

*University of Victoria Graduate Students' Society*  
2023/24 Communications Committee Report

## Committee Members

Chair: Gregory Gaube, Director of Communications (December – current)

### Members March '23 – September '23

- Rosemary Webb
- Sarah Roberts
- Weiyi Liu
- Megan Austin
- Olivie Li
- Petranella Daviel (ex-officio, GSS staff support)
- Kyla Turner (ex-officio, staff support)

### Members September '23 – February '24

- Sarah Roberts
- Abby Romano
- Haopeng (David) Ren
- Petranella Daviel (ex-officio, GSS staff support)

## 2023/24 Committee Overview (Sept. 2023 – Present)

The communications committee worked very diligently through the summer to ensure that the required communication pathways and resources were prepared for the beginning of the school year. However, the ball had already begun to roll on restructuring the board. With this, it was already known that the communications committee would cease to exist in March 2024. With this in mind, much of the communications committee's tasks were taken over by Petranella Daviel, a permanent staff member, in the 2023's fall semester. The committee continued to meet, but focused their efforts on advising the social media direction and investigating options for first year "starter-packs."

I would like to highlight contributions from Petranella for keeping me organized, for seeking communications information, and for being such a diligent helper for all of the committee tasks. In February the committee had their last meeting, with the committee members present deciding which committees they'd move to.

## Social Media Direction

### Steps Taken:

- Brainstorm ideas for interesting and fresh ideas for social media platforms
- Discuss potential questions for themed post series
- Discuss organizational framework behind social media
- Task Petranella with interviewing and putting posts together

### Next Steps:

- **Repeat Humans of the GSS with the new board.**
- **Task board with general oversight of socials going forward**

## First-year Starter Packs

One of the ways that the GSS makes an immediate connection with incoming students is to provide a handbook. The committee thought we should be taking that idea one step further, taking inspiration from the UVSS, and provide a tote bag with items that can aid in the sense of belonging.

### Steps Taken:

- Decided on specific items that would be of interest
- Committee investigated each item and presented their findings to the committee.

### Next Steps:

- **Obtain quotes from a few more vendors**
- **Purchase all items prior to fiscal end of year**