activities, including transition documents and procedure as well as compiling 15-16 accomplishments
  - Accomplishments due by the 22nd; transition documents by May 1
  - 15-16 Pres/VPs will be meeting individually and collectively with 16-17 members to ensure successful transition

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April 18th, 2016

- Met with GPSA Advisor, Dan Ashlock, to work on summer budget, recommended 16-17 budget, and budget priorities for the upcoming year
  - Presented the recommended budget and priorities to deans across all 4 locations as well as EOSS administration
- Presented at the ASU Pitchfork Awards with COP and represented GPSA with other members of the Executive team (even though we didn't win we had fun!)
- Met with member of the CLAS committee and GPSA advisor to discuss ways to support their continued efforts
- Represented COP at the Downtown Supreme Court hearing; Decision made was in COP's favor. COP meeting minutes will be made available 48 hours after meetings for the 16-17 academic year.
- Represented GPSA and spoke at the ABOR Tuition Setting hearing on March 29th
- Continued collaboration with Office of EEE on GPSA Needs Assessment
  - Chose graduate student to continue deeper level of data analysis to uncover more nuanced patterns of responding across locations, graduate student status (masters, doctoral, professional; resident, nonresident, international) and demographic variables
  - Rudimentary report now available; comprehensive report to be anticipated during summer 2016
- Met with student on Stadium Reinvention Project to discuss how GPSA can share innovative ideas about how they would like to utilize the new space
  - Representative will visit the Assembly in the fall to invite Assembly members to solicit ideas from their constituents
- 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.
- Participated in 2016 Devils in Disguise with GPSA team
- Worked on Strategic Plan for 16-17 with members of the Executive team
- Met with Senior Coordinator of Family Resources and GPSA Director of Advocacy to discuss the results of the Sun Devil Child Care Subsidy and develop recommendations for the program to be administered during fall 2016.
- Continued research and various meetings in the development of the ASU Happiness Project with New Programs committee
- Met weekly with GPSA Executive team (VPS + Assem Pres) to discuss all GPSA operations
  - Advised VP PD on awards related activities
  - Advised VP IA on issues related to travel and research grants
  - Advised VP EA on advocacy-related issues
  - 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
  - Athletics Fee and recommendations
  - Upcoming ASU Now marketing campaign

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- 16-17 budgets
- Managed the activities of all 6 Directors in the Office of the President
  - Advised Director of Communications on LinkedIn and end-of-year accomplishments presentation
  - Collaborated with Director of IT on the development of the April GPSA newsletter
  - Advised Director of International Student Concerns and Wellness on the activities planned for the remainder of the year
  - Continued communication with Outreach Directors on progress of their active outreach initiative for the spring and regular stocking of supplies for all 4 GSCs
- Met regularly with office manager Stacy to ensure efficient operation of GSC and budgeting

## Directors of Outreach

- Continued weekly coffee events at Tempe and Polytechnic GSC locations. During these weekly events, GPSA socials/events/programs were advertised to attending graduate students (Note: the last coffee event on Polytechnic event was conducted on March 30th).
- Conducted Coffee Event for graduate students in School of Earth and Space Exploration on Tempe campus.
- Promoted GPSA to Cronkite School of Journalism and gave away GPSA T-shirts, mugs, water bottles and fliers.
- Conducted Coffee Event for Doctoral Workshop participants in the College of Public Service and Community Solutions
- Conducted Coffee Event for West Campus Registrar/Admissions Office
- Interviewed with Mary Lou Teachers' College to discuss GPSA's outreach and resources with emphasis on Downtown and West Campuses
- Communicated with new volunteers, and assigned them to the positions based on their interests. As of now, total number of volunteers is 562. Each campus has the following number of volunteers (Note: some volunteers indicates they are located multiple campuses. Therefore, the total amount of four campuses is more than total number of volunteers):
  - Tempe: 472
  - Downtown: 56
  - Polytechnic: 22
  - West: 25
- Outreach directors were contacted with the volunteers about upcoming events.

