

Services & Activities Fee Annual Program Review

Program Name: Publicity Center
Program Manager: Lola Gallagher
Fiscal Year: FY2024

1. In what way(s) does your program support CWU students? Please be specific and concise.

The Publicity Center offers a full slate of creative services to promote campus events, programs and services whose primary audience is CWU students. While the majority of projects are from S&A base-funded areas, we also have a sizeable number from areas seeking to increase student awareness about their services and attendance at their events. Student employees gain hands-on, relevant experience working in a creative agency environment. Campus “clients” benefit from work produced and influenced by students, which connects better with a student audience while also supporting student development and learning.

2. What are your specific program goals or learning/operational objectives? How are you assessing the effectiveness of your program in achieving those targets?

The Publicity Center is committed to contributing to a transformative, memorable campus experience for CWU students. This year we were moved out of Student Engagement and Success into a new division of University Relations; our focus continues to be on delivering creative for promoting student activities/events, services and programs. Specific goals:

- Establish clarity and efficiencies across the division to better serve our clients and partners;
- Serve as a knowledgeable resource and creative inspiration hub in the university’s brand rollout activities within the areas we serve;
- Find sustainable solutions to continue operating at a high level of excellence with the student experience foremost in mind;
- Be a model learning environment for student employees and collaborators.

We discuss and document progress toward goals on a regular basis through:

- Divisional and 1:1 staff meetings, unit staff meetings (1:1 and groups);
- Reviewing social media engagement and adjusting accordingly;
- Staying current on university brand developments and policies;
- Assessing effectiveness of publicity projects and efforts through attendee and client feedback, as well as general student surveys and feedback;
- Working with students as partners in their learning and professional development needs.

3. What is the overall purpose of your program and what service(s) does your program provide?
 - a. Are there overlaps or intersections with other university programs that have similar purposes or services?

The Publicity Center contributes to an inclusive campus environment through its creative services and relationships promoting student activities, programs and services. We engage, inform and promote connections that cultivate a sense of belonging for CWU students.

- With a reorganization this past summer that moved the Publicity Center into the division of University Relations, we are working with leadership to better define our role within the larger organization. On the service side this includes identifying potential conflicts, duplication of efforts, and determining where a specific project request is best served while adhering to S&A

rules, guidelines and RCWs. A broader conversation with S&A committee and base-funded areas would be valuable, especially as we look ahead to planning for the next quadrennium.

- There are some departments that have developed student positions that mirror Publicity Center's, so although we are no longer in the division of Student Engagement and Success, we hope to work together to minimize redundancies as part of holistic budget decisions and organizational changes. We previously had student staff from other departments come into our office to work alongside their peers, which was effective in establishing connections and providing guidance. Our hope is that can continue.
- We have good communication with student media, providing event information and occasional opportunities to engage with entertainers and artists. We continue to partner with KCWU on a daily segment called the Hype Minute, and value our collaborations with them. We continue to be in regular communication with the media relations/communications team in University Relations, as well as the social media manager, to maximize outreach.

4. How does your program align with the purpose of S&A funding? *“Supporting cocurricular and extracurricular activities and programs participated in by students in the furtherance of their education.”*

We are the only S&A department specifically funded to promote student activities, programs and services through creative services including design, marketing, social media and video. The Publicity Center team works closely with event programmers and coordinators on promoting a wide range of opportunities for students to participate in activities and access services that enhance their college experience. Our program aligns with the stated purpose of S&A funding through direct, impactful support of other areas also doing this work.

5. Please provide specifics on how your program supports and aligns with CWU's strategic plan.

- Incorporate High Impact Practices in Publicity Center: maintain a rigorous learning laboratory environment incorporating collaborative projects and skill development, internships, client-based work, and professional/portfolio development.
- Promote holistic student well-being through creative work that increases awareness and engagement in diverse programming, affinity groups, health and wellness services, social and cultural connections, leadership and service opportunities, sustainability, student governance and involvement, university pride, and belonging.
- Create welcoming, safe environment for employees and visitors to Publicity Center space.
- Focus work that has relevance and connection to students where they are at. Invite collaboration and involvement in creative work and process.
- Intentionally recruit and hire a diverse staff that reflects the student body.
- Develop translated materials for select programming (i.e. Boo Central to area schools, Día de Los Muertos.)
- Pursue professional development opportunities for all employees, through invited guest speakers and presentations, CLA, workshops, online training, and conferences as available.
- Practice responsible stewardship of student funds by seeking and recommending efficiencies, making spending decisions based on students' responses, needs and engagement.

