



I. Call to Order

Vice President of Management Amritt

Present:

Absent:

II. Approval of Minutes

Sunday, March 17, 2019

III. Cabinet Reports

PRESIDENT

- I. Our last formal meeting
 - A. Voting on new council
 - B. Propose two different slates
- II. Website rebrand update
 - A. Down to the wire!
 - B. Make sure to transfer over to new sites for all GSC's
- III. New campus club: YouthMappers
- IV. Last BOT meeting of the year (first for new council)
 - A. Addressing BOT at board dinner with new council
- V. Strategic Plan backbone

COUNCIL PROJECTS:

VP Management

1. Keys
2. Final paperwork
3. Contact information (w/ email where we can reach you after this year)
 - a) (can we keep the GroupMe?)
4. Graduation stoles
5. New constitution unveiling
6. Transition documents
7. Final dinner

VP Communications

1. Joe Peacock - update, end date
2. Strategic plan formatting

VP Finance

1. GLC financial documents
 - a. Overview
 - b. Input from SA
 - c. Future trainings
2. GLC travel grants paid out
3. Recurring payments laid out in transition docs
 - a. Website
 - b. Joe peacock retainer?

VP Programming

1. Kickball



VICE PRESIDENT OF MANAGEMENT

- **Milestones**
 - 11 out of 15 candidates have been interviewed for the 2019-2020 Graduate Leadership Council Executive Board. Letters of appointment will be sent out by Monday, April 15, 2019. Election results will be announced on Monday, April 22, 2019 to the community.
- **In Progress**
 - Finalizing the final components of the Constitution and Bylaws. The final documents will be shared with the council at the end of the month.
 - A working group has been established to write an Academic Integrity Code for graduate students. The new code will be separate from undergraduate students and go into effect academic year 2019-2020.
 - Graduating members on the Council are eligible to receive a regalia stole. All graduates should notify the Vice President of Management if they are interested in receiving one by Monday, April 15, 2019.
 - Office keys must be returned to the Vice President of Management by Sunday, April 28, 2019.
- **Upcoming**
 - Next and final monthly dinner will be held on Sunday, April 28, 2019. The dinner will serve as the transition dinner between the incoming and outgoing council.
 - The entire Executive Board must complete transition memos by Saturday, April 27 detailing standard operating procedures of position. All memos must be submitted to Vice President of Management by then.

VICE PRESIDENT OF FINANCE

- **Milestones**
 - GLC Fiscal Policy, attached
- **Upcoming**
 - GSC End-of-the-Year Spending Report due to me by April 26

VICE PRESIDENT OF COMMUNICATIONS

See attached slide deck.

DIRECTOR OF CLUBS & CAMPUS RELATIONS

- **Milestones**
 - Two organizations have been recognized by the Graduate Leadership Council!
 - i. F1rst Gen Forward
 - ii. Graduate Black Student Union
 - Attended Asian Pacific Islander Graduation Gala Committee meeting on April 3 to learn more about their upcoming graduation event
 - Meeting with Tommy and Lidia to discuss YouthMappers, a prospective graduate organization
 - Shared Updated Master List of Graduate Clubs with the SBA President



- Attended meeting with Veronica, SOC administration, and SIS staff about online student engagement and participation in the Graduate Leadership Council
- Connected prospective graduate chapter, the Net Impact Club, with Nav in the Kogod School of Business
- **In Progress**
 - Seeking to have the GLC and Student Activities Club Registration Application added to the Student Activities website for prospective graduate organizations
 - F1rst Gen Forward intends to host an interest meeting on Thursday, April 18 at 7pm
 - YouthMappers is in the process of applying for recognition from the Graduate Leadership Council and Student Activities
Note: YouthMappers would host mapathons to map rural areas in the world, particularly those that are affected by natural disasters and/or humanitarian issues
 - Final Team Liaison Meeting occurring
- **Upcoming**
 - Student Panel organized by Maggie, the Alumni Affairs Liaison, on April 18 at 6pm
 - Meeting with Calvin to discuss club and campus relations updates
 - Council voting upon recognition for YouthMappers

