

Service & Activities Fee Base Funding Request Form

Publicity Center

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Pending Approval

2026-2029 Service & Activities Fee Base Funding Request Form

Program/Department Name

Publicity Center

Program Manager

Lola Gallagher

Do you currently receive S&A Base Funding?

Yes

How does the program support the University's Vision and Mission?

<https://www.cwu.edu/about/mission-vision/>

The Publicity Center is committed to CWU's Vision, Mission, Values and Strategic Plan, and is strongly aligned with CWU's unifying value of Student Success. Here are some specific ways in which we support the university's vision to be a model learning community of equity and belonging: Unifying Value: STUDENT SUCCESS • Goal 1, 1.2: Publicity Center promotes events, programs and services, specifically designed for new students, to encourage active participation in student life experiences for a greater sense of belonging and connection to CWU. • Goal 1, 1.5: Publicity Center offers a rich experiential learning laboratory environment that extends learning outside the classroom, not only for student employees but also student programmers/event planners. Additionally, Publicity Center has offered internships for more than 20 years. Core Value 1: ENGAGEMENT • Goal 2, 2.3: Publicity Center maintains connections with many former student employees and is working to expand those to promote networking with current students. • Core Value 2: BELONGING • Goal 1, 1.1: Publicity Center intentionally recruits to hire and retain both student and professional staff from historically excluded groups. • Goal 3, 3.1: Staff participates in DEI training, including Diversity Advocate, CLA and First Friday Leadership Talks. • Goal 3, 3.2: Publicity Center supports affinity groups and student organizations through event and awareness publicity. • Goal 3, 3.3: Publicity Center creates student-focused content to promote a positive student life experience, provides employment opportunities that enrich the academic experience, and helps create opportunities for students to make lasting memories of their time at CWU. Core Value 3: STEWARDSHIP • Goal 2, 2.2: Staff participates in and applies professional development skills. • Goal 3, 3.2: Publicity Center is committed to being a thoughtful and responsible steward of student fees, and for proposing areas of improvement and efficiencies.

How does your request support current CWU students?

The Publicity Center is naturally embedded in the student experience, physically located in the Student Union building at the heart of campus and providing services and opportunities that promote student belonging and learning. The promotion of student events and services is designed to enhance awareness and the overall campus experience, with the overarching goal to positively impact students' connections, sense of belonging and, ultimately, retention and persistence. As an employer, the Publicity Center provides an agency-style environment that supports students' journeys academically, professionally and personally. We are active partners with a wide range of students outside our department, collaboratively creating promotional materials.

What metrics or assessment do you have (or intend to have) to measure the success of your program?

The Publicity Center utilizes a project management tool to accept, track and assess projects; social media management tools to schedule content, track and assess engagement, inform strategy; surveys and client meetings to determine effectiveness of our services, inquire about attendance and event outcomes, and seek feedback on individual and series event publicity; creates quarterly and annual reports

to share with leadership and funding sources. We look forward to being active partners and help administer the Suitable platform to assess and delivery of programs and services throughout SES areas.

Is this program associated with enrollment in academic course or academic credit?

No

Identify your S&A funding category?

Student Publications & Other Mass Media Initiatives

Support Costs for Student Activities & Programs

Did any organizational changes occur in your previous quadrennial in comparison to this quadrennial ask?

Yes

If yes, please explain organizational changes

In late 2021 we experienced a vacancy and recommended it be moved to KCWU to achieve a more sustainable operation for them. In summer of 2023 we were moved from SES to University Relations, but moved back this past summer (2024) to report under the AVP Equity and Belonging for SES. For this quadrennial request, we are proposing to again reduce professional staff and take a larger budget reduction in order to maintain student positions and a more sustainable budget in SLICE. This will support the larger vision for bringing back a structure that holistically supports student involvement through programming, leadership, community and civic engagement, student organizations, student experience communications/outreach, and ASCWU advising.

Current Annual Report*

Submit Base Funding Budget Form and Organizational Chart*

located: <https://www.cwu.edu/about/offices/services-activities/resources/index.php>

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Additional Documents (optional)*