SERVICE AND ACTIVITY FEE ANNUAL REPORT

GENERAL INFORMATION	
Reporting Year:	2014
Reporting Program:	Pulse
Funded PID:	53495200
Program Manager	Kristin Gaskill

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**
TRANSFERS IN	$ -
TRANSFERS OUT	$ -
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.

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's audience over the last two years. 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 it's first housing fair and more than trippled 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.