

Services and Activities Fee Committee
Base Funding Request for FY2014-FY2017

Name of Program,
 Activity, or Service

PULSE

S&A
 Project
 ID/ID's

Submitted By

Kristin Gaskill gaskillk@cwu.edu

Total Annual Base
 Funding Requested

\$ **25,071**

BRIEF DESCRIPTION OF PROGRAM, ACTIVITY, OR SERVICE

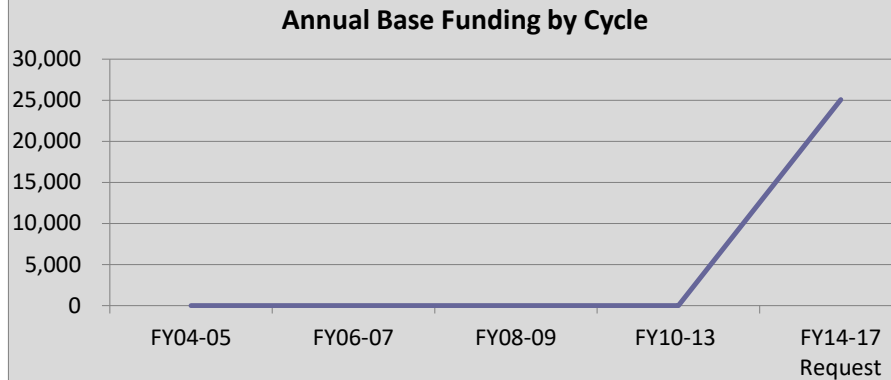
Pulse (www.cwu.edu/~pulse) is Central Washington University's student-run online lifestyle magazine. A different publication than The Observer, Pulse publishes two 40-70 page issues per quarter entirely online and with a visual-heavy consumer magazine design. Pulse gives students experience in reporting, 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.

S&A funds are requested to cover student salaries and associated costs to help this publication grow to reach its potential, increase audience share, attract advertising revenue, apply for national awards, and send student journalists to targeted professional workshops and conferences.

ANNUAL BASE FUNDING REQUEST SUMMARY

(Provide the data for the chart below on the second tab. The chart will auto populate.)

	<i>Annual Base Amount</i>
Admin/Exempt Payroll	\$ -
Civil Service Payroll	2,534
Student Payroll	9,570
Employee Benefits	667
Goods & Services	400
Travel	1,000
Equipment	500
Annual Base Expenses	14,671
<i>Less: Annual Other Funding Sources</i>	<i>(100)</i>
Annual Base Funding Request	\$ 14,571



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ANNUAL BASE EXPENSES

BASE ADMIN / EXEMPT PAYROLL EXPENSE

Admin/Exempt Position - Description	Pay Rate	Pay Rate Unit	Pay Rate Units per Year	Number of Employees	Benefits %	Annual Base Amount
	-	per Year	1.0	1	15.0%	-
	-	per Year	1.0	1	15.0%	-
	-	per Year	1.0	1	15.0%	-
	-	per Year	1.0	1	15.0%	-
	-	per Year	1.0	1	15.0%	-
	-	per Year	1.0	1	15.0%	-
BASE <u>ADMIN/EXEMPT</u> PAYROLL EXPENSE TOTAL						-

BASE CIVIL SERVICE and TEMP PAYROLL EXPENSE

Civil Service/Temp Position - Description	Pay Rate	Pay Rate Unit	Pay Rate Units per Year	Number of Employees	Benefits %	Annual Base Amount
Program manager: handles business and payroll matters, administrative functions, manages advertising sales team. Requesting 2.5 hours to be covered under S&A.	19.49	per Hour	130.0	1	15.0%	2,534
	-	per Month	12.0	1	15.0%	-
	-	per Month	12.0	1	15.0%	-
	-	per Month	12.0	1	15.0%	-

Base Funding Request

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		- per Month	12.0	1	15.0%	-
		- per Month	12.0	1	15.0%	-
		- per Month	12.0	1	15.0%	-
		- per Month	12.0	1	15.0%	-
		- per Month	12.0	1	15.0%	-
		- per Month	12.0	1	15.0%	-
		- per Month	12.0	1	15.0%	-
		- per Month	12.0	1	15.0%	-
		- per Month	12.0	1	15.0%	-
		- per Month	12.0	1	15.0%	-
		- per Month	12.0	1	15.0%	-
BASE <u>CIVIL SERVICE</u> and <u>TEMP</u> PAYROLL EXPENSE TOTAL					10,880	2,534