## Director of Communication

- Heavily advertised and promoted the ASU Grad Week, with on average, 3 posts per day in regards to GPSA Grad Week events on Facebook & Twitter, updated sites with event photos and Grad Week engagement tactics to draw attendees to events
- Published the GPSA LinkedIn page! Promoted the new GPSA LinkedIn site to all GPSA Twitter & Facebook followers, reaching nearly 3,000 people
- GPSA LinkedIn page currently has 8 followers, but my hope is to grow this to at least 50-100 followers by the end of the semester (May 8, 2016)

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April 18th, 2016

- Continued to maintain and update GPSA social media accounts with postings several times a day with relevant events and promotions
- The GPSA twitter account had 5,100 impressions over a 28 day period during March with 128 page visits per day and grew with 10 new Twitter followers, to a total of 1,113 Twitter followers
- Grew the GPSA Facebook page to 2,066 likes in March 2016
- Continued to reach, on average, 1,800 people per day via the the GPSA Facebook page
- Most engaged Facebook post reached nearly 1,400 views
- Answered GPSA communications emails and questions related to GPSA activities and postings

## Director of Information Technology

- Worked to stabilize website; generally stable now with the exception of few plugins
- Distinctions are automatically made between subscribers and prospects for newsletter purposes. Subscribers are people that are more actively involved, have signed up on some lists or have attended events and given their email addresses. Everybody else is a prospect until they are moved to a subscriber by any of the aforementioned events. Currently, there we send the same information to each of these groups, however in the future this separation can be leveraged in a meaningful way.
- GPSA newsletter was sent out on April 1st with a redesigned format which is more visually appealing. The open rate for the email was 35.91% for prospects and 59.62% for subscribers.
- GradStu newsletter was sent out on March 23rd. The open rate for prospects was 18.85% while that for subscribers is 56%.
- For March, the website was viewed 8,219 times with an average view per day of 421 views which is in line with our average March Views so far which is around 7,000 views
- Individual Travel Funding is the most popular web page second only to the Homepage. The online archived newsletters: GradStu and GPSA News (April) were 5th and 6th on the most viewed list.
- Most popular access technologies for the website are:
  - Windows (52.77%)
  - Mac (25.34%)
  - iOS (11.61%)
  - Android (7.53%)
- Off-campus vs. On campus access
  - Off Campus (66%)
  - On Campus (33%)
- By Gender
  - 45% Females, 55% Males
- Popular Age Groups
  - 18-24 (27.5%)
  - 25-34 (33.5%)

## Director of International Student Concerns

- Hosted the Culture Fest on March 18th

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April 18th, 2016

- Around 120-150 international graduate students attended
- Met with the newly hired Associate Director at Career Services on March 25 to discuss advocacy for OPT/CPT opportunities for international graduate students
  - Future agenda: looking for best practices from other universities
- Met with the ASASU meeting on March 25th to discuss progress and future agenda on international students' concerns
- Met with a committee member to discuss agenda for upcoming advocacy meetings
- Met with the Director of Graduate Support Initiatives works in the office of Graduate Education on March 31st to discuss international graduate student concerns
  - Future agenda: creating a list of graduate student handbooks in each graduate programs
- Hosted the panel on advisor-advisee relationship on April 6th
  - Six past outstanding doctoral mentor or centennial professor recipients served as panelists
  - Over 25 graduate students attended and participated in the Q & A session
- Met with two representatives from the Office of Civil Rights about student perspective on campus life as it relates to Title IX which prohibits discrimination based on sex
- Promoted the meeting with the Chinese Ambassador on April 13th via committee Facebook page
- Consulted with the Associate Director of the International Students and Scholars Center about international graduate students' use of library resources
  - There remain a lack of data specific for graduate students
- Communicated with the Senior University International Educator about resources to create training for teachers on managing microaggressions in classrooms
- Provide advice and support for the GPSA Social Downtown event on April 20th
- Coordinate with the therapy dog teams for the Furry Fun Day on April 29th