VICE PRESIDENT OF PROGRAMMING

- **Milestones**
 - 100 students attended the D.C. United AU Game day. Thanks to the Event Director, Erin White, all the tickets were claimed.
 - We're moving forward to with evaluating career counseling for online students. A partnership has been strengthened with the Career Center on this topic.
- **In Progress**
 - April 13th - Graduate Research Symposium. 15 presenters and three Judges will come together to share their research.
- **Upcoming**
 - April 27th - Kickball on the mall. Hoping that the word is spread via word of mouth and social media.

IV. Council Reports

COLLEGE OF ARTS AND SCIENCES

- **Milestones**
 - Received applicants for executive board GSC
 - Received incoming department senators for next academic year
- **In Progress**
 - Elections
 - Scheduling interviews
- **Upcoming**
 - Transition period
 - Transition dinner
 - End of semester social mixer/senator appreciation event



GRADUATE BUSINESS ASSOCIATION

- Had a successful alumni networking event on March 29th which was attended by over 120 alumni, students, and faculty including Dean Delaney. It will now be an annual event that GBA and the alumni office will put on.
- Social hour on April 5th was also great, our attendance was about 40 students from various masters programs at Kogod.
- Final event is the Nats game on Friday April 12th.
- Our elections are happening now, with voting closing on April 11th at 5pm. Should have the new board by next week.

SCHOOL OF COMMUNICATIONS

- **Milestones**
 - We hosted a Diversity and Inclusion discussion, where faculty from our Diversity Committee presented current initiatives and students shared their experiences. We got great feedback to bring to our administrators and division directors for our end-of-year meeting.
- **In Progress**
 - Currently selecting our next president, working with Dean's office about adding questions to end-of-year survey about classroom experience and advising process.
- **Upcoming**
 - End-of-year Gala, transitional meetings with new President and SOC student life office to lay groundwork for next year's Council.

SCHOOL OF INTERNATIONAL SERVICE

- **Milestones**
 - Held GSC Presidential Elections. The new President is Carla Cabrera.
 - Held the International Affair on Friday, April 5th.
- **In Progress**
 - Transition binders
 - Verifying the GSC elections with the SIS Student Affairs Office.
- **Upcoming**
 - Last SIS GSC quorum on Friday, April 26.

SCHOOL OF PUBLIC AFFAIRS

- **Milestones**
 - Nature Clean up with the Anacostia Watershed Society
 - March Happy Hour at Lucky Strike
 - Collected over 50 feminine products for Sugar Magazine
- **In Progress**
 - Selling Gala tickets and finalizing plans for spring gala
 - Finalizing graduation gift for SPA students
- **Upcoming**
 - Transition meeting with new e-board
 - Spring Gala
 - JLC/THSP Grill out



V. New Business

YouthMappers Club Recognition Application

Director of Clubs & Campus Relations Tate

Fiscal Policies

Vice President of Finance Byambasuren

VI. Adjournment

Vice President of Management Amritt

Graduate Leadership Council

Q1 Social Media Performance Report

Compiled by Robert Lyons
GLC Vice President of Communication



Overall Performance is Up With Increases in Every Category

Overall Channel Performance | Q1 (Jan. 1 – April 13) 2019



Q1 2019					
Total Impressions	Reach / Impressions	Engagements	Engagement Rate	Discussion Rate	Video Views
Impressions 80,281 +136%	Organic NA +0%	Likes + Comments + Shares + Video Views + Clicks 576 -42%	Average Eng. Rate 2.48% -22%		Total Views NA +0%
	Paid NA +0%				Total Tweets 156 +206%
Total Reach 41,104 +272%	Organic NA +0%	Likes + Replies + Retweets, Clicks, Video Views 4,341 +215%	Average Engagement Rate 6.74% -42%	Average Discussion Rate 1.16% -38%	Total Views 646 +208%
	Paid NA +0%				Total Posts 138 +214%



