

Georgetown Public Policy Review

2011 GPPI Orientation Brown Bag
Amanda Huffman
August 24, 2011



Presentation Overview

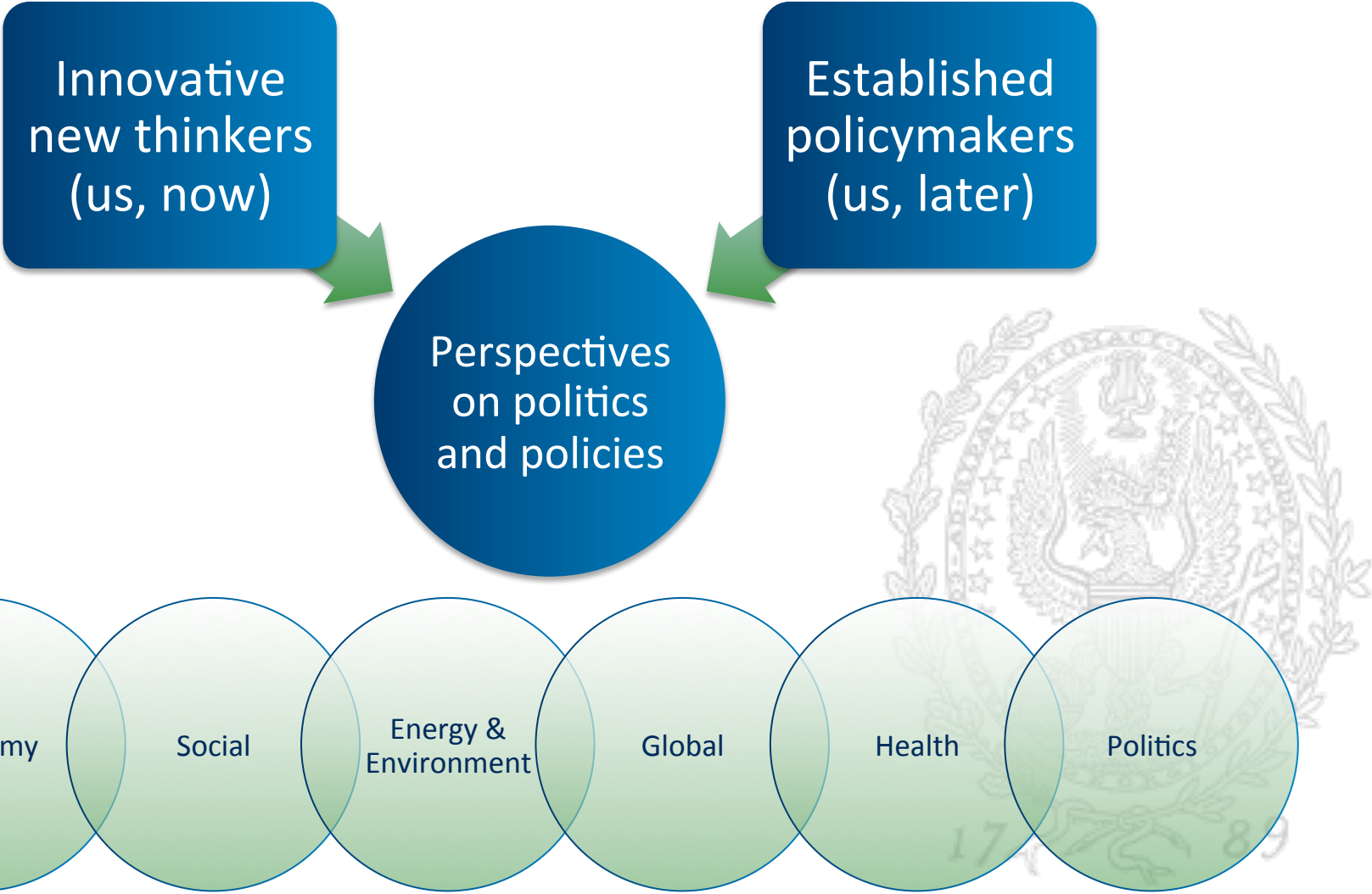
- About Georgetown Public Policy Review (GPPReview)
 - Mission
 - Who We Are
 - Organization structure
- 2011-2012 Goals
 - Executive
 - Editorial
 - Marketing
- Application Process



