

S&A Annual Financial Report Supplemental Questionnaire

PULSE magazine

- 1. Please provide an explanation of how the program plans to spend the budget in each line item of the Annual Financial Report. Items that are vague, such as "contract services" should be clearly explained. Please include an explanation of increases or decreases from the previous year's expenses.**

- *Student/Temporary/Overtime – Approximately half of PULSE's base allocation is spent on paid student leadership positions. Four positions total. Each position is a student employee of the university. The increase in FY19's student employment line item was due to the minimum wage increase.*
- *Goods and Services – Approximately half of PULSE's base allocation is expended on the printing of the publication. 1,000 copies per issue, printed two-times per quarter for a total of six issues per academic year. Other expenses accounting for goods and services include professional memberships dues, subscriptions, award entries, minimal supplies and promotional items. In addition, a minimal amount was expended on student travel expenses to a conference.*

- 2. What was your fund balance at the end of the year? If positive or negative, please provide a detail explanation.**

PULSE magazine had a positive fund balance of \$1,129 at the end of FY19 which was due to self-generated revenue through the sales of advertisements.

- 3. Have alternative (non-S&A Fee) funding sources been pursued to the fullest possible extent? If yes, please elaborate. Please list all funding received for this program and the source(s) of the funding.**

Alternative funding sources have been pursued in the form of generating self-support revenue through the sales of advertisements.

In FY19 PULSE magazine received funding from the following sources:

- *Services & Activities Fees base allocation: \$20,030*
- *Revenue (ad sales): \$2,404*
- *Supplemental Services & Activities Fees reimbursement for travel: \$8,222.66*

4. Are there any long-term obligations or contracts associated with this funding request?

Not currently.

However, for FY21 we will be under contract with a printer. The printer is yet to be determined and the appropriate university department and staff will be collecting more responses to an RFP that will be distributed this summer. It should be noted that quotes received from three university approved vendors are more expensive than current costs. The quotes received reflect a projected increase of upwards of \$700 per issue.

5. Does your program provide employment opportunities for students? Please explain the nature of student employment within your unit, including total FTE and number of students employed.

Yes. PULSE magazine hires four student employees into leadership positions such as Editor-in-Chief (EIC), Director of Photography, Art Director and an associate editor. These students are all university employees. Applicants for EIC apply for the position and are interviewed by the Student Media Board. The Student Media Board votes to appoint the EIC into position. One of the EIC's responsibilities is to recommend students for the remaining paid student-leadership staff positions. This responsibility helps create a sense of leadership and provides a learning experience of developing and leading an effective team. The students on the paid leadership staff are going above and beyond the required course hours and assignments to solely produce, with mentorship from the faculty advisor, the twice-quarterly lifestyle magazine for Central Washington University.

Student leadership staff consists of students from across the university. These positions are not solely reserved for journalist students but instead attract students from across all disciplines such as social sciences, film, art + design, public relations, and marketing to name a few.

6. How many students utilize the services and activities provided by your program? Describe how statistics are obtained and provide demographics as applicable.

PULSE magazine is a free publication available to all students, staff, faculty and community members. There are over 40 locations on- and off-campus where the publications are distributed on newsstands and restocked weekly. Students are free to take an issue at any time they are available on the newsstands. Two issues per quarter are published, with 1,000 copies printed each time.

To date, PULSE has a combined social media following of 3,352 with 71% in the 18-34 age range. PULSE utilizes Instagram, Facebook and Twitter. PULSE is also published on ISSUU where there are 161 followers and over 77,000 reads over the publication's lifetime on ISSUU.

It is also worthwhile to mention that the students (both paid and non-paid/for credit only) who contribute to PULSE magazine are gaining real-life, practical experience through their involvement and contributions to the production of the magazine. These students, just like all other CWU students, contribute to S&A fees. The impact being involved in PULSE magazine is infinite in many instances. The skills learned in the practicum that is PULSE help create a foundation for the success many graduates see after their time at CWU and helps open an array of career opportunities for students.

PULSE is mailed to all university centers throughout the state and reaches those university students not on the main Ellensburg campus. While every effort is made to ensure delivery every week, University centers will call and ask for the publication if they have not received their copies.

7. How do you assess the effectiveness of the services and activities you provide to students? Is student input collected and used in this process?