Q4: 1,262
Q1: 1,338 (+76)

Page
Likes



Q4: 415
Q1: 483 (+68)

Account
Follows

Facebook Benchmarks

Q4

Type	Avg. Reach	Avg. Reactions	Avg. Comments	Avg. Shares	Avg. DR	Avg. ER
Link	161	2	0	0	1.61%	5.02%
Photo	302	6	0	1	2.37%	13.48%
Status	187	0	0	0	0.00%	0.07%
Video	248	5	0	0	1.67%	51.40%

Q1

Type	Avg. Reach	Avg. Reactions	Avg. Comments	Avg. Shares	Avg. DR	Avg. ER
Link	267	4	1	3	0.95%	4.48%
Photo	388	22	13	2	2.33%	12.22%
Status	244	5	0	2	0.11%	1.34%
Video	606	20	5	2	3.65%	68.66%

Facebook Q1 Highlights

Content Performance | Q1 2019



American University Graduate Leadership Council

Published by Robert Lyons [?] · January 28 · ⚙

EVENT ALERT! The AUSG Kennedy Political Union has announced that the co-founder of the Black Panther Party will be speaking on Feb. 5th at 7pm in Mary Graydon Center Room 2-5. Doors will open at 6:30 and admission is free to students (but no AUID is required for entry). Bobby Seale will also have book signings at 6:30 and again after the event.



THEEAGLEONLINE.COM

Black Panther Party co-founder Bobby Seale to speak at AU

Type:	Link
Total Reach:	2,172
Total Engs:	165
Eng. Rate:	7.60%
Disc. Rate:	1.93%



American University Graduate Leadership Council

Published by Robert Lyons [?] · April 11 at 3:30 PM · ⚙

This Saturday is the 2019 Graduate Research Symposium and we're extremely excited to hear from our 15 presenters. Our twelfth to be featured is Eder Rojas (SIS).

Link to Event Page: http://bit.ly/symposium_GLC

Graduate Research Symposium 2019 Presenters



Eder Rojas

*School of International Service
MA - International Service*

Research Title:

*The institutional design of the Binational
Autonomous Authority of Lake Titicaca:
assessment and policy recommendations*

The Binational Autonomous Authority of Lake Titicaca (ALT) is a river basin organization (RBO) created by Perú and Bolivia for the water management of the Titicaca Lake, Desaguadero River, Poopo Lake and Coipasa Salt Flat hydric system (TDPS System). The substantial research paper I am working in assesses the institutional design of the ALT on the basis of an analytical framework that comprises the organizational structure and the governance mechanisms that the ALT provides to the TDPS System. The assessment aims to determine to which extent the ALT's institutional framework is able to achieve the characteristics that specify an effective RBO's effectiveness.

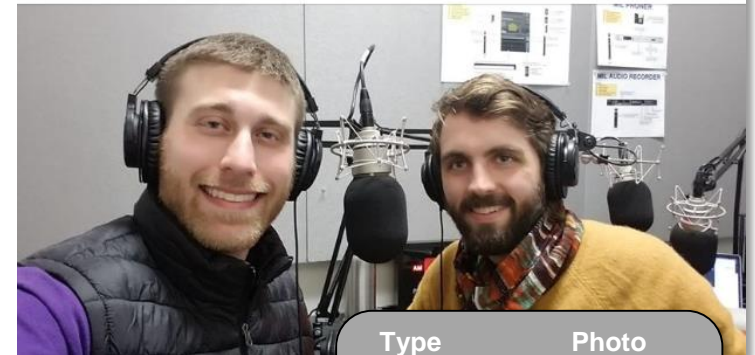
Type:	Photo
Total Reach:	1,510
Total Engs:	618
Eng. Rate:	40.93%
Disc. Rate:	22.45%



American University Graduate Leadership Council

Published by Robert Lyons [?] · February 5 · ⚙

Check back tomorrow for the first episode of the GLC's new podcast "TenleyTalk" hosted by broadcasters Robert Lyons and Kip Dooley. Bringing together the flair of the DJ and the insightfulness of the NPR host, Robert and Kip will help you stay informed about American University and the world around you.



