Final Report:

17.08 Social Media & Graphic Design Student Assistant for Graduate Studies Center

Report: All MSFT funds spent down during the '17-'18 year for our Graduate Studies Center's Social Media & Graphic Design Student assistant. Since hired, our social media student assistant has had a great impact on our online presence and reach to our students. Social media traffic has gone up and we have received various accounts of students who have heard about our services and have learned more about us through our online presence. We hope to continue to highlight, advertise and otherwise provide students with an updated social media presence to help support their academic, career and personal post-baccalaureate aspirations. Our MSFT funded student assistant has worked hard to create an online presence, flyers and brochures that our students and other members of the campus community can benefit from and enjoy. There has been an increase in foot traffic and demand for our services at the Graduate Studies Center, due mainly to the hard work & dedication that our MSFT funded student assistant puts into her work. I direct and oversee our assistant's work and she has proven to be very capable, willing and dedicated to reaching out to our students and providing them with information necessary to help promote our services and attract them to our center. Thank you for making this all possible through the receipt of our MSFT funds, we look forward to continuing to make a strong impact online and through the brochures, flyers and other literature that our student assistant creates.

Please see the following examples of our student assistant's work:

Our student assistant helps maintain & update our website with current information & events:

Graduate Studies Center

Our Mission

The Graduate Studies Center (GSC) is dedicated to providing academic, professional and personal support services for post baccalaureate students at CI. Our services aim to facilitate access to post baccalaureate programs, to promote student success and program completion, and to foster professional, personal, and workforce development.

We are your one stop resource center for all of your graduate school needs!

UPCOMING EVENTS	HOURS AND LOCATION	Programs
Fall 2018	Fall Hours	Graduate and Professional School Fair
September Workshops	Monday - Thursday: 9:00am - 9:00pm	
	Friday: 9:00am - 4:00pm	Services
Graduate Studies Center: Who We Are	Saturday: 10:00am - 2:00pm*	
Tuesday, September 11th at 11:30 am & 3:00 pm	*For Graduate & Credential Students use*	Presentation Requests
Crafting Your Personal Statement		Events and Activities
Tuesday, September 18th at 11:30 am		
Wednesday, September 19th at 3:45 pm		Explore El Dorado Hall
How to Prepare for the Graduate School		Contact Us
Application Process		

With her expertise, our student assistant **designed our newly established all-encompassing GSC Brochure**:

IN THIS SECTION

About Us

Graduate School Resources

Graduate Writing Studio

School of Education Graduate



Designs and post our flyers via e-mail, social media and on CI News:

How to Prepare for the Graduate School Application Process

El Dorado Hall 140 Friday, September 21st 10:30am and 1:00pm

To register, visit: tinyurl.com/y9hq2g32



For questions, contact: (805) 437-3579 gs.center@csuci.edu The primary outcome of this workshop is for students to understand what materials they need to prepare a strong, persuasive application. **Attendees are encouraged to bring a list of graduate programs that interest them. Our MSFT funded student also regularly attends and photographs on-campus events in order to create engagement on social media.





...

Flyers and posts are created in English and Spanish by our MSFT funded student assistant..



Thank you. If you have any questions, feel free to reach me at sara.alcala@csuci.edu.

-Sara Alcalá