Strategic Planning
Short Term

• Visibility:
  – Within Departments
    • Selection of Representative
  – Website
    • Social Aspect
    • BBQ: Informal survey, awareness of event, Flagstaff culture
    • Extended campus
  – Newsletter (email)
  – Facebook (social networking)
  – Recruiting campaign (Spring semester)
  – Graduate Research Fair March 3<sup>rd</sup>, Wednesday
Budget

- Haeger
  - Goals
  - ASU
- Fundraising
- Fees
  - Low monetary amount
  - Travel awards
- Donations
  - Incentives
Attendance

• Program Planning
  – How we get students to come!

• Travel Awards
Graduate Research Fair

• Reception
• Networking
• Grad Fair (March)
• Sub-committee
• Attracting seniors
  – Recruitment
  – Faculty exposure
• Best in category awards
• Dean contribution
Long Term Goals- Independence

• **Pros**
  – Research Institution 20/20
  – Graduate issues
    • Program Planning
    • Parking
  – Budget
  – Excellent timing
  – Impact on grad students behalf
  – Partnership w/ ASU & UofA (when applicable)
  – Experience
  – Distinct from Undergrads
  – Grad Assistants
  – Research Fair
  – Portrays NAU

• **Cons**
  – Huge workload
    • Officers
    • Continued Momentum
    • Time commitment
  – Broad representation
    • Extended campus
GSO Meeting

• Short Term Goal:
  – Visibility
    • Personal Recruitment
    • Facebook
    • Department links
  – Graduate Research Fair
    • Sub-committee
  – Newsletter (2+/semester)

• Long Term Goal:
  – Independence
    • ASU GSO developer
    • Sub-committee
    • Dr. Fernandez conversation
    • Dr. Haeger conversation