Type	Photo
Total Reach:	1,238
Total Engs:	153
Eng. Rate:	12.36%
Disc. Rate:	4.60%

Twitter Benchmarks

Q4

Type	Avg. Imps	Avg. Likes	Avg. Replies	Avg. Retweets	Avg. ER
Link	576	3	0	2	2.17%
Photo	689	3	0	3	3.60%
Poll	455	1	0	2	2.44%
Status	1,227	3	0	3	1.22%
Thread	488	2	1	1	1.70%
Video	480	5	0	1	5.00%

Q1

Type	Avg. Imps	Avg. Likes	Avg. Replies	Avg. Retweets	Avg. ER
Link	489	2	0	1	1.95%
Photo	686	4	0	2	3.28%
Poll	398	0	0	2	1.51%
Status	481	2	0	1	1.95%
Thread	319	1	1	0	2.20%
Video	X	X	X	X	X

Twitter Q1 Highlights

Content Performance | Q1 2019

Graduate Leadership Council - American University
@AUGLC

Join @AU_SIS and @aucampuslife for #Changemakes in a Changing World: Lessons for the Next Generation on 3/5 from 4-5:30 in the SIS Atrium. Featured speakers will be @AmbassadorRice, @DrIbram, @SylviaBurwell, @MariaESalinas, and @ericpliu. RSVP at the link:

CHANGEMAKERS IN A CHANGING WORLD: LESSONS FOR THE NEXT GENERATION

AN AU CRUCIAL CONVERSATION

moderated by President Sylvia M. Burwell

Changemakers in a Changing World
On March 5, AU President Sylvia Burwell will host a panel of prominent figures.
american.edu

Type: Link
Impressions: 3,146
Engagements: 26
Eng. Rate: 0.83%

Graduate Leadership Council - American University
@AUGLC

Members of the @AUGLC and the @AU_SIS GSC wish to thank @SpainInTheUSA for opening up the Former Residence of the Ambassadors of Spain to us for the 2019 SIS GSC International Affair. The @Ame #GradEagles had a fantastic time and we ho with you again!



Type: Photo
Impressions: 1,649
Engagements: 84
Eng. Rate: 5.09%

Graduate Leadership Council - American University
@AUGLC

Members of the #GLC and #GSCs joined with the rest of the @AmericanU community today to honor the legacy of #MLK through community service.

Thank you @AU_CCES for putting on today's projects and thank you to co-sponsors @AmericanUAlum, @AUKayChapel, @GreenAU, & @EagleEndowment