## Director of Wellness

- CSA program
  - Continued success; Raising awareness about importance of eating local food
    - 15 people on bi-weekly; 10 people on weekly
- Weekly yoga with partner BridgingStars
  - Attending on weekly basis; have about 12 regular participants, 8 of whom are graduate students
- Wellness retreat
  - Planning 2.5 day retreat May 13-15; filling out paperwork; coordinating with facilitator
    - 15 participants have signed up so far
- Cultural & Spiritual wellness
  - Planned activity with Interfaith Student Leaders (April 21st 7-8:30pm)
    - Celebrating Creation- Daytime fast in honor of climate change and then community potluck in evening with interfaith student leaders
- Trying to plan event Downtown at nutrition kitchen; haven't had much success finding an instructor willing to help
- Continued, active participation in the ASU Happiness Project

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## Planned accomplishments by next meeting

### President

- Prepared memorandum for the Sun Devil Child Care Subsidy surveys as well as recommendations for next year based on survey results
- 15-16 budget presentation for dean by May 1
- Continued work on COP suggestions for Athletics Fee
- Preparation of graduation speech for May graduate student graduation
- Successful collection of all Executive' transition documents and meeting of 15-16 and 16-17 Pres/VPs to discuss transition

### Directors of Outreach

- Continue updating the volunteer list and assign them the positions based on their interests, and contact with new volunteers
- Continue keeping inventory supplies stocked up at GSCs on all locations
- Continue planning and executing coffee events, and advertising GPSA socials on Polytechnic and Tempe campuses
- Continue planning and executing coffee events and advertising GPSA Coffee Events on Downtown and West Campuses
- Conduct Coffee Events for the departments on Tempe and Polytechnic campuses at which the following GPSA materials will be distributed

### Director of Communication

- Continue to maintain and update GPSA social media accounts on a daily basis, through June 30, 2016, if needed
- Work to improve GPSA Twitter and Facebook engagements by 5-10 percent on each site, weekly, by posting with even more graphics and engagement questions to students, especially in regards to year end events and summer opportunities for ASU grad students
- Promote and grow the GPSA LinkedIn page by at least 50-100 new followers by May 9, 2016
- Create the GPSA year end internal power point in conjunction with the GPSA President & VP's, highlighting GPSA 2015-16 accomplishments
- 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 didn't, engagement ideas, passwords, communications analytics, etc
- Meet with new GPSA Director of Communications to explain transition documents and ideas in person and give ideas to help GPSA social media accounts grow in 2016-17

### Director of Information Technology

- Continue to work on GradStu for April as content becomes available
- Create a Transition document in a wiki format that is easy to share and update for future transitions. ASU wiki will be used for scalability, secured access and easy of sharing.

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- Reports for projects that had been worked on, level of success, and future work will also be documented in the aforementioned wiki.
- Work on plugin issue that is preventing a few minor functionalities on the website.
- Continue to work on and document newsletter automation (ongoing side-project)

Director of Wellness

- Finalize planning for wellness retreat and attend (May 13-15)
- Continue trying to coordinate nutrition event downtown
- Continue with Interfaith Student Coalition group to push forward for efforts during this semester
- Continue with BridgingStars to sustain weekly yoga
- Support ASU Happiness Project

## Committee Reports

### New Programs Committee (Pauline)

Accomplishments since previous meeting

- Met with various members to discuss preparation (preparing proposal, creating budget, discussing marketing, etc) for the 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

- Hosted the Culture Fest on March 18th
  - Around 120-150 international graduate students attended
- One member attended the meeting with the Director of Graduate Support Initiatives works in the office of Graduate Education on March 31st to discuss international graduate student concerns
  - Future agenda: creating a list of graduate student handbooks in each graduate programs
- Plan the GPSA Social Downtown event on April 20th
- Revise flyer and promote Furry Fun Day on April 29th

Planned accomplishments by next meeting

- Will meet (tentatively April 22th) to gauge interests in working on future agenda on graduate student advocacy