The effectiveness of the service we provide to the students is reflected in the fact that students look to PULSE as a source of information and can expect to have their voices heard.

The input that students give is immeasurable in the fact that PULSE is student-led. Students are pitching story ideas, interviewing sources, writing, designing, photographing. The whole publication and multi-media content online is student-produced. Advisers mentor students but have no control over the editorial content of the publication. It is relevant to all student communities as was reflected in being recent recipients of the Student CWU Diversity Award.

Also, the effectiveness of PULSE magazine can be looked at through a business perspective in the fact that local businesses and university departments see PULSE magazine as an effective way to achieve exposure to the student population.

8. Does your program have an advisory committee? If so, in what capacity is it involved in your budgeting process?

The Student Media Board (SMB) acts as PULSE's advisory committee. As per the Student Media Board Charter, Article II, Section J: The SMB shall approve annual budgets for its operations and all programs under its jurisdiction, and forward them to the Services and Activities Fee Committee of Central Washington University for final approval.

SMB is comprised of three faculty outside of the Communication department (two voting, one non-voting chair), a staff member from Public Affairs, a professional journalist and a member of the community. In addition, six student members are represented on the board including the lead paid-student staff position from each student media outlet (four total – PULSE, CentralNewsWatch, The Observer, and Wildcat Films) a student from The Burg and one student nominated by the Equity Services Council or the Student Academic Senate. Media outlet advisers and the business manager serve as ex-officio, non-voting members.

The SMB's principal purpose is to provide oversight and support the free and open exchange of ideas through student-run media outlets at Central Washington University. The SMB will protect the students' rights to free speech and press and provide a public forum to address issues involving media outlets and agencies.

9. What would be the impact to students if this program's funding were increased by 15-20%? What would be the impact to students if this program's funding were decreased by 15-20%?

If funding was increased by 15-20% that would make our base allocation between \$23,000 and \$24,000. With the increase in funding PULSE could employ one of a number of ideas:

- *Create a new position at approx. 9 hours per week
 - o *New positions we would explore are: Social media/online manager, street teams, and marketing coordinator.**
- *Distribute extra hours to already established positions with the addition of extra responsibilities.*
- *Expand and further utilize self-promotion and marketing materials such as swag, social media page boosts, contests/giveaways*
- *Fund a minimal portion of conference travel such as registration fees*
- *Purchase a new Mac or high-quality camera.*

Any/all of these proposals would directly contribute to improving and expanding the content and reach of the magazine and its affiliated website which would directly impact all student readers and sources.

If funding was decreased by 15-20% that would make our base allocation between \$15,000 and \$16,000. Beyond impacting students on the PULSE staff since it would potentially put student staff-positions in jeopardy it would also impact students in the following ways:

- *Staff retention and morale would suffer*
- *Quality of publication would suffer due to the decrease in responsibilities and benchmarks that are currently necessary in the achievement of producing a magazine at the caliber it has been produced at.*
- *A decrease in the number of issues printed which would negatively affect not only the reach and impact on students, but also the draw for potential advertisers.*
- *The already minimal amount of promotional materials we utilize would diminish.*

10. What are your program goals or learning/operational objectives? How are you assessing the effectiveness of your program in achieving those targets?

Learning objectives include:

- *Generate story ideas and lay out a draft version of each issue*

- *Researching, writing and editing articles of various genres, developing mature vocabulary, story organization, content and style*
- *Planning, shooting and editing images for production*
- *Promoting and selling the magazine to potential advertisers and target audiences*
- *Visualizing and designing the layout of the magazine from cover to cover using Adobe Creative Suite applications*
- *Copy editing work in draft and published forms*
- *Gaining experience in meeting publication deadlines*
- *Analyzing and critiquing other magazines stories and layouts*
- *Learning to mentor staff, delegate work and resolve issues that arise*

Assessment of meeting learning objectives is achieved in several ways:

- *Paid leadership staff is evaluated. Students in class are graded.*
- *EIC provides a quarterly update to the Student Media Board*
- *Issues of the magazine and individual pieces of work are submitted for local, regional and national awards and critiques and often win*
- *PULSE is recognized nationally, while compared to significantly larger schools, as an exemplary publication*
- *PULSE receives recognition from the College of Arts and Humanities and the University*