Type: Link
Impressions: 2,982
Engagements: 66
Eng. Rate: 2.21%

GLC Events – Social Report

Twitter

of Tweets: 1
Imps: 389
Total Eng: 27

Facebook

of Posts: 3
Reach: 340
Total Eng: 1



Twitter

of Tweets: 2
Imps: 741
Total Eng: 14

Facebook

of Posts: 3
Reach: 271
Total Eng: 16

Facebook Event

Reach: 1,900
Responses: 79

Facebook Event

Reach: 309
Responses: 13
Ticket Clicks: 2

Twitter

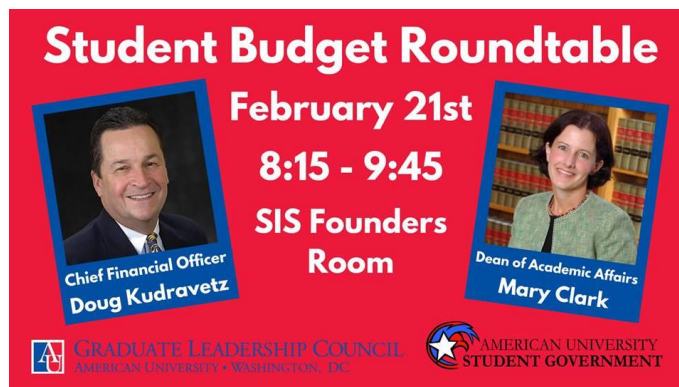
of Tweets: 12
Imps: 4,824
Total Eng: 87

Facebook

of Posts: 13
Reach: 2,978
Total Eng: 516

Facebook Event

Reach: 3,400
Responses: 180
Ticket Clicks: 219



GLC Events – Social Report

GLC Election Information Sessions

Monday, March 18
8:30 - 9:30 PM

Thursday, March 21
5:30 to 6:30 PM

Location:
Bender Library, GRC #B60

POSITIONS AVAILABLE:

- PRESIDENT
- VICE PRESIDENT
- DIRECTOR OF COMMUNICATIONS
- DIRECTOR OF FINANCE
- DIRECTOR OF CLUBS AND CAMPUS RELATIONS
- DIRECTOR OF PROGRAMMING
- EVENTS COORDINATOR

FREE DONUTS!

Twitter

of Tweets: 3

Imps: 1,884

Total Eng: 71

Facebook

of Posts: 7

Reach: 2,065

Total Eng: 161

GRADUATE RESEARCH

SYMPOSIUM



APRIL 13

Facebook Event

Reach: 1,500

Responses: 32

Twitter

of Tweets: 10

Imps: 4,175

Total Eng: 83

Facebook

of Posts: 6

Reach: 1,518

Total Eng: 452

Twitter

of Tweets: 18

Imps: 11,101

Total Eng: 203

Facebook

of Posts: 19

Reach: 6,892

Total Eng: 918

Facebook Event

Reach: 662
Responses: 10

Professional Headshots for Graduate Students

Bender Arena Lobby - First Floor
March 20th & 26th, 5:00-9:00 PM



Backgrounds

T

B

D

Sessions are FREE and you can drop in when you're available

You'll need to bring your AU ID in order to get your photo

Headshots will be sent to your email a week after the photo.

Questions: Email Events Coordinator [Erin White](mailto:white@auglc.org) at white@auglc.org

