

SERVICE AND ACTIVITY FEE ANNUAL REPORT

GENERAL INFORMATION	
Reporting Year:	2012
Reporting Program:	KCWU
Funded PID:	53500000
Program Manager	Chris Hull

Financial Report Back:	
REVENUE:	
S&A Funds Received	\$ 207,900.00
Self Support Funds Earned	\$ 1,000.00
Other Funds Received	\$ 190,946.41
TOTAL REVENUE:	\$ 399,846.41
EXPENSES:	
STUDENT PAYROLL	\$ 48,951.68
NON STUDENT PAYROLL	\$ 173,869.82
BENEFITS	\$ 65,714.51
GOODS & SERVICES	\$ 90,977.44
TOTAL EXPENSES:	\$ 379,513.45
TRANSFERS IN	\$ 11,321.30
TRANSFERS OUT	\$476.35
NET CHANGE	\$ 31,177.91

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.

Not Applicable

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

KCWU-FM, part the the Campus Life family of departments, is a student-operated public media organization supported by Services and Activities fees and administered by the office of the CWU Dean of Student Success. KCWU-FM operates under a non-commercial, educational FM broadcast license, issued by the FCC to the CWU Board of Trustees. KCWU-FM serves CWU students with programming relevant to their lifestyle, tastes, and preferences, while still offering a significant and viable alternative to other broadcast

and online media sources. The station's programming and events are designed to educate, entertain, and inform the public while emphasizing the activities and issues of relevance to CWU students and the community in which they live. Participants gain hands-on public speaking, workplace accountability, teamwork, and leadership skills via on-air announcing, audio production, broadcast news and public affairs program production, broadcast copywriting, sponsorship solicitation, promotional event management and organization.

Key Milestones for 2011-2012 included a complete redesign of our volunteer screening and training program, resulting in a significant increase in volunteer retention during training and beyond. KCWU-FM volunteers logged 656.44 hours for Summer, 2011 (400.48 hours more than the 255.96 hours logged during Summer, 2010). 1,473.25 volunteer hours were logged Fall, 2011, 211.34 more hours than the 1,261.91 logged Fall, 2010. 1,740.41 volunteer hours were logged Winter, 2012, up 439.48 hours compared with Winter, 2011, wherein 1300,93 volunteer hours were logged. There was only a slight decrease, by annual comparison, for Spring - 1703.66 volunteer hours logged Spring, 2012, compared with 1731.90 volunteer hours logged Spring, 2011. During Fall, 2011, 13 new students were trained, only 2 dropped, and 9 more were still in training by the end of the quarter. Ten new students were trained Winter, 2012, only 2 more dropped, and 11 more were still in training by the end of Winter, 2012. For Spring, 2012, 6 new students were trained, 3 dropped the program, and 3 more were still in training at the end of the quarter. Eight students graduated, 3 transferred to a different school, and 1 returned to CWU for his Master's Degree, and is maintaining volunteer involvement with KCWU-FM into Fall, 2012. KCWU-FM also collaborated with US Bank of CWU to offer a first-ever Volunteer of the Quarter incentive system. KCWU-FM/US Bank Volunteer of the Quarter for Winter, 2012: Lindsey Sires. For Spring, 2012, the award went to Hannah Norling. This will continue beginning Fall, 2012. In late Fall quarter, 2011, KCWU-FM collaborated with the Registrar's Office to administer a formal online audience research survey. Over 8,000 CWU students were surveyed, nearly 1,100 responded, and over 60% of those respondents indicated they were active weekly KCWU-FM listeners. KCWU-FM also developed a Mobile App for Android and iPhone products during Fiscal Year 2012, launched a mobile website (m.881theburg.com), and enhanced online internet audio streaming capabilities to deliver superior audio quality and availability of the stream via the station's main website, mobile website, through iTunes radio, and the Tune In Radio App.

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

Transfers were done by Student Funds Financial Manager to fund mandatory year end payroll accruals required for leave balances.

