Services & Activities Fee Annual Program Review

Program Name: Publicity Center
Program Manager: Lola Gallagher
Fiscal Year: 2022

1. In what ways does your program support CWU students? Please be specific, yet concise.

> The Publicity Center offers a full slate of creative services to promote campus events, programs, services and departments while providing real world experience to student employees through hands on skill development, professional mentoring and portfolio development.

2. What are your specific program goals or learning/operational objectives? How are you assessing the effectiveness of your program in achieving those targets?

> 2021-2022 Program goals: assess by progress toward goals, meetings, surveys.
> - Update, improve and share publicity intake, creative, and billing processes to increase centralized service delivery, particularly for S&A and other student fee-funded areas.
> - Increase client satisfaction through improved responsiveness, timeliness, event goal attainment and communication on projects.
> - Conduct a communication/ creative services survey and develop recommendations.
> - Audit and update social media platforms and websites for Publicity Center/Hype.
> - Collaborate with KCWU on training, networking, promotional and engagement opportunities.
> - Restructure content/street team positions to strengthen event marketing team effectiveness and outcomes.
> - Centralize event calendar with all campus entities including those with department-scheduled spaces.
> - Increase access to professional development and networking for professional and student staff.
> - Evaluate and revamp Wildcat Access digital ad program.
> - Receive access and training on Presence to gather and utilize data specific to tracking and improving strategic communications and creative services.
> - Work with Student Success leadership to establish cohesive communications planning and better align with the university brand.
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> Learning outcomes for staff: assess through regular meetings, evaluations, end of year survey.
> - Develop competency in a variety of areas such as graphic design, video production, news and feature writing, social media management, sales, and project management.
> - Develop time management, prioritizing, and organizational skills to effectively manage work assignments and complete tasks.
> - Strengthen communication and interpersonal skills to establish and maintain healthy and productive work relationships with co-workers and clients.
> - Understand the role they hold in helping others to feel connected and a sense of belonging; make connections and find their own sense of belonging.
> - Demonstrate their commitment to using their skills and knowledge to deliver high quality products, customer service, and brand experiences.
> - Apply critical thinking, problem-solving, and reflection to attain a greater self-awareness and their impact on others.

3. What is the overall purpose of your program and what service(s) does your program provide?
   a. Are there overlaps or intersections with other university programs who have a similar purpose or service?

> The Publicity Center promotes an inclusive campus environment through its creative services and relationships. We engage, inform, and promote connections that cultivate a sense of belonging for CWU students.
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> a. We have the most potential for overlap with Public Affairs and Auxiliary Marketing, as we often work with some of the same groups. We mitigate confusion by regularly communicating and referring projects/clients to each other as appropriate. Increasingly, departments are developing their own internal design and marketing teams which is affecting the Publicity Center's operations and impact. We are conducting a communications and creative services survey, and will send a summary as an addendum to this report.

4. How does your program align with the purpose of S&A funding? "*Supporting cocurricular and extracurricular activities and programs participated in by students in the furtherance of their education.*"

> We are the only department specifically funded to support this through our creative services. We create and deliver work that promotes cocurricular and extracurricular activities and programs for students, and would like to work more closely/earlier in the planning stages with event and program coordinators. We have invited student employees from other departments to meet and work within our space as available, and are interested in exploring that more.

5. How does your program support CWU's mission and goals? (https://www.cwu.edu/mission/)

> We provide hands-on experience to student employees and foster collaboration with others that lead to professional and personal development. Our student employees develop great adaptability and confidence to persist in their education, and in finding careers post-graduation. We provide support for activities and programs that celebrate all members of our campus community and help create a welcoming, inclusive environment.

6. Please provide detailed information regarding who utilizes your program? (*Students, faculty, staff, community? Specific demographic information? Class standing, gender, ethnicity, transfer, campus location, etc*.)