Facebook Event

Reach: 1,200
Responses: 57

GLC Events – Social Report

Twitter

of Tweets: 1
Imps: 269
Total Eng: 4

Facebook

of Posts: 4
Reach: 1,200
Total Eng: 75



Twitter

of Tweets: 1
Imps: 232
Total Eng: 5

Facebook

of Posts: 3
Reach: 766
Total Eng: 14

Facebook Event

Reach: 9,000
Responses: 545
Ticket Clicks: 284

Facebook Event

Reach: 383
Responses: 7

Twitter

of Tweets: 2
Imps: 1,461
Total Eng: 32

Facebook

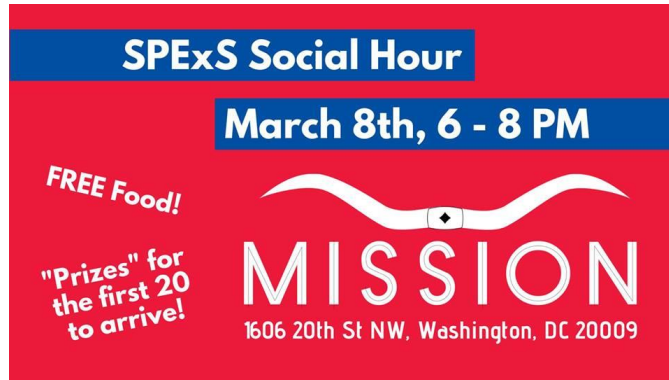
of Posts: 3
Reach: 533
Total Eng: 32

Facebook Event

Reach: 367
Responses: 10



GLC Events – Liaison Social Report



Twitter

of Tweets: 1
Imps: 201
Total Eng: 0

Facebook

of Posts: 3
Reach: 404
Total Eng: 9



Facebook Event

Reach: 985
Responses: 64

Twitter

of Tweets: 1
Imps: 510
Total Eng: 3

Facebook

of Posts: 2
Reach: 359
Total Eng: 3

Twitter

of Tweets: 1
Imps: 201
Total Eng: 0

Facebook

of Posts: 2
Reach: 95
Total Eng: 3

Facebook Event

Reach: 635
Responses: 37



Facebook Event

Reach: 81
Responses: 4

GLC Events – Liaison Social Report



Twitter

of Tweets: 1
Imps: 1,260
Total Eng: 8

Facebook

of Posts: 3
Reach: 271
Total Eng: 2

Facebook Event

Reach: 135
Responses: 8



January Editions

New Year (1/15 @ 3:30pm)

<u>Recipients:</u>	4,504	-0.04%
<u>Open Rate:</u>	54.4%	-1.8%
<u>Opened:</u>	2,497	-0.6%
<u>Click Rate:</u>	6.2%	-20.5%
<u>Clicked:</u>	277	-21%
<u>Best Time:</u>	4pm	

Top Three Items Clicked (total):

1. Red Dress Gala	396
2. Founders Tix	276
3. Travel Grants	239

Founders Day (1/28 @ 11am)

<u>Recipients:</u>	4,490	-0.3%
<u>Open Rate:</u>	53.2%	-2.2%
<u>Opened:</u>	2,382	-4.6%
<u>Click Rate:</u>	7.1%	+14.5%
<u>Clicked:</u>	318	+15%
<u>Best Time:</u>	12pm	

Top Three Items Clicked (total):

1. Founders Tix	1,318
2. Founders Info Page	276
3. Founders FB	321

Month Edition (1/31 @ 1pm)

<u>Recipients:</u>	4,482	-0.2%
<u>Open Rate:</u>	50.2%	-5.6%
<u>Opened:</u>	2,246	-5.7%
<u>Click Rate:</u>	5.7%	-19.7%
<u>Clicked:</u>	255	-19.8%
<u>Best Time:</u>	2pm	

Top Three Items Clicked (total):

1. CAS Prof. Dev. Day	317
2. Activities Fair HH	250
3. AU Study Abroad Page	164



February & Elections Editions

February (2/18 @ 4pm)

<u>Recipients:</u>	4,474	-0.2%
<u>Open Rate:</u>	20.9%	-58%
<u>Opened:</u>	937	-58%
<u>Click Rate:</u>	4.7%	-17.5%
<u>Clicked:</u>	208	-18.4%
<u>Best Time:</u>	4pm	

Top Three Items Clicked (total):

1. Founders HH	214
2. Travel Grants	91
3. LGBTQ HH	73

Elections (3/13 @ 9am)

<u>Recipients:</u>	4,470	-0.09%
<u>Open Rate:</u>	47.1%	+125%
<u>Opened:</u>	2,105	+125%
<u>Click Rate:</u>	2.1%	-55%
<u>Clicked:</u>	96	-54%
<u>Best Time:</u>	10am	

Top Three Items Clicked (total):

1. President Description	122
2. Nomination Form	113
3. VP Description	99



MailChimp



March, Symposium, & April Editions

NEW EMAIL LIST UPLOADED FOR MARCH EDITION

March (3/18 @ 12pm)

<u>Recipients:</u>	4,248
<u>Open Rate:</u>	19.4%
<u>Opened:</u>	821
<u>Click Rate:</u>	5.4%
<u>Clicked:</u>	228
<u>Best Time:</u>	1pm

Top Three Items Clicked (total):

1. DC United Tix	289
2. Headshots #1	174
3. Headshots #2	131

Symposium (3/27 @ 10am)

<u>Recipients:</u>	4,230	-0.4%
<u>Open Rate:</u>	47.1%	+143%
<u>Opened:</u>	1,994	+143%
<u>Click Rate:</u>	0.9%	-83%
<u>Clicked:</u>	39	-83%
<u>Best Time:</u>	11am	

