

SERVICE & ACTIVITY FEE ANNUAL REPORT

Pulse: \$20,030

The Committee wishes to continue funding this area, as the Pulse magazine provides a life-style support to students and provides unique learning opportunities beyond the classroom. The committee agreed to increase funding as the Pulse magazine has moved from an online only publication to now allow for print publication as well. The committee will still consider supplemental requests for students to attend conferences.

Fiscal Year:	FY 2021
Program Name:	<u>Pulse</u>
Program Manager:	<u>Jennifer Green</u>

Please list any S&A funded position that have been vacant longer than six (6) months. If any vacancies exist, please explain how you utilized the funds and what your long term plans are for the position.

n/a

Please provide an overview of the student centered programming provided, i.e. type of programs, milestones, number of students impacted, and how they benefited.

PULSE is the student-led lifestyle magazine available to the entire CWU community. Distribution points also make it available to all CWU faculty and staff as well as a large portion of the Ellensburg community. It is also delivered to CWU campus university centers throughout the state.

Four to six student employees make up the editorial and leadership staff. With mentorship from a faculty adviser in the Digital Journalism program, students oversee the entire production of the magazine – from conceiving of ideas and laying out the magazine, to reporting, writing, editing and photographing stories. They design pages, create illustrations, film videos, and promote the magazine on and offline. With faculty adviser guidance, the student leadership staff directs and leads a team to cover, write and assemble information relevant to students, CWU and the community. The leadership staff is responsible for mentoring, managing and leading the class of staff reporters, photographers and designers. Each student gains valuable real-world knowledge and experience in their field. Students grow through the collaborative experience of working as a team, hitting deadlines and learning about leadership and management.

Students report, write and design special interest stories that aim to accurately capture all aspects of student life, both on and off campus. The student staff continually seeks to

engage with students of all backgrounds by offering content in a multi-faceted way through interactive multimedia content available on www.cwupulsemagazine.com. Content includes videos, virtual reality, podcasts, audio recordings and photo galleries.

PULSE continues to add to the many accolades and awards received throughout its tenure from professional associations, such as the Associated Collegiate Press and Society of Professional Journalists, in recognition of student work published in print and online. PULSE was recognized in 2021 at a regional and/or national level for its magazine, website, design, multimedia features and social justice reporting.

Please provide a detailed explanation of any fund transfers from one service and activities fund budget to another.

Fund transfers were due to the funding cycle ending and rolled back to the S&A Fee general account.

Please provide an explanation for any positive or negative fund balances at year end.

PULSE ended FY21 with a fund balance of \$0. We shifted our production this year to a single, larger-sized, 80-page magazine per quarter rather than the previous two, smaller-sized, 64-page issues. The most significant change this year was to the publication's advertising revenue, which has shrunk over the course of the year to zero paid ads this fall quarter due to residual difficulties from the pandemic and our currently unfilled position for a Student Media Business Manager (who oversees ads). We're hoping that changes in 2022.

Service & Activities Base Funding Financial Overview
For the month ended June 30, 2021

Department: PULSE

Fund: F:522

As of 10/21/21

	FY21 Actuals	FY20 Actuals	FY19 Actuals	FY18 Actuals
Revenues				
CWU-Sales and Services	965	2,229	2,404	825
CWU-Allocation (Revenue)	20,530	20,530	20,030	20,030
Total Revenues	21,495	22,759	22,434	20,855
Transfers				
CWU-Transfer (Intra-Fund Out)	1,088	0	0	0
Total Transfers	1,088	0	0	0
Expenses				
CWU-Student/Temporary/Overtime	9,109	10,395	9,116	10,992
Total Salaries	9,109	10,395	9,116	10,992
CWU-Benefits	186	221	215	285
Total Salaries & Benefits	9,295	10,616	9,331	11,277
CWU-Goods	16,257	9,624	11,533	11,696
CWU-Supplies	0	50	40	27
CWU-Repairs/Maintenance	0	0	0	20
CWU-Program	50	15	0	0
CWU-Travel	0	(1,612)	252	(1,328)
Bad Debt	0	0	0	0
Total Goods & Services	16,307	8,077	11,826	10,415
Total Expenses	25,602	18,693	21,157	21,693
Net Resources	(5,195)	4,066	1,278	(838)
Projected Beginning Fund Balance	5,195	1,129	-149	688
Projected Ending Fund Balance	0	5,195	1,129	-149