

SERVICE AND ACTIVITY FEE ANNUAL REPORT

GENERAL INFORMATION	
Reporting Year:	2012
Reporting Program:	Publicity Center
Funded PID:	534211001
Program Manager	Lola Gallagher

Financial Report Back:	
REVENUE:	
S&A Funds Received	\$ 144,936.00
Self Support Funds Earned	\$ 59,770.33
Other Funds Received	\$ 113,632.59
TOTAL REVENUE:	\$ 318,338.92
EXPENSES:	
STUDENT PAYROLL	\$ 49,142.73
NON STUDENT PAYROLL	\$ 168,754.51
BENEFITS	\$ 66,294.65
GOODS & SERVICES	\$ 39,954.46
TOTAL EXPENSES:	\$ 324,146.35
TRANSFERS IN	
TRANSFERS OUT	\$ 148.11
NET CHANGE	\$ (5,955.54)

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.

The Publicity Center offers a full slate of services to promote campus events, programs and departments while providing real world experience to student employees through hands on skill development, professional mentoring and portfolio development. The Publicity Center strives to deliver high-quality services and award-winning products to increase awareness and pride in CWU's student life programs; and to impact students' personal and professional development by providing an inclusive, creative and

challenging environment in which to learn outside the classroom. Student employees of the Publicity Center work closely with student programmers, department directors and managers to determine their needs and strategize ways to accomplish their program goals. They are immersed in design, pre press, sales, marketing, interviewing and writing projects that require customer service, attention to detail and a high level of skill competency.

We provide publicity support for programs ranging from Wildcat Welcome Weekend and Orientation (approximately 1500-2000 new students, freshmen and transfers) and Homecoming (special entertainment and student life event with outreach to the entire student body and local communities), to Family Weekend (inviting all CWU students and their families) and community events like Boo Central and Ware Fair. We work with a wide variety of programs and departments to develop publicity for speaker and film series, comedy shows, music events and a great many recreation events and activities. Additionally, we design, write and coordinate production of department quarterly publications with print runs of 5000-6000, and regularly contribute press releases, stories and briefs to local newspapers. The quarterly Hype publication – conceived, written and designed by the Publicity Center – has evolved into a comprehensive and inclusive 24-pages that highlights activities and events occurring across campus and in the local community. Its purpose is to give students as much information about ways to get involved, connected, entertained and exposed to a wide variety of experiences. A change in both the design format and approach this past year resulted in higher readership and positive comments. Decentralization of publicity services throughout S&A

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

We received support from Student Union fee for the Senior Graphic Designer position, and from Campus Life administration for the Hype publication. We also received support from Campus Life administration and the Student Union fee to fill a gap created when the web development position in our office lost state funding. That position was subsequently cut with no further funding from those sources.

