

SERVICE AND ACTIVITY FEE ANNUAL REPORT

GENERAL INFORMATION	
Reporting Year:	2016
Reporting Program:	Publicity Center
Funded PID:	4611300001
Program Manager	Lola Gallagher

Financial Report Back:	
REVENUE:	
S&A Funds Received	\$ 164,981.00
Self Support Funds Earned	\$ 83,482.00
Other Funds Received	\$ 68,490.00
TOTAL REVENUE:	\$ 316,953.00
EXPENSES:	
STUDENT PAYROLL	\$ 51,439.00
NON STUDENT PAYROLL	\$ 164,660.00
BENEFITS	\$ 70,792.00
GOODS & SERVICES	\$ 38,567.00
TOTAL EXPENSES:	\$ 325,458.00
TRANSFERS IN	\$ 2,452.00
TRANSFERS OUT	\$ -
NET CHANGE	\$ (6,053.00)

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 - Mission --

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. Our purpose is to increase students' awareness, connections and involvement in a rich campus experience by delivering high quality creative services and award-winning products that promote student life. The Publicity Center saw notable increases across the board: projects, new clients, social media activity, and more. The addition of a project coordinator, improvements and efficiencies in workflow, and restructuring of the street team area positioned the Publicity Center to creatively and successfully address an unprecedented number and variety of projects for students, departments and programs. Stats and highlights are listed below:

Project stats

- 490 design/marketing projects for campus events, departments and programs (+160, +49%)
- 171 Wildcat Access (digital advertisement) contracts (+61 / +55%)

Hype social media stats

- Facebook: 2,095 likes (+425, +25.4%)
- Instagram: 1058 followers (+449, +73.7%)
- Twitter: 1,103 followers (+445, +67.6%)
- Wordpress: 113 followers (7,382 views)
- YouTube: 33 subscribers (2,594 views)
- SnapChat: successful new platform

Design/Marketing

- Student staff won multiple national awards in 9th annual Expression Awards competition for digital signage and content: Best Video Design plus one finalist and two honorable mention awards in the same category. The awards were created for different campus groups, reflecting the diversity of clients and projects this year
- Student designer presented at Confab art conference in Ellensburg
- Three internships completed, two design and one marketing/public relations
- 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 adjusting fees and 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
- Restructured street team to include all distribution channels
- New and additional holders for weekly Hype installed in men's restrooms and above drinking fountains in the SURC increased visibility of weekly listings resulting in more Hype packages

Decisions made / impact

1) Decisions based on results from annual Event Publicity Survey of students

- 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) Decision based on results from Publicity Services Survey:

- 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) Decisions based on feedback from Publicity Center staff:

- 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, clients & 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.

Fund transfer in: year end payroll accrual