

SERVICE AND ACTIVITY FEE ANNUAL REPORT

GENERAL INFORMATION	
Reporting Year:	2013
Reporting Program:	Publicity Center
Funded PID:	534211001
Program Manager	Lola Gallagher

Financial Report Back:	
REVENUE:	
S&A Funds Received	\$ 154,572.68
Self Support Funds Earned	\$ 66,122.28
Other Funds Received	\$ 66,435.30
TOTAL REVENUE:	\$ 287,130.26
EXPENSES:	
STUDENT PAYROLL	\$ 54,092.70
NON STUDENT PAYROLL	\$ 142,059.66
BENEFITS	\$ 51,892.43
GOODS & SERVICES	\$ 23,951.83
TOTAL EXPENSES:	\$ 271,996.62
TRANSFERS IN	\$ 1,179.83
TRANSFERS OUT	\$ -
NET CHANGE	\$ 16,313.47

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.

HIGHLIGHTS (PLEASE SEE DETAILS BELOW):

- Nearly 300 Publicity projects completed for S&A, Student Success and other campus clients
- 20 student writer bylines in local and regional newspapers; earned media generated from press releases and announcements in campus, local and regional newspapers

- Nine quarterly publications completed: Hype, University Recreation, Westside Student Life
- Increased event participation and awareness through development of street team; increased opportunities for student development through new media experience and new major projects to enhance internship and professional experiences

ONGOING AREAS OF DEVELOPMENT AND CONCERN

The Publicity Center would like to increase student staffing levels to offer a truly centralized S&A design and marketing agency that is able to accommodate and meet the needs of its clients while continuing to provide a learning environment for its employees, interns and collaborators. It is important that we are able to quickly respond to requests and preferences in publicity materials/delivery as those change with new ideas and social media opportunities. Additional revenues generated currently go back in to pay for student wages and equipment costs above what is provided through S&A funding. This impacts our ability to grow in staffing and build up a reserve for equipment replacement and upgrades. As the only office with full-time professional staff hired specifically to provide these services and student experiences, the Publicity Center appreciates the support of the S&A committee and user groups, as well as other campus departments and programs, and welcomes opportunities to engage in discussion about how to most efficiently and effectively serve the needs of CWU students in these areas.

Summer 2012

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

Year end payroll accruals