

Spring 2017
For Graduate Council Review

Submitted by:

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Vice-President
Graduate and Professional Student Senate

Notice of Creation of Special Committee

Committee Name: Campaign of Welcome Committee (CWC)

Groups & Representatives

GPSS	
Graduate Council	
Graduate College	
Graduate College	
ISSO	
GPSS	
At-Large	
At-Large	

Charge: To create a campaign *"that communicates that international students are welcome here, that they are an important part of who we are, and that their being here enriches the life of the university, that their contributions are appreciated and that we will do everything we can do to make them feel safe here."*

Tasks/deliverables

1. Message of campaign. Craft slogans and/or messages to convey desired message of inclusiveness and welcome.
 - a. Message must be non-political in nature and must not reference any bills, resolutions, executive orders, US President or federal offices or officials.
 - b. Message must be easily translatable.
 - c. Do we want this to be focused on graduate students or all students? How broad do we want this message or campaign to be?
 - d. Do we want the message to go beyond the campus into the community?

2. Delivery methods. Recommend the best way to deliver the message and reach the most people.
 - a. Ads
 - b. Signs/Flyers/Banners

- c. Art
 - d. Swag
 - e. How do we want the message to look? How do we make it so people see it?
 - f. How do we disperse the message within the university? From us to colleges, to departments, to students.
 - g. Kick-off event?
3. Designate responsibility.
- a. Funding. How will this be paid for?
 - b. Who will be responsible for maintaining and updating campaign?
 - c. Term of campaign.
4. Feedback. Determine a method of measuring impact on community and if our campaign is actually successful.
- a. Survey?