

# PUBLICITY CENTER & CWU HYPE

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## VISION

Publicity Center and CWU Hype engage, inform, and promote connections that cultivate a sense and place of belonging for CWU students.

## MISSION

The Publicity Center offers a full slate of creative 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.

## DIVERSITY STATEMENT

The Publicity Center promotes an inclusive campus environment through its creative services and relationships. We:

- Provide a work environment grounded in learning, understanding and growth
- Recruit and hire staff representative of our diverse student body
- Encourage dialogue around the meaning implied or conveyed in images and words
- Work closely with clients to understand their goals and accurately represent events, programs, and departments
- Produce work that promotes and reflects a welcoming and inclusive environment

## 2020-2021 AT A GLANCE

**170+**

paid creative projects completed

**100+**

digital ads produced

**60+**

videos produced for instagram/tiktok/promo

**5/45**

street team events hosted/attended

**14**

original blog posts

**16,000+**

following on social media

**30+**

total clients served

**\$419,705**

Funding

**\$370,055**

Expenses

## STUDENT TRAINING



**Graphic Design**



**Feature & News Writing**



**Social Media**



**Customer Service**



**Sales & Management**

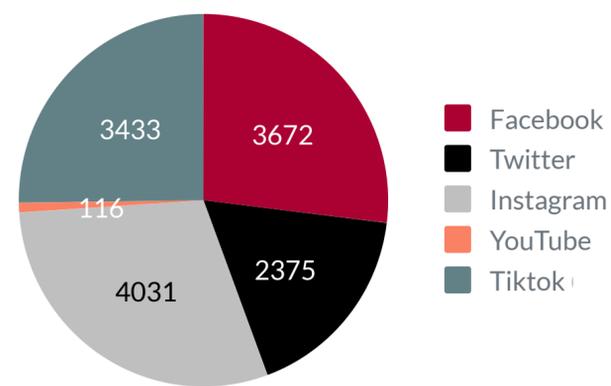


**Event Marketing**



**Videography**

## @CWUHYPE



## CLIENT PROJECTS

**74%**

S&A  
Funded

**8%**

Student  
Success

**18%**

Campus  
Departments



# PUBLICITY CENTER & CWU HYPE

Wildcats Belong Here.

## EXECUTIVE SUMMARY

The Publicity Center is a creative communications agency that employs CWU students in a learning laboratory environment. Our student CWU Hype team and culture promotes belonging and serves as a partner in engagement and retention. As the go to office for promoting student events, programs and services, we work hard and have fun doing it!

Despite the pandemic, we have seen positive learning outcomes in our students. The remote work environment was challenging but brought new insights into some of our processes and priorities we need to focus on moving forward.

We continue to support the university's mission by approaching our work with integrity; providing timely, relevant and professional service; embracing innovation and creative exploration; and promoting connections, belonging, inclusivity and equity.

A new General Manager at KCWU and Content/Events Marketing Supervisor at the Publicity Center will bring new energy and collaboration opportunities this coming year.

Lola Gallagher, Director

## LEARNING OUTCOMES

- **Develop competency in a variety of areas such as graphic design, video production, news and feature writing, social media management, sales, and project management.** (*Knowledge Acquisition, Practical Competence*)  
Staff in all areas continued to produce work at a high level, and learned new methods for effectively promoting events in a completely digital space.
- **Develop time management, prioritizing, and organizational skills to effectively manage work assignments and complete tasks.** (*Knowledge Acquisition, Practical Competence*)  
Staff were responsible for monitoring their time and tasks more independently than previously due to working remotely.
- **Strengthen communication and interpersonal skills to establish and maintain healthy and productive work relationships with co-workers and clients.** (*Interpersonal Competence*)  
Staff learned to ask for clarification more often to improve understanding of projects and work more efficiently.
- **Understand the role they hold in helping others to feel connected and a sense of belonging; make connections and find their own sense of belonging.** (*Humanitarianism & Civic Engagement*)  
Staff were empathetic to fellow students' struggles and worked hard to keep them engaged through social media and work.
- **Demonstrate their commitment to using their skills and knowledge to deliver high quality products, customer service, and brand experiences.** (*Humanitarianism & Civic Engagement, Cognitive Complexity, Practical Competence*)  
Staff in all areas approached their work seriously, and remained committed.
- **Apply critical thinking, problem-solving, and reflection to attain a greater self-awareness and their impact on others.** (*Cognitive Complexity, Intrapersonal Development*)  
Staff met regularly to provide creative input, ideas and support to each other.

## COVID-19 RESPONSE

- Provided all SURC signage related to COVID-19 advisories and notices
- Provided regular updates to SURC, Dining, and Wildcat Shop hours - at building entrances, on websites and social media
- Reduced expenses by removing travel and curtailing purchases beyond minimal operating expenses and staff wages/salaries
- Increased and improved digital assets for virtual events; edited/produced video presentations and promos
- Provided all creative services at reduced pricing to support departments during budget freeze
- Adapted work assignments, tools and processes to retain student staff and continue offering array of creative services
- Served on fall reopening planning committees and workgroups
- Designed event management and protocols materials for programming areas and student clubs
- Designed materials and staffed welcome and outreach events
- Produced multiple "I Wear a Mask" videos and "Welcome to Fall" video, featuring students leaders and distributed by Public Affairs
- Ongoing consultation for messaging and engagement for and with students

## CORE VALUES

- **Innovation:** We embrace new ideas, methods, and creative exploration.
- **Integrity:** We act with professionalism, honesty, and genuine care.
- **Service:** We provide timely, professional, and relevant publicity to enhance students' experience.
- **Community:** We promote connections, inclusivity and belonging through our work.