
GSS Marketing & Communication Policy

(All events with GSS funds must be advertised per FP 4.1.5. and follow policies below.)

Required for All GSS-Funded Events

1. **GSS Calendar** - Event must be on the monthly calendar (sent within ~1 week prior to each month).
2. **Weekly Events ListServ Email** - Event must appear in the weekly email. Large/high-cost events may also get a **dedicated email**.
3. **Poster for events** – Have a basic poster for the event with necessary information.
4. **Marketing Scale** - Larger or higher-cost events receive broader promotion.

Optional/Additional Promotion (*As Needed*)

- Instagram posts/stories/reels
- Facebook posts/stories
- GSS WhatsApp Channel updates
- GSS website event listing
- Cross-promotion via departments/student orgs
- Flyers/posters in lounges and campus hotspots
- Promotion at other GSS events

Responsibilities

- Organizers send details to GSS Communications Director by calendar/email deadlines.
 - **All Tier-II events must complete the [GSS Marketing Form](#).**
- The Communications Director selects promotional methods.
- All messaging follows GSS brand, university, and state/federal guidelines.

Tier-II Event Reminder Requirements

1. **Senate Attendance Record.**
 - a. A Senator representing their organization may miss no more than one Senate meeting per Semester (FP 4.1.4.).
2. **Advertise to entire Graduate Student body (see above).**

3. Record attendance at events.

- a. Must use a pre-approved attendance sheet with Student ID (not NetID) and physical signature of attendees. Failure to provide attendance record and/or post purchase documentation within 10 days of event occurrence will result in suspension of Tier-II funding for 1-year (FP 4.1.6.).

4. The event must be open and accessible to all graduate students.

- a. All events must be accessible to all graduate students (FP 1.3.) on a “first come, first serve” basis (FP 4.2.1.).

5. Tier-II Senators must be on a committee.

- a. At least one representative per academic year must serve on a committee (Bylaw III, Section E (iv)).

6. Events cannot be scheduled on the same dates as other GSS funded events.

- a. Tier-II’s cannot hold events when GSS is holding another event at the same time (FP 1.10.).

7. Events must be filed 40 calendar days in advance.

- a. The event must be scheduled, and PR completed 40 days prior to the event (E-Board Minutes May 13, 2025).
- b. Events until Sept 30, 2025, may be filed only 21 calendar days in advance (special E-Board minutes August 02, 2025).
- c. GSS collaboration event proposals deadline is Sept 30.

8. No prohibited expenses.

- a. Tier-II’s may not use funding to prohibit expenses such as alcohol (FP 4.2.5.).

9. GSS funds can only benefit fee-paying graduate students.

- a. *Only* graduate activity fee-paying students may benefit from GSS funding (FP 1.3.; FP 1.9.).

Reminder

Failure to follow these steps may limit event visibility to graduate students and affect future funding eligibility under Financial Policy Section 4.2.8. The GSS Marketing form QR is below.