6. Please provide detailed information regarding who utilizes your program? (*Students, faculty, staff, community? Specific demographic information? Class standing, gender, ethnicity, transfer, campus location, etc.*)

In FY23, we recorded completion of 226 projects, about 82% of which received S&A base funding. So far in FY23 (since July 1) we've recorded 82 projects, with virtually the same percentage of S&A areas. These primarily serve students through activities, programs and services with some offerings also open to faculty, staff and the community. (Note that several departments have multiple units within them, such as ASCWU, SLICE, DEC, and Recreation, etc.) Although we don't have access to specific demographics, many of these departments utilize Presence (or Fusion, in the case of Recreation) which captures that information. This is likely presented as part of their respective S&A reports. Regarding campus location, we mostly serve the Ellensburg campus, although have worked with the west side student life team in the past and have provided some Hype publications to the east campus locations. As some events are offered both in person and virtually, we are publishing our quarterly Hype events guide online through a program called flippingbook. Community utilization of our program/services includes digital advertising on screens and occasionally providing local businesses suggestions for getting the word out about community events and programs. We also attend the Ellensburg High School career fair (and previously Morgan MS) sometimes get requests for a job shadow.

7. How many unique CWU students utilize your program or services?
- How do you gather these metrics?
 - If you do not, what is preventing you from getting that data and how are you determining usage by CWU students?

At the end of fall quarter 2023 the Publicity Center had 14 student employees, and will start winter quarter with 13. We will begin recruiting student employees in winter and spring to fill upcoming vacancies with pending graduations of staff. As referenced in Q.6 above, virtually all CWU-Ellensburg students are served through the work we do with and for ASCWU, student clubs and organizations, and campus departments. We publish a quarterly Hype events guide to deliver directly to all residence hall students and community spaces at campus apartments. Additional copies are distributed in campus buildings, off-campus apartments and other select locations off-campus where students may access them. Our Hype social media platforms have experienced consistent growth and engagement. We gather data through our project management and social media management software, 25Live scheduling, Wildcat Tickets and through other departments' reports as available.

8. Are there any current vacant positions in your program?

We are not at ideal student staffing levels but are maximizing schedules and efficiencies to help mitigate budget reductions. We would welcome discussion with other S&A areas about the potential for consolidating some student positions (and their funding) where there may be some funding and creative service efficiencies.

9. Given the budget reductions taking place, and continuing for the remainder of the funding cycle, please tell us what specific impacts those reductions have had on your program compared to what was originally planned and included in your initial base funding request.

Our original budget request assumed we would receive adjustments for salary and wage increases, and that we would be part of ongoing S&A discussions within Student Engagement and Success to find efficiencies and collaborations. Budget reductions across S&A and the rest of the university greatly compound our situation, since we rely on revenue generation to make up the gap in funding. The Publicity Center's creative services are optional for others to use. As other departments are making reductions in their goods and services (which is where our creative services are paid from) and making staffing decisions, we are very directly impacted.

10. Are there any circumstances or challenges that are currently impacting your ability to use your base funding allocation this year?

No. We anticipate using all of our allocation, as well as some of the supplemental funding approved by S&A and BOT.

11. What other funding does your program receive? What percentage of your program's total funding is coming from S&A Fees?

Most of our funding comes from S&A, from our allocation and charges for services to other S&A areas. We do receive some revenue from state funds and occasionally grants, but as stated previously over 80% of our projects are from S&A base-funded areas so we are very dependent on continuity of programming and corresponding request for our services.

12. What growth or expense increases do you anticipate seeing in the future?

Expenses will continue to increase through salaries, wages, benefits and operational costs. We are concerned about losing the dual purpose and focus of the Publicity Center, which is to provide a transformative experience through students BOTH by offering high quality, relevant creative services to promote student events, services and programs AND operating a learning laboratory environment that develops students' professional development through professionally mentored employment and collaborative working relationships with within and across departments.

Last year we suggested "Support for exploring development of a student experience hub inclusive of centralized event planning/calendaring and marketing (and some assessment) of S&A activities, programs and services. This would be a more effective and transparent way to deliver a memorable campus experience for students while building a greater sense of community and collaboration" – with "appropriate staff and resources." With the new organizational structure moving Publicity Center into the division of University Relations, this concept (or similar) could potentially be adapted as a cross-divisional effort.