## GENERAL INFORMATION

<table>
<thead>
<tr>
<th>Reporting Year:</th>
<th>2014</th>
</tr>
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<tbody>
<tr>
<td>Reporting Program:</td>
<td>Pulse</td>
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<tr>
<td>Funded PID:</td>
<td>53495200</td>
</tr>
<tr>
<td>Program Manager</td>
<td>Kristin Gaskill</td>
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</tbody>
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## Financial Report Back:

### REVENUE:
- S&A Funds Received $10,000.00
- Self Support Funds Earned $600.00
- Other Funds Received $-

**TOTAL REVENUE:** $10,600.00

### EXPENSES:
- STUDENT PAYROLL $6,131.50
- NON STUDENT PAYROLL $-
- BENEFITS $137.47
- GOODS & SERVICES $274.91

**TOTAL EXPENSES:** $6,543.88

**NET CHANGE** $4,056.12

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.

none

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

Pulse (www.cwu.edu/~pulse) is Central Washington University's student-run online lifestyle magazine. A different publication than The Observer, Pulse publishes two 40-70 page issues per quarter entirely online and with a visual-heavy consumer magazine design. Pulse gives students experience in reporting, writing, designing and marketing a magazine, including incorporating interactive multimedia features and employing innovative social media marketing strategies that have proven effective in significantly growing
Pulse serves the interests of all CWU students by providing a source, outlet and meeting place for the Central community, and by covering aspects of student life, work, events, trends and opinions not necessarily covered by other student media. This year Pulse hosted its first housing fair and more than tripled their income over the previous fiscal year. This is largely due to the ability to pay student staff members to support the program.

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

none