

SERVICE AND ACTIVITY FEE ANNUAL REPORT

GENERAL INFORMATION	
Reporting Year:	2015
Reporting Program:	Publicity Center
Funded PID:	534211001
Program Manager	Lola Gallagher

Financial Report Back:	
REVENUE:	
S&A Funds Received	\$ 164,980.87
Self Support Funds Earned	\$ 76,907.37
Other Funds Received	\$ 68,490.00
<b>TOTAL REVENUE:</b>	<b>\$ 310,378.24</b>
EXPENSES:	
STUDENT PAYROLL	\$ 60,241.55
NON STUDENT PAYROLL	\$ 154,458.79
BENEFITS	\$ 55,337.81
GOODS & SERVICES	\$ 45,394.67
<b>TOTAL EXPENSES:</b>	<b>\$ 315,432.82</b>
TRANSFERS IN	\$ 9,105.99
TRANSFERS OUT	\$ -
<b>NET CHANGE</b>	<b>\$ 4,051.41</b>

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.

PUBLICITY CENTER 2014/2015

Accomplishments  
 The Publicity Center had a busy year! Three professional staff, 14-15 students and three interns worked to complete approximately 330 projects (design/pr) and 110 digital advertising contracts. Highlights follow:

Design/Video

- Students and staff won multiple national awards in 8th annual Expression Awards competition for digital signage and content: Best Video Design plus two finalists awards in the same category, and one finalist and two honorable mention awards in the Still Design category
- Student designer selected to create illustrative type for Time-Out Magazine, NYC
- Student designers won multiple awards at the annual juried CWU student art exhibit
- Three summer design internships completed
- Increased audience of quarterly Hype publication – 1500 distributed through the Admissions Visitation program, more requests for copies from campus offices
- Added new weekly Hype format for distribution in the residence halls; increased distribution in the SURC
- Published 12 quarterly publications and five annual publications

Writing/Media Relations

- Writing students received 16 total bylines for feature stories printed in the Ellensburg Daily Record
- Increased earned media through consistent media relations efforts resulted in more than 150 placements in local print media
- Increased entries in CWU Hype Wordpress Blog

- Student writer received Washington Newspaper Publishers Association (WNPA) scholarship resulting in a summer internship at the Port Townsend Leader (2015)
- Student writer completed an internship at Ellensburg Daily Record and continued to work part time there as a staff writer; another contributes regularly as a freelance writer
- Student writer entries accepted into Manastash and presented at SOURCE

Wildcat Access

- Surpassed revenue and sales goals for the year; added new on- and off-campus clients
- Improved value for clients by increasing advertising from 15-seconds to 20-second time slots and consistently running ads before movies in SURC Theatre
- Added value to Hype packages by implementing ticker on screens
- Continued work with IS to troubleshoot R25/25Live interface with screens, and with Police Services to pursue Emergency Alert interface
- Student manager secured an internship (2015) at advertising agency Wunderman Seattle

Hype Street Team/Social Media

- Worked with Wildcat Snapshot to create social media buzz at Orientations and boost followers
- Increased Twitter activity by live tweeting from events
- Utilized TweetDeck and the Facebook scheduling feature to increase presence during off business hours and days
- Improved Hype Street Team visibility with new display and info materials
- Explored expansion of Hype Street Team with volunteer program through CLCE
- Increased end-of-year Publicity survey completion and return by 33% over last year through expanded Hype Street Team efforts, both on- and offline

Decisions / actions based on survey results

1) Event Publicity Survey of student body (done annually, spring quarter)

- Expand Hype distribution (quarterly and weekly) to increase visibility of events
- Increase outreach and services to student clubs and other campus entities
- Expand social media/street team presence from events
- Expand video and explore other avenues to engage students

Impacts: Increases in revenue, reported attendance, media coverage, new clients, MOUs.

2) Publicity Services survey of clients, partners

- Reinstate professional position in the Publicity Center, with a new focus on project coordination, customer service, street team and distribution organization
- Confirm available support from administrative office to assist

3) Publicity Center student staff survey

- Revise and reintroduce staff manual to insure consistency in processes, procedures and expectations across all areas
- Develop and implement ongoing training, workshop calendar
- Create more opportunities for cross training or expanded experiences
- Develop stronger relationships with clients and partners

Impacts (2&3): Improved planning, communication and overall staff morale

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

Funds were transferred from Wildcat Access budget (fully self supported budget) to help support the Program Supervisor that oversees that area.