ABOUT GPPREVIEW

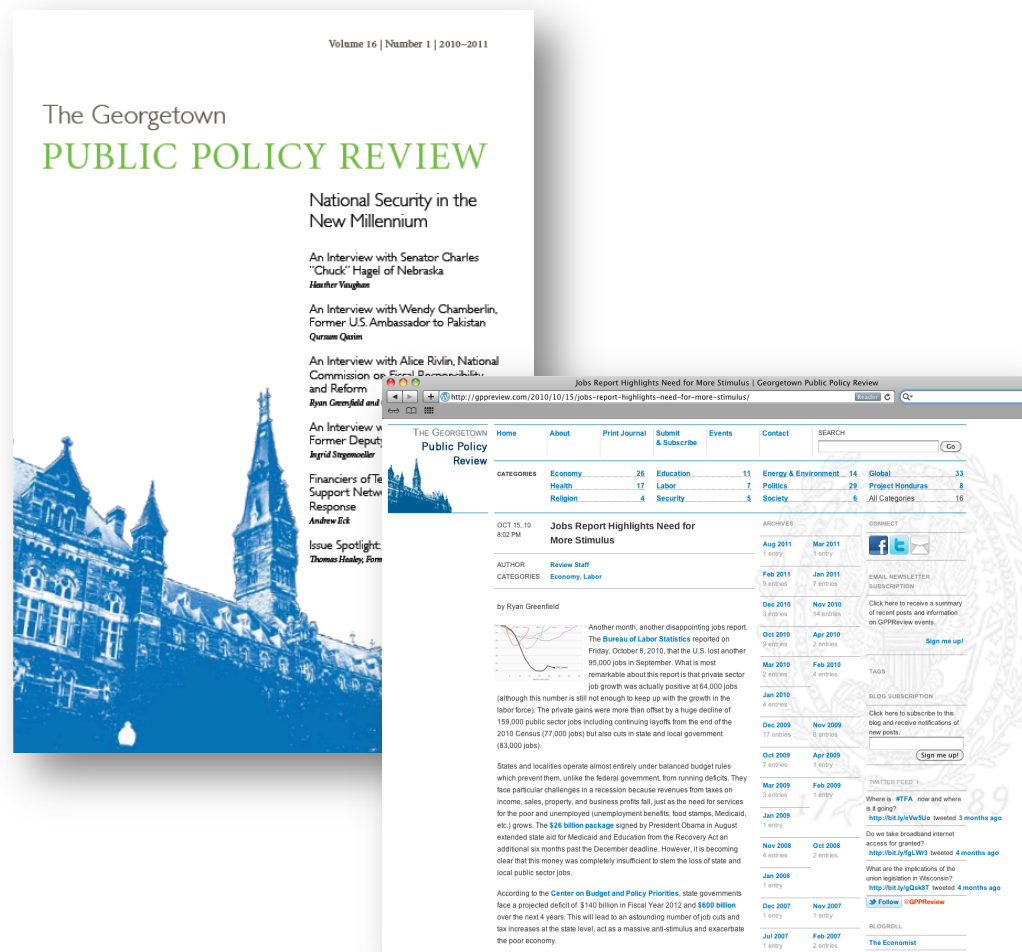


Our Mission

