

SERVICE AND ACTIVITY FEE ANNUAL REPORT

GENERAL INFORMATION	
Reporting Year:	2017
Reporting Program:	Publicity Center
Funded PID:	4611300001
Program Manager	Lola Gallagher

Financial Report Back:	
FUND BALANCE	\$ 36,363.28
REVENUE:	
S&A Funds Received	\$ 172,342.70
Self Support Funds Earned	\$ 79,472.38
Other Funds Received	\$ 130,000.00
TOTAL REVENUE:	\$ 381,815.08
EXPENSES:	
STUDENT PAYROLL	\$ 72,909.81
NON STUDENT PAYROLL	\$ 174,149.99
BENEFITS	\$ 75,151.29
GOODS & SERVICES	\$ 50,652.86
TOTAL EXPENSES:	\$ 372,863.95
TRANSFERS IN	
TRANSFERS OUT	\$ -
NET CHANGE	\$ 45,314.41

Please list any S&A funded position(s) 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.

Please provide an overview of the student centered programming provided, i.e. type of programs, milestones, number of students impacted, and how they benefited.

About the Publicity Center:

The Publicity Center is located in the Student Union and Recreation Center at the heart of CWU's campus. As the go to creative agency for promoting campus events, we're here to help get students involved and connected to the many opportunities available to them. Our staff currently consists of four professional and 18 student employees, plus 2-3 full time summer interns and temp design support.

In addition to working with CWU students and staff on design, video, marketing and writing projects our street team helps create more buzz and awareness about campus events through tabling and at-event promotion as well as very active social media presence. We also manage digital advertising in the Student Union.

Mission Statement:

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.

We strive 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.

Highlights of FY2017

- 500+ publicity and advertising projects completed
- 85+ clients
- Significant increases in followers and engagement across all CWU Hype social media platforms: Facebook reach up to 69.7K on a single post (homecoming announcement), and 13.6K reach (Valentine's Day) and 6.5K reach (Students of Color Summit) on

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