BASE STUDENT PAYROLL EXPENSE

Student Position - Description	Pay Rate	Pay Rate Unit	Pay Rate Units per Year	Number of Employees	Benefits %	Annual Base Amount
Editor-in-Chief (1) 10 hrs/wk 30 weeks 3 qtrs	11.00	per Hour	300.0	1	3.0%	3,300
Graphic Designer (1) 10 hrs/wk 30 weeks 3 qtrs	11.00	per Hour	300.0	1	3.0%	3,300
Associate Editor (1) 5 hrs/wk 30 weeks 3 qtrs	11.00	per Hour	150.0	1	3.0%	1,650
Advertising Executive (1) 4 hrs/wk 30 weeks 3 qtrs	11.00	per Hour	120.0	1	3.0%	1,320
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
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	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
	-	per Hour	627.0	1	3.0%	-
BASE <u>STUDENT</u> PAYROLL EXPENSE TOTAL					287	9,570

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BASE EMPLOYEE BENEFITS EXPENSE

Payroll Category	<i>Overall Benefits %</i>	Annual Base Amount
Admin/Exempt	N/A	-
Civil Service	429.4%	10,880
Student	3.0%	287
		-
BASE <u>EMPLOYEE BENEFITS</u> EXPENSE TOTAL	92.3%	11,167

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BASE GOODS & SERVICES EXPENSE

Description of Goods & Services Expense		Annual Base Amount
Supplies	Office Supplies	100
Printing On Campus	Forms Invoices Business Cards Promotional Materials	300
		-
		-
		-
		-
		-
		-
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		-
		-

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BASE GOODS & SERVICES EXPENSE TOTAL

400

BASE TRAVEL EXPENSE

Description of Travel Expense

Annual Base Amount

Student Journalism Association Memberships, Conferences and Competitions

1,000

BASE TRAVEL EXPENSE TOTAL

1,000

BASE EQUIPMENT EXPENSE

Description of Equipment Expense

Quantity

Cost Each

Total Cost

Annual Base Amount

1 Laptop Computer

1.0

1,500.00

1,500

375

Software, Web template/domain

1.0

500.00

500

125

- -

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- -
- -
- -
- -
- -
- -
- -

BASE EQUIPMENT EXPENSE TOTAL

500

ANNUAL BASE EXPENSES - TOTAL

25,171

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ANNUAL BASE FUNDING SOURCES (Revenues & Transfers In)

BASE OTHER FUNDING SOURCES (Revenues & Transfers In)

Description of Other Funding Source (Revenues & Transfers In)	Annual Base Amount
Pulse brought in \$200 in ad revenue in two years, a token amount we hope to increase exponentially with a dedicated ad	100
	-
	-
	-
	-
	-
	-
	-
	-
	-
BASE OTHER FUNDING SOURCES TOTAL	100

USE OF CARRY FORWARD (RESERVES)

Description of Carry Forward (Reserve) Balance	Total Expected Carry	Total to be Used for Expenses	Total to be Retained	Annual Base Amount
	-	-	-	-
	-	-	-	-
USE OF CARRY FORWARD (RESERVES) TOTAL				-

ANNUAL BASE OTHER FUNDING SOURCES - TOTAL

100

ANNUAL S&A BASE FUNDING REQUEST

\$25,071

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DISCLOSURE OF NON-S&A FUNDING SOURCES

DISCLOSURE OF NON-S&A FUNDING SOURCES

Description of Non-S&A Funding Source	Year 1 FY 2010	Year 2 FY 2011	Year 3 FY 2012	Year 4 FY 2013	<i>Average Annual Amount</i>
					-
					-
					-
					-
					-
					-
					-
					-
					-
					-
DISCLOSURE OF NON-S&A FUNDING SOURCES TOTAL	-	-	-	-	-

DISCLOSURE OF NON-S&A FUNDING SOURCES - TOTAL

-
-
-
-
-
-
-
-
-
-
-