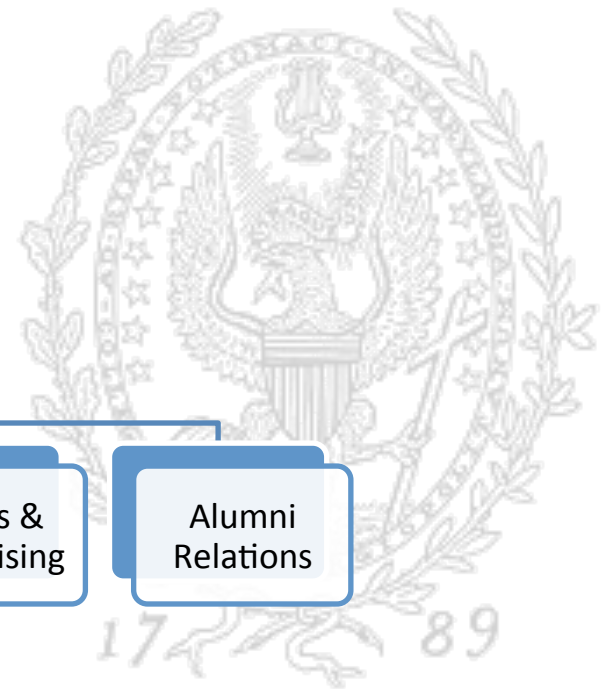
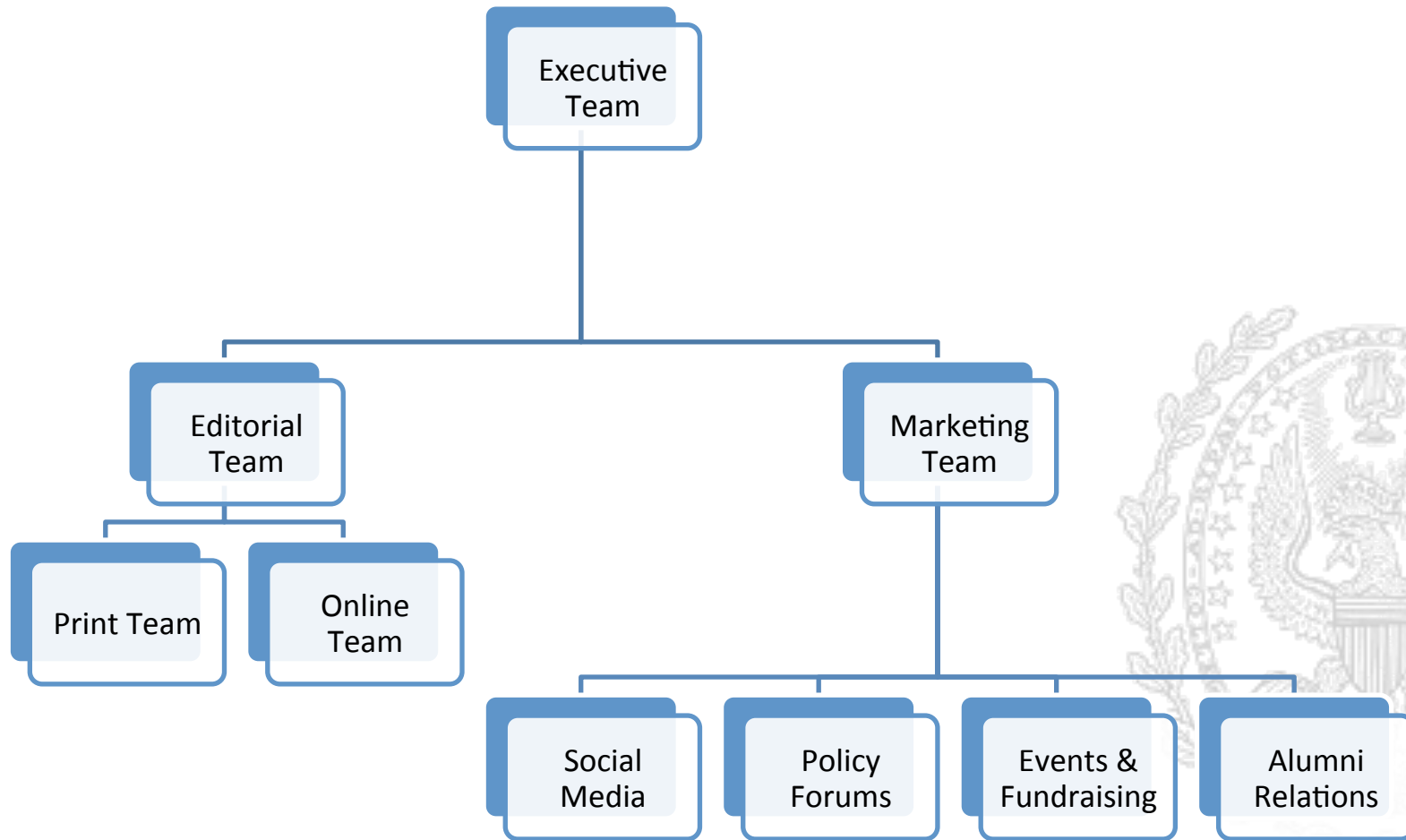


What is GPPReview?

