

SERVICE & ACTIVITY FEE ANNUAL REPORT

Publicity Center

Fiscal Year: FY 2023
Program Name: Publicity Center
Program Manager: Lola Gallagher

Please list any S&A funded positions 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.

- Three student design internships (summer). Major projects included design support for orientation and new student welcome materials, Diversity and Equity Center promotions and wall graphics, ASCWU graphics templates for more cohesion across all areas, and club promo materials.
- In addition to a variety of student event publicity packages we also developed and supported comprehensive campaigns for larger scale events such as Homecoming, ASCWU initiatives and student elections, NEA Big Read, Wild Fest, Student Appreciation Day, and Sweezy Day.
- Programming included multiple tabling events before Monday Movie Madness (popcorn and stickers), welcome back collaborations with Campus Activities, Wild Fest and promotional collaborations with KCWU 88.1 The 'Burg, social media collaborations and video featurettes with clubs, orgs and departments (see examples next page), Hype Breakdown with guests from multiple areas, Hype Minute with The 'Burg and more.

of Publicity Center projects by quarter and funding source

	Summer	Fall	Winter	Spring	Grand Total
S&A	10	60	51	66	187
Non-S&A	5	14	10	10	39
Total	15	74	61	76	226

of Publicity Center clients by quarter and funding source

	Summer	Fall	Winter	Spring	Grand Total
S&A	8	15	14	20	57
Non-S&A	5	10	9	9	33
Total	13	25	23	29	90

****Additional Publicity Center and Hype initiated projects included short videos, social media posts and event attendance/promos to support student belonging and engagement, and to highlight campus life beyond the classroom. See following links to collaborative social media examples from FY2023. Our reach grew 71.6% on Instagram and 29.9% on Facebook during FY2023, reflecting more collabs.***

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

Transfers Out: Budget reduction, fund balance

Hype collaborations to highlight student life:

[PolyCentral Partnership](#)



[Theatre Partnership](#)

[Ramadan Partnership](#)



[MFA/Wildcat Shop](#)

[ASCWU/Second Harvest](#)



[Campus Activities](#)



[The Burg Partnership](#)



[Wildcat Farm Partnership](#)



[BSU Partnership](#)



Please provide an explanation for any positive or negative fund balances at year end

As presented in the quadrennial allocation process and previous reports, the positive fund balance continued to be drawn down to help address increases in student wages, increased operational costs, and help offset reduced revenue as departments are impacted by reductions. The sweep of all fund balances at close of FY23, loss of revenue-generating projects following reorganizations, upcoming wage increases, and S&A budget reductions will have a compounded effect on the Publicity Center as a service area for S&A and other student and activities programming areas.

**Service & Activities Base Funding
Financial Overview
For the month ended September 30, 2023
Department: Publicity Center
Student Activities
No Component
As of 11/30/23**

	FY22 Actuals	FY23 Actuals
Revenues		
CWU-Sales and Services	58,712	33,047
CWU-Allocation (Revenue)	399,892	348,403
Total Revenues	458,603	381,450
Transfers		
CWU-Transfer (Intra-Fund Out)	0	(139,354)
Total Transfers	0	(139,354)
Expenses		
CWU-Salary and Wage (Staff)	197,012	181,746
CWU-Student/Temporary/Overtime	101,317	99,164
Total Salaries	298,330	280,910
CWU-Benefits	83,994	86,049
Total Salaries & Benefits	382,324	366,959
CWU-Goods	3,561	31,791
CWU-Services	0	12
CWU-Supplies	5,887	6,905
CWU-Utilities	2,311	1,977
CWU-Rentals/Leases	0	0
CWU-Repairs/Maintenance	98	1,147
CWU-Program	3,436	9,681
CWU-Travel	0	2,985
CWU-Equipment/Software (Non-Capita)	2,275	5,031
Bad Debt	0	0
Total Goods & Services	17,568	59,529
Total Expenses	399,892	426,488
Net Resources	58,712	(184,392)
Projected Beginning Fund Balance	125,681	184,392
Projected Ending Fund Balance	184,392	0