

Report of the Executive Director of Communication and Campus Relations - 9/17/09

As has been the trend this year, our efforts at marketing GPSA have grown exponentially this month. Records show that hits on our website have grown steadily and reached a maximum of over 500 unique hits in one day. This is excellent news as getting the word out about GPSA and what we do has been the goal of our Fall marketing push. We are also live on Twitter (please follow us if you have an account @asu\_gpsa) and have a Facebook group that will soon become a page that people can become fans of. We have a new section on the website for news and press releases and are working with various University Media organizations.

I met with ASU's marketing department last week. While my meeting went well, some things were troubling. The marketing department did not appear to know *anything* about the programs that we run. I see this is highly problematic as we represent more than 14,000 of the students at ASU, are giving out over \$400,000 in funding directly to the students, and are one of the premier student run organizations at ASU. The problem appears to be that we are strongly associated with the actions, behaviors, and general perception of some of the other student run organizations at ASU. While we recognize that we are a *student* government, our professionalism and demeanor should set us apart from student organizations that do not reflect those attributes. Professional is literally our middle name! We have been told that we *will* be able to publicize our news to the ASU community at large, but I was deeply saddened that marketing expressed surprise in regards to the newsworthiness of our press releases and that we were not in fact "throwing keggers." I pass this information along to inform you of where we are in terms of reaching a wider audience for what we do. Hopefully, some of our stories can get picked up by the newswires or some other city or state news organizations. I also pass this information along to express my concern in regards to being associated with less than professional conduct by others. This is something we need to keep on our radar.

One such incident occurred when The State Press ran a front page story quoting President Boren. Neither Justin nor I were aware of the story prior to reading it in print. The quotes were misattributed, misrepresented, and in some cases, simply inaccurate.

Justin was never contacted by any reporters and neither was I. This is clearly a case of poor journalism, and while a retraction was printed in the next issue (due in no small part to a letter that I wrote and a phone call Justin made to the editor), these are things that simply should not be happening in the first place.

While part of my job is to distribute information about GPSA, it is also my job to make sure that it is accurate, and reflects well on us as an organization. I urge you all to please keep an eye out for any incidents that may reflect poorly on us and report them to me. I also ask that you keep me informed of any media reports or requests for interviews so that we can make sure any information about our organization, officers, or events, are accurate. I thank everyone in advance for your help and for your service to GPSA and our constituents.

I was also recently appointed to the SRC Board of Governors. I attended the first meeting on 9/17/09. Major pieces of information are that we will be moving to a flat rate fee system for the summer. Anybody taking any units over the summer (any session) will be charged the \$25 SRC fee and will be able to use the SRC all summer without having to pay additional charges. In the past, you had to pay extra if you were not enrolled in a given session. Also, I have been told that if you can prove that you are not in the AZ area all summer (e.g., you are taking dissertation units but are doing fieldwork in another country) you can have the fee reimbursed provided you can prove you will not have access to the SRC all summer.

We will be coordinating our water bottle program with the SRC so that grad students will be encouraged to use their water stations in addition to ours. We will now have water stations on two sides of campus increasing the impact of our sustainable water bottle program. I have also been told that graduate student teams signing up for intramural sports will have priority scheduling due to the fact that we have to navigate both teaching and class schedules and cannot play at times such as 1:00 a.m. (this is currently one of the game times for flag football).

They want to replace the floor in the Tempe SRC and have USG pay for half of the \$500,000 cost. I told them GPSA does not have the budget to contribute to this. We are still talking about the expansion. I told them that last year GPSA was against it. I also said that we were particularly against the idea of installing a SPA (even though it would not be funded by student or University monies). I am unsure if plans for expansion are the same as last year. The director said that the plans were flexible and she would be willing to come to our meeting to discuss the issue with us if we want.

Respectfully Submitted this 18<sup>th</sup> day of September, 2009.  
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