Top Three Items Clicked (total):

1. Submission Form	118
2. Symposium FB Event	57
3. Website Link	21

April (4/17 @ 2:20pm)

<u>Recipients:</u>	4,224	-0.1%
<u>Open Rate:</u>	15.1%	-68%
<u>Opened:</u>	638	-68%
<u>Click Rate:</u>	2.7%	+200%
<u>Clicked:</u>	116	+197%
<u>Best Time:</u>	3pm	

Top Three Items Clicked (total):

1. Kickball on the Mall	44
2. GLC President Bio Link	40
3. Graduation Celebrations	39



Targeted Elections Editions

All emails sent on 3/27 at 2:20pm using new email list

School of Public Affairs

<u>Recipients:</u>	735
<u>Open Rate:</u>	48.6%
<u>Opened:</u>	357
<u>Click Rate:</u>	3.8%
<u>Clicked:</u>	28
<u>Best Time:</u>	3pm

Top Three Items Clicked (total):

1. GLC Elections Portal	40
2. President	39
3. Vice President	33

School of Int'l Service

<u>Recipients:</u>	949
<u>Open Rate:</u>	57.0%
<u>Opened:</u>	541
<u>Click Rate:</u>	5.3%
<u>Clicked:</u>	50
<u>Best Time:</u>	3pm

Top Three Items Clicked (total):

1. GLC Elections Portal	72
2. Director of Clubs	58
3. Director of Programming	55

School of Comms.

<u>Recipients:</u>	354
<u>Open Rate:</u>	48.0%
<u>Opened:</u>	170
<u>Click Rate:</u>	3.1%
<u>Clicked:</u>	11
<u>Best Time:</u>	3pm

Top Three Items Clicked (total):

1. Director of Comms.	27
2. GLC Elections Portal	23
3. President	16



Targeted Elections Editions

All emails sent on 3/27 at 2:20pm using new email list

College of Arts & Sciences

<u>Recipients:</u>	1,089
<u>Open Rate:</u>	49.5%
<u>Opened:</u>	539
<u>Click Rate:</u>	3.0%
<u>Clicked:</u>	33
<u>Best Time:</u>	3pm

Top Three Items Clicked (total):

1. GLC Elections Portal	115
2. Director of Comms.	63
3. Director of Clubs	60

School of Business

<u>Recipients:</u>	910
<u>Open Rate:</u>	53.7%
<u>Opened:</u>	489
<u>Click Rate:</u>	4.6%
<u>Clicked:</u>	42
<u>Best Time:</u>	3pm

Top Three Items Clicked (total):

1. GLC Elections Portal	117
2. President	66
3. Director of Finance	58

Advertisement Report



Uploaded new advertisement on the myAU website. Only visible for graduate students.



