

## SERVICE & ACTIVITY FEE ANNUAL REPORT

Pulse: \$20,030

*The Committee wishes to continue funding this area, as the Pulse magazine provides a life-style support to students and provides unique learning opportunities beyond the classroom. The committee agreed to increase funding as the Pulse magazine has moved from an online only publication to now allow for print publication as well. The committee will still consider supplemental requests for students to attend conferences.*

Fiscal Year: FY2020  
Program Name: Pulse  
Manager: Cait Dalton

**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.**

PULSE magazine is the student-led lifestyle magazine available to the entire Central Washington University (CWU) student population. Distribution points also make it available to all CWU faculty and staff and a large portion of the Ellensburg community. It is also delivered to CWU campus university centers throughout the state.

Four to six student employees make up the editorial and leadership staff. With mentorship from a faculty adviser in the Digital Journalism program students oversee the entire production of the magazine – from conceiving ideas and laying out the magazine, to reporting, writing and photographing stories, to designing pages and illustrations, to promoting the magazine online and off. Under guidance from a faculty advisor the student editorial staff directs and leads a team of reporters to cover, write and assemble information relevant to students, CWU and the community. The leadership staff is responsible for mentoring, managing and leading a class of staff reporters. Each student gains valuable real-world knowledge as a journalist, designer and photographer. More so students grow in experience working as a team, under deadlines and overall leadership and management.

Students report, write and design special interest stories that aim to accurately capture all aspects of student life, both on and off campus. The student staff continually seeks to engage with students by offering content in a multi-faceted way through interactive multimedia content available on cwupulsemagazine.com. Content includes videos, virtual reality, podcasts, audio recordings and photo galleries.

PULSE continues to add to the many accolades and awards received throughout its tenure. These awards are received from professional associations, such as the Associated Collegiate Press and College Media Association, in recognition of the students work as published in PULSE and online. PULSE was recently recognized as a Pinnacle winner for their website. The Pinnacles are often dubbed as the Pulitzer prize within the student media industry.

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

N/A

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

PULSE ended FY20 with a fund balance of \$5,195. This balance is due in part to cost savings associated with only printing one issue spring quarter due to COVID. Since campus was closed and all instruction moved to an online format, PULSE's exposure to the student audience was significantly impacted. As a result, PULSE made the fiscally responsible decision to only print one issue. While two issues were produced spring quarter and both were published digitally, only issue two was printed. The printed copies of issue two were available throughout the summer and into fall quarter. Because of PULSE's evergreen quality, meaning articles and content within the publication are relevant past their initial publishing date, this was a reasonable decision. Also contributing to the fund balance were general cost savings and rollover from prior years as a result of self-supported revenue in the form of advertising sales. However, it should be mentioned that COVID directly and negatively impacted advertising sales reported in FY20.

**Service & Activities Base Funding Financial Overview  
For the month ended October 31, 2020**

Department: PULSE

Fund: F:522

As of 11/13/20

	FY21 Actuals + Forecast	FY20 Actuals	FY 19 Actuals	FY18 Actuals
<b>Revenues</b>				
CWU-Sales and Services	1,090	2,229	2,404	825
CWU-Allocation (Revenue)	20,530	20,530	20,030	20,030
<b>Total Revenues</b>	<b>21,620</b>	<b>22,759</b>	<b>22,434</b>	<b>20,855</b>
<b>Transfers</b>				
<b>Total Transfers</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Expenses</b>				
CWU-Student/Temporary/Overtime	10,005	10,395	9,116	10,992
<b>Total Salaries</b>	<b>10,005</b>	<b>10,395</b>	<b>9,116</b>	<b>10,992</b>
CWU-Benefits	322	221	215	285
<b>Total Salaries &amp; Benefits</b>	<b>10,327</b>	<b>10,616</b>	<b>9,331</b>	<b>11,277</b>
CWU-Goods	15,782	9,624	11,533	11,696
CWU-Supplies	80	50	40	27
CWU-Repairs/Maintenance	0	0	0	20
CWU-Program	0	15	0	0
CWU-Travel	480	(1,612)	252	(1,328)
Bad Debt	0	0	0	0
<b>Total Goods &amp; Services</b>	<b>16,342</b>	<b>8,077</b>	<b>11,826</b>	<b>10,415</b>
<b>Total Expenses</b>	<b>26,670</b>	<b>18,693</b>	<b>21,157</b>	<b>21,693</b>
<b>Net Resources</b>	<b>(5,050)</b>	<b>4,066</b>	<b>1,278</b>	<b>(838)</b>
<b>Projected Beginning Fund Balance</b>	<b>5,195</b>	<b>1,129</b>	<b>-149</b>	<b>688</b>
<b>Projected Ending Fund Balance</b>	<b>145</b>	<b>5,195</b>	<b>1,129</b>	<b>-149</b>