- We are a nonpartisan, student-run organization
- The *Georgetown Public Policy Review* is our print journal
- GPPReview online is our blog
www.gppreview.com

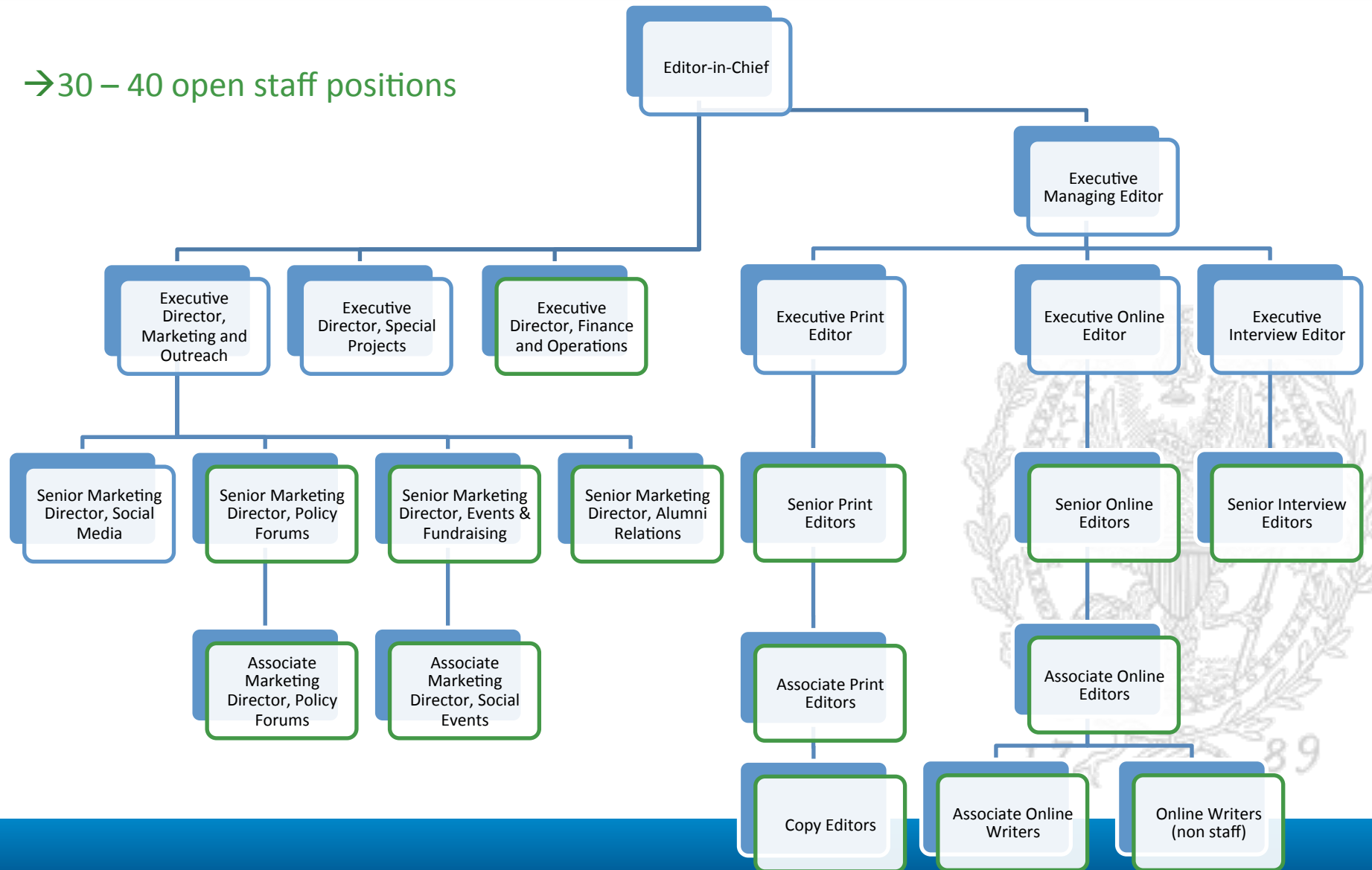


Organization Structure



Organization Structure

→ 30 – 40 open staff positions



2011-2012 GOALS



Executive Team

- Promote the work of Georgetown University graduate students
- Expand GPPReview's audience
- Raise the profile of GPPReview and GPPI
- Provide a fun, challenging staff experience



Editorial Team

The Georgetown Public Policy Review

- Create a productive team environment with a shared vision of creating the highest quality print document possible
- Publish two flawless print publications with regards to format, grammar, and style
- Develop key relationships with members of the Georgetown community and beyond to great greatest possible impact and reach of GPPReview publications and related events

GPPReview Online

- Improve the quality of the blog experience for readers
- Put in place a process that ensures timely and high quality contributions to the blog from a diverse pool of authors representing the expertise of GPPI
- Increase visibility and readership of GPPReview Online



