

## Communications Year-End Cabinet Report

As the 2006-2007 "DOC," I was able to accomplish the following:

- Created a strong unifying graphic identity for the Graduate Student Association through development of a new and updated logo, GSA colors, typeface, slogan, etc.
  - I was able to get the graduate students directly involved in the process by holding a campus-wide logo competition for those graduate students interested in corporate graphic design. More than 50 Entrants submitted logos to the GSA. Cabinet and Forum voted and through that process we selected a new graphic identity for the GSA. The winner not only gained experience, and a strong portfolio piece--they also won a \$1,000 scholarship.
  - I created a professional look for the GSA that will be consistent across all materials we distribute (specifically on all advertising, marketing collateral, letterhead, business cards, signage and web design). The graduate student body from this point forward will have a clear idea of who we are, what we do--and how they can get involved.
  - I am currently in the process of finalizing the logo integration, and signage production--which will be complete by the end of the academic year. This signage for future Graduate Student Events will ensure visibility and will likely include:
    - a) A general UCLA Graduate Student Association banner that we can put at our table at events such as the New Student Orientation, the welcome mixer, any GSA conferences, etc.
    - b) Table signage designed to inform students about the GSA and encourage them to get involved.
- Created and distributed the first GSA Quarterly newsletter.
- Acted as a Liaison between the Daily Bruin staff and the GSA.
- Submitted Press Releases on newsworthy GSA issues to local newspapers (including the Daily Bruin, LA Weekly and the LA Times).

My primary focus this year was to start from scratch on the GSA Brand Identity--and to be sure that it is implemented correctly. My advice for next year's Director of Communications is to take the process to the next step and launch the new identity. The specific recommendations I have for next year's Director of Communications are:

- Create a detailed marketing campaign and heavily advertise the GSA, utilizing the new GSA graphic identity. Now that we have a look that we are proud of--we need to promote it.
  - I realize that many forum members are wary of giving a marketing budget--but I assure you that it is impossible to spread awareness of the GSA and increase visibility on campus without a marketing plan.

## **Communications Year-End Cabinet Report Continued...**

- In particular, I recommend front-loading our advertising efforts, and placing advertising in the Daily Bruin and other campus publications early in the year. Get new graduate students interested in the GSA from the start of their UCLA academic careers.
- Ensure that there is ample information on the GSA included in the new student orientation packets.
- Send Press Releases to local newspapers advertising GSA activities
- Continue to work with the Daily Bruin in order to increase GSA visibility--and really push them for coverage. Because they are an undergraduate organization, getting Graduate coverage is extremely difficult.
- Assist all other Cabinet Directors with marketing and communications efforts as needed.