

Graduate School Communications Office (Cathy Grimes, manager)

2016-17 accomplishments.

University News Stories for 2016-17 (25 stories)

(118 stories in University News archive featured graduate students, the graduate school, graduate school faculty/staff, and/or graduate school programs).

Work-life Grants feature

Retention programs announcement

President Sands Bouchet Award story

Dean DePauw CGS Award story

GPP Ecuador story

Commencement speaker write-up

Little Hokie Hand-me-down brief

GPP Ecuador trip

USNWR Rankings, graduate programs

New Ombudsperson

Graduate Education Week preview

Award winners

Bouchet Society inductees

Citizen Scholars

Diversity Scholars; diversity spotlight

Faculty mentor award recipient stories (7)

Bring your Children to School Day preview

Commencement speaker

Alumni Achievement award recipient

Scripts

Fall 2016 commencement

GEW award dinner

Spring 2017 commencement

Websites

## Graduate School website

New website launched Fall 2016; updated during summer 2017

Built new pages as needed on site; daily maintenance and updates

New Development/Giving webpage with student/alumni testimonials

Built out Graduate Honor System pages

Rebuilt Degrees and Programs page so it is easier to use across platforms

## GLC Website

Worked with GSSO on copy for new GLC website, to launch summer 2017

Update, clean out and organize the asset database (IN PROGRESS OVER SUMMER)

Revise website home and landing pages to make them easier to use (IN PROGRESS)

## Graduate Student Ombudsperson website

Migrated, updated and launched in Fall 2016; updated again in January 2017

## Print products:

Updated Recruitment Brochure

Built retention card and fee waiver card with ORDI

## Social Media:

Twitter: Increased from 1,968 to 2,388 followers and coordinate across departments, IGEPS, colleges and administration to increase awareness of Graduate School and Dean DePauw's Twitter posts.

LinkedIn: Increased from 654 to 964 followers in one year; post at least a story a week.

Facebook: Increased followers from 3779 in Aug. 2016 to 5,135 in July 2017. Average reach: 3,800-4,200 per week.

Storify: three stories, averaging 143 views; shared across social media platforms.

Worked with University Relations task force on Social Media guide and best practices