Marketing Team

- Clearly communicate GPPReview messages and events through social media tools and bimonthly newsletters
- Establish long-term marketing framework that can be expanded each year to increase current student, alumni, and community participation
- Expand and connect social media tools
- Create Policy Forums by inviting policymakers throughout the community to discuss relevant topics
- Plan Social Events to build relationships among GPPReview staff and within the GPPI community
- Strengthen communication among GPPReview to increase staff awareness of GPPReview operations



APPLICATION PROCESS



Open Positions

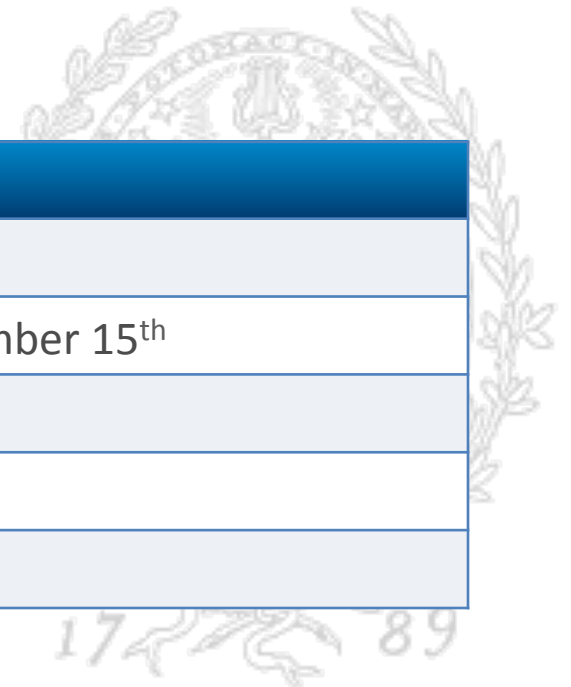
- **Executive Team**
 - Executive Director, Finance and Operations
- **Editorial Team (Print)**
 - Senior Print Editor
 - Associate Print Editor
- **Editorial Team (Online)**
 - Senior Online Editor:
 - Economy, Energy & Environment, Global, Health, Politics, Social
 - Associate Online Editor:
 - Economy, Energy & Environment, Global, Health, Politics, Social
 - Associate Online Writer
- **Marketing Team**
 - Senior Marketing Director:
 - Policy Forums, Events & Fundraising, Alumni Relations
 - Associate Marketing Director:
 - Policy Forums, Events & Fundraising



Application Logistics

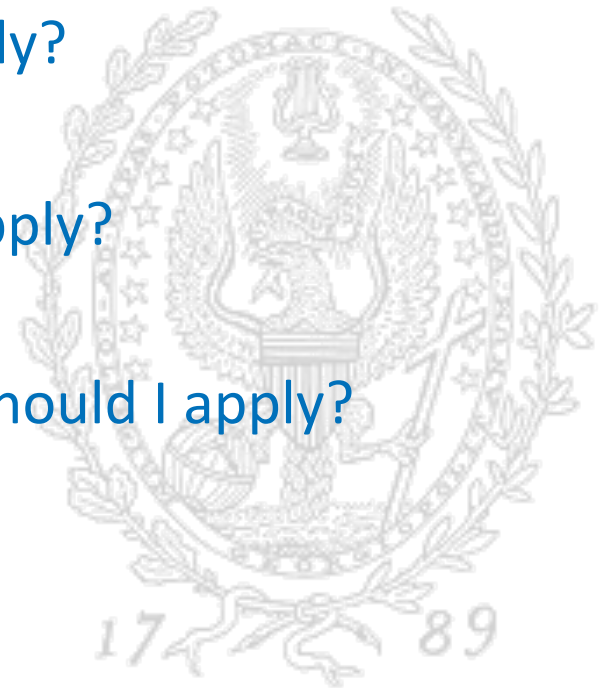
- Go to www.gppreview.com/contact/apply
- Requirements

Timeline	
Application Deadline:	Friday, September 9 th
Senior Position Interviews:	September 12 th through September 15 th
Offers Extended:	Friday, September 16 th
All Staff Meeting:	Monday, September 19 th
Team Dinners:	Friday, September 23 rd



Frequently Asked Questions

- I'm worried that I will be over-committed. Should I apply?
- I'm excellent at editing and marketing. Where do I best fit?
- I have no editorial experience. Should I apply?
- I have no marketing experience. Should I apply?
- I am just looking for a line on my resume. Should I apply?
- Other questions?



Georgetown Public Policy Review

Thank you!
Contact us: info@gppreview.com