Targeted Facebook Ad

Campaign: GLC Elections

Duration: Mar. 26 – Apr. 2

Budget: \$470.58

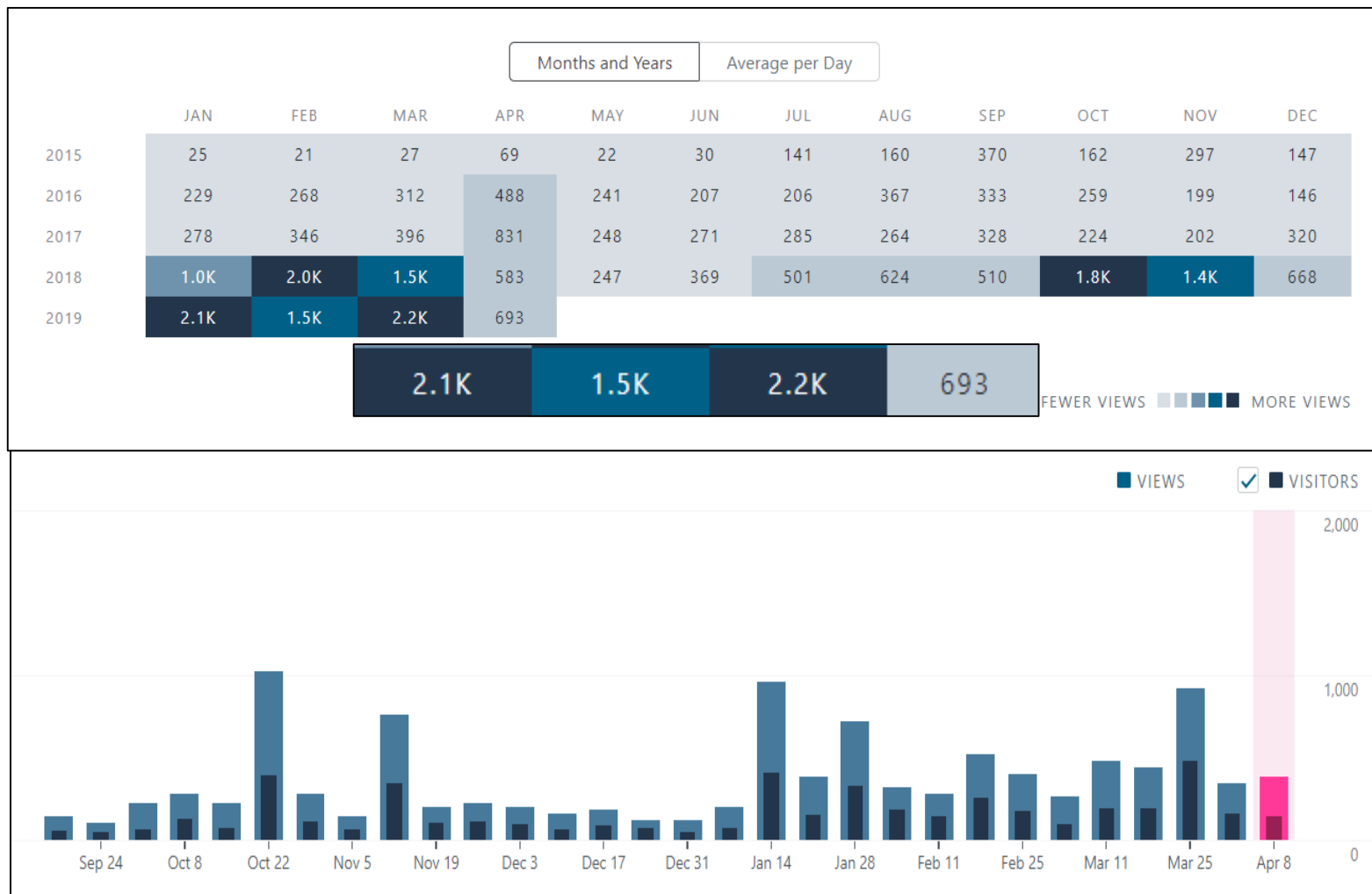
People Reached: 9,222

Link Clicks: 158

Cost Per Click: \$2.98



Jan. – Mar. Summary



Page Visit Highlights

Most Views – Home 1,175 Views

Highlights:

- GLC Elections 735 Views
- Travel Grants 877 Views
- Minutes 116 Views

Top Referrers:

- #1 – Facebook 550 Views
- #2 – Google Search 291 Views
- #3 – Instagram 76 Views

Next Steps & Major Findings

- Exploring new ways to promote more niche events put on by the GLC (e.g. liaison events)
- Finding new ways to market and expand the reach of the GLC's podcast presence
- Expanding video production to be regularly occurring on our social media pages
 - These videos will be used to feature locations on campus or better explain certain American University services
 - Facebook Live videos will continue to be used for day-of event promotion
- Creating an overarching distribution system for all GLC materials through GSC channels
- Investigating the decline of the Graduate Gazette's numbers
- Accumulating all content for the new GLC website