

My name is Aaditi Dharmendra Bhandari I'm currently a master's student in Data Science at University of North Texas, and I have previously earned a master's degree in computer science I present this paper in my role as a candidate for the position of Vice President of Communications and Marketing at the Graduate Student Council (GSC I'm currently the Content Creator Lead for the Indian Student Association (ISA) at UNT, where I gained invaluable expertise in community engagement, event promotion, and student leadership. In this position, I effectively devised marketing campaigns that bolstered engagement and participation at a variety of cultural events. Considering this experience, I am enthusiastic about utilizing my abilities to improve the GSC's communication strategies, in order to ensure that the diverse graduate student population at UNT receives plain, effective, and inclusive messaging.

The recognized voice of UNT's graduate students is the Graduate Student Council (GSC). The Executive Committee, the Senate, and various other committees compose its governing structure, while they all collaborate to address issues which affect graduate students. The president and the vice presidents of administration and finance, programming and outreach, and communications and marketing are among the key officials who comprise the Executive Board. As Vice President of Communications and Marketing, my role will be crucial in maintaining GSC's public presence through digital platforms, print media, and event promotion.

My vision for the GSC is to expand communication, enhance outreach initiatives, and a transparent platform that keeps students informed, engaged, and empowered will be implemented to cultivate a stronger sense of community.

Overseeing GSC's print and electronic communications, including emails, social media, and website updates, is one of the duties listed in the organization's bylaws. It involves creating marketing plans that successfully reach target audiences with GSC events, programs, and services while ensuring GSC's presence on campus through well-planned campaigns. Crucial aspects of this position also include assisting in planning communications for Senate meetings and making sure graduate students are aware of ongoing initiatives and decisions. In order to match communication tactics with GSC's overarching goals, the Vice President of Communications and Marketing must also collaborate closely with the President and other Vice Presidents.

Accountability and transparency are crucial to this position. In an effort to make sure students feel involved in GSC initiatives and are aware of the resources available to help their educational and social development, I will place a high priority on having clear and regular contact with them.

I will efficiently utilize the marketing budget to provide outreach and programs that have an impact top priority. Engaging with student groups and departmental representatives will strengthen lines of communication and foster cross-departmental collaborations. Furthermore, establishing collaborations with UNT organizations including the Academic Departments, Career Center, and Counseling Services will guarantee that students obtain pertinent and timely information.

With the goal to do this, I aim to strengthen GSC's online visibility by producing interesting content for social media platforms that promote the achievements of students, scholarly materials, and forthcoming events. Another important goal is to strengthen the GSC website to ensure it can function as a thorough information center for graduate students.

To sum up, I am dedicated to establishing an inclusive communication plan that raises the GSC's profile, develops ties amongst graduate students, and gives our community the resources it needs to succeed. To make sure the GSC is successful in the 2025–2026 academic year, I am excited to collaborate with the Executive Board, Senate, and UNT's graduate community.