

GPSA Communications Committee

Meeting Minutes

Oct. 9th, 2024

Attendance:

- Andi Garcia-Ortiz (VP Communications, Chair)
- Dinesh Ghimire
- Henry Deng

Committee Mission:

- Oversee and Manage Communications between the Executive Committee, the GPSA, the Graduate and Professional Student Community, and Cornell University

Agenda:

- Introduction Meeting
- Platforms:
 - Instagram: Cornellgpsa
 - X: cornell_gpsa
 - Communique (twice monthly)
 - Updates from Committees
 - Ads from across university
- Ideas for Expanding our Reach
 - Officer Highlight using Retreat Photos (March 10, 2025)

Goals:

- Overall Theme
- Gain more followers/exposure
- Focus on Instagram
 - Create Videos

Henry's Ideas:

- Short Video Weekly (Tiktok style)
 - Current Issues
 - Recap of GPSA meeting
 - Advertise Upcoming Meetings
- Has a camera

Communications Slack Channel

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Executive Meeting

Next Meeting:

Biweekly meeting (Zoom)

Tasks for Next Meeting:

- Drafts of Officer Highlight for Instagram (in box/slack)
 - Infographic (Picture, Name, Title, Hometown, Fun fact)
- Start thinking about theme fit for a student assembly

Concluded meeting at 3:33pm