

SERVICE AND ACTIVITY FEE ANNUAL REPORT

GENERAL INFORMATION	
Reporting Year:	2014
Reporting Program:	Publicity Center
Funded PID:	534211001
Program Manager	Lola Gallagher

Financial Report Back:	
REVENUE:	
S&A Funds Received	\$ 162,583.41
Self Support Funds Earned	\$ 62,215.93
Other Funds Received	\$ 68,490.00
TOTAL REVENUE:	\$ 293,289.34
EXPENSES:	
STUDENT PAYROLL	\$ 51,141.50
NON STUDENT PAYROLL	\$ 147,905.64
BENEFITS	\$ 57,954.18
GOODS & SERVICES	\$ 17,720.58
TOTAL EXPENSES:	\$ 274,721.90
TRANSFERS IN	\$ 5,960.62
TRANSFERS OUT	\$ 444.44
NET CHANGE	\$ 24,083.62

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.

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.

The Publicity Center offered new and expanded services, while experiencing growth in social media presence, new student positions and new revenue in 2013-2014. Student staff were challenged and delivered consistently excellent work to clients, grew as young professionals, and earned recognition and awards. The Hype Street Team was formalized with the development of two student positions, and the addition of a student video producer was well received and utilized. Carry forward funds were utilized to

purchase new equipment that supported these positions: a new camera and video/lighting accessories, and an iPod. Additionally, supplemental funds were requested and granted to purchase two new computers, allowing the retirement of some very old machines. The variety and number of projects, and collaborations with other departments and units increased. A sample of accomplishments includes: National design award from Association of College Unions International for the Winter 2013 Hype publication; design awards at annual juried CWU student art show for 2013 Wildcat Welcome Weekend and Winter 2014 Hype publications; designed 15 multi-page quarterly, orientation and research publications for a variety of campus departments; completed more than 300 design and marketing projects for Campus clients; 18 feature stories with student bylines published in Ellensburg Daily Record and earned media (briefs, announcements, stories) generated weekly in local and regional papers; increased awareness and attendance of events attributed to Publicity efforts, including several sellout shows and performances; three summer design internships (2013) worked on major projects and campaigns for Orientation, Recreation, Wellness and Student Achievement-Student Success; three summer 2014 internships confirmed including new collaborations with Center for Diversity & Social Justice and CWU Theatre Arts.

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