> All areas serving student activities, programs and services are able to utilize our creative services. We have a fee for service model that is utilized by campus departments and organizations, and our digital advertising program is also open to the local community.

7. How many unique CWU students utilize your program or services?
   a. How do you gather these metrics?
   b. If you do not, what is preventing you from getting that data and how are you determining usage by CWU students?

By nature of the work we do, all CWU-Ellensburg students are served by our department–from engagement with prospective and incoming students through events, social channels and welcome publications, to ongoing design and marketing for a wide array of activities, programs, services as well as through our own Hype platforms and publications. In past years, we worked with the campus centers to develop quarterly publications to highlight their student activities, programs and services; there is potential to revisit something similar in the future. So far in FY22 we have completed just over 200 projects, and currently have about 60 active ones for spring. Our HYPE social media platforms continue to grow, although more slowly since the pandemic, with Instagram and TikTok receiving the highest engagement. We track projects, social engagement, and calendar views through our project management and social media management software, 25Live publisher reports, and Google analytics. We rely on other departments to share specific attendance or demographics information, or follow up to get anecdotal information post-event. We would like to be trained and have access to information within Presence to gather and utilize data specific to tracking and improving strategic communications and creative services.

8. Are there any current vacant positions in your program?

Yes. A Program Support Supervisor 2 left the university in November and we have been evaluating the position and duties to find ways that can provide some support to KCWU, which also has staff vacancies. We have not yet hired a student manager for our digital screen advertising program, and currently have fewer student employees overall due to changes outside of our department.

9. Given the budget reductions taking place and continuing for the remainder of the funding cycle, please tell us what specific impacts those reductions have had on your program compared to what was originally planned and including in your initial base funding request.

We did not ask for any increases in funding this quadrennial; instead, in our S&A base funding request and year-end report, we shared our plan to utilize our fund balance to cover student/temp wage increases and other potential expenses this quadrennial. Decrease in projected revenues will also be mitigated with fund balance that built up due to the spending freeze during the COVID-19 pandemic. Because of anticipated budget reductions, we have been working with reduced professional staff which has increased the burden on the remaining staff. Changes to the PD for the vacant position mentioned in #8 may also affect position descriptions and duties of the other staff.

It is important to note that we are significantly impacted by what is happening in other departments; their budget concerns and changes in program focus affects our operation as well. With fewer departments doing events, and/or fewer requests coming in for the robust event/program campaigns we have historically been involved with, it is difficult to plan staffing and program management. When we are not involved, we are unable to regularly review or assist with content to maintain CWU brand alignment and compliance, accessibility requirements, and consistent quality. We are working to develop new processes with departments for the benefit of all parties, while being good stewards of our funding sources.

10. Are there any circumstances or challenges that are currently impacting your ability to use your base funding allocation this year?

> We reduced in staffing and goods and services in anticipation of reductions, however we have not received any further information regarding what or when that will happen. We may have some goods and services remaining, and have salary/benefit savings from the vacant PSS2 position mentioned in #8.

11. What growth or increases would you like to see in your program in the future?

> Longer term: To become and/or be involved with the development of a strategic communication and marketing department for Student Success, and have a more clearly targeted list of departments we serve – not only for event campaigns but for long-term strategic initiatives and student retention efforts. This is a big goal, and one that would require additional resources and staffing as they become available in the future. However, with leadership support we can begin to build a strong foundation now.
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> Shorter term: We would like to work more closely with departments to develop a strategic communications plan that effectively highlights events, programs and services both at the department and division level. This will help to establish a stronger, more cohesive identity and more seamless experience for students. To do this, we will seek collaborations that have clear goals, agreed timelines, available resources, and deliverables. The best way to accomplish this would be to launch intentional planning in the spring and secure interns and student staff to work on strategic summer projects at the Publicity Center.

Communications and Creative Services Survey (currently in process)
We launched a survey mid-winter quarter and will send a summary to supplement this report.