
**Vice Chair for Communications
January 2009 Report**

Fall 2008 Summary

Fall 2008 revealed the new face of GAPSA through the launch of a new website. The website has been improved to create more transparency for the graduate and professional student body by publicizing up to date announcements and information to enhance the experience, safety and satisfaction of all graduate students. The new GAPSA website is home to the Penn landlord survey, and also features online ticketing for events through TicketLeap. A Google linked calendar has been added to the main page to highlight activities across campus. This addition accommodates advertising for educational and social activities from all twelve graduate schools and promotes interaction among students from different schools. The website in addition to weekly announcements have served as great tools for publicizing GAPSA events and maintaining a forum for dissemination of information.

Budget Update

The Communications budget for the academic year is \$3,000. Below is an itemized list of expenditures from Fall 2008 and the remaining balance.

<u>Expense</u>	<u>Item(s)</u>
\$635.46	Website maintenance, fliers, and business cards
\$1,025.00	GAPSA t-shirts

Total Fall 2008 Expense: \$1,660.46

Remaining balance: \$1,339.54

Spring 2009 Plans

During the Spring 2009 semester the communications committee will focus on:

- 1 Branding the Landlord Survey: The communications committee will help to advance the student life committee's mission of evaluating housing options for graduate students by branding the landlord survey and inventing new ways to increase participation. This is a great opportunity to assess the housing needs of graduate and professional students at Penn and provide information on landlord ratings for use by future students.
- 2 Advertising for GradFest: Over the next few months, the communications committee in conjunction with the GradFest committee will work on advertising this event to the graduate student population. The goal is to increase participation and highlight the activities at GradFest.
- 3 Publications: General information pamphlets will be created to publicize the role and accomplishments of GAPSA, and palm cards will be created to hand out at events to increase photographic documentation of GAPSA events and meetings.

Submitted by Natalie Williams, Vice Chair for Communication