

Services & Activities Fee Annual Program Review

Program Name: Publicity Center

Program Manager: Lola Gallagher

Fiscal Year: FY2023

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 and services whose primary audience is CWU students. Student employees gain hands-on, relevant experience working in a creative agency environment. Campus “clients” benefit from work produced and influenced by students, which connects better with a student audience while also supporting student development and learning.

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

The Publicity Center is committed to contributing to a transformative, memorable campus experience for CWU students. This year we will focus on alignment with the university’s vision and mission in ways that are authentic and meaningful; leverage student and staff insights and ideas to be enthusiastic brand ambassadors; be a knowledgeable resource and creative inspiration hub; be active in strategic event planning and communication; establish strong connections to more student groups; evaluate, adjust and improve operations internally and through joint efforts with other areas; enhance the student employee experience and professional preparation; improve social media strategy and assessment. We will assess our efforts by tracking and documenting progress toward our goals on a regular basis; gaining access and sharing data needed to more effectively assess and improve operations; develop reports that are relevant and useful both internally and in sharing out; work with students as partners in their learning and professional development needs.

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 contributes to an inclusive campus environment through its creative services and relationships promoting student activities, programs and services. We engage, inform and promote connections that cultivate a sense of belonging for CWU students.

- We do have some overlap and intersections with other marketing departments such as Public Affairs, Auxiliaries and Enrollment Marketing. However, we work with these areas to communicate potential conflicts, duplication of efforts, or determine where a specific project request is best served.
- We have good communication with student media, providing event information and occasional opportunities to engage with entertainers and artists. We also partner with KCWU on a daily segment called the Hype Minute, and collaborate on events when possible.

- There are some departments that have developed student positions that mirror Publicity Center's so we hope to work together to minimize redundancies as part of budget decisions and organizational changes. We have had student staff from other departments come into our office to work alongside their peers, which has been effective in establishing connections and providing guidance on university standards.

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 S&A department specifically funded to promote student activities, programs and services through creative services including design, marketing, social media and video. The Publicity Center team works closely with event programmers and coordinators on promoting a wide range of opportunities for students to participate in activities that enhance their college experience.

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

The Publicity Center fosters high impact practices by providing opportunities for students to learn and collaborate in a professional environment. Student employees and interns benefit from mentorship and supervisors who have expertise in the creative fields; they experience great professional development and growth in their skills and portfolios. Collaboration with others outside the department enhances critical thinking, creative solutions, communication and confidence in their ability to do meaningful work for all involved. Our sustainability efforts include reducing print materials and identifying operational efficiencies. We value authentic, positive and effective partnerships that build community and shared commitments.

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.*)

In FY22, we had approximately 55 departments utilizing our services, 35 of which receive S&A funding. So far in FY23 (since July 1) the areas listed below have utilized our program. All of these primarily serve students through activities, programs and services with some offerings also open to faculty, staff and the community. Note that some of those listed have other units within them, such as SLICE, Recreation, etc. Some departments capture demographic information but we do not have direct access to those records, however you will likely get some of that information through the other areas' S&A reports. Regarding campus location, we mostly serve the Ellensburg campus, although have worked with the west side student life team in the past. Starting winter quarter, we are providing some Hype publications to the east campus locations. Community utilization of our program/services includes digital advertising on screens and providing suggestions for getting the word out about community events and programs. We also occasionally attend a local school career fair or have a high school student job shadow.

ASCWU Board of Directors	Office of Undergraduate Research/SOURCE
ASCWU Equity and Services	Orientation
ASCWU Governmental Affairs	Recreation
ASCWU Student Life and Facilities	Residence Life
ASCWU Student Senate	Sarah Spurgeon Gallery
Campus Activities	Scheduling Center
Campus Police	Student Counseling Services
Career Services	Student Health Services
Chemistry Department	Student Leadership, Involvement and Community Engagement
Disability Services	Student Rights and Responsibilities
Diversity and Equity Center	Student Union Operations
Housing	Sustainability LLC
Information Security Services	Theatre Arts
Inter Club Association (ASCWU Club Senate)	Transfer Center
KCWU	Veterans Center
Liberal Studies Program	VP Student Engagement and Success
Lion Rock Visiting Writers Series	Wildcat Academic Mentoring
Museum of Culture and Environment	Wellness Center
Office of International Studies and Programs	

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?

At the end of fall quarter 2022 the Publicity Center has 14 student employees and two recent graduates serving in temp positions. We will be actively recruiting student employees winter and spring to accommodate project requests and begin preparing for upcoming graduations of senior staff. As referenced in Q.6 above, virtually all CWU-Ellensburg students are served through the work we do with and for ASCWU, student clubs and organizations, and campus departments. We publish a quarterly Hype to deliver directly to all residence hall students and laundry/lounges at campus apartments (2500-3000); 2500-3000 additional are distributed in campus buildings, off-campus apartments and other select locations off-campus students may access them. Our Hype social media platforms have experienced consistent growth and engagement. We gather data through our project management and social media management software, 25Live, and through other departments' reports as they are available. Starting winter quarter we will track ticket sales, and hope to receive access to reports through Presence.

An overview of our social media (followers):
Instagram: 5.6K • Facebook: 3.9K • TikTok: 3.6K • Twitter: 1.5K
Our biggest engagement is on Instagram, with the highest number of followers age 18-24 (59%) followed by ages 25-34 (23.6%). This tracks very closely with our target student demographic and is where we generate the most content. Facebook's largest following is age 25-34 (44%). We are evaluating all platforms and working to customize content for each to be more engaging and relevant to those particular audiences. We are also working with a variety of students outside our office to be featured on our social and expands our Wildcat community.

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

We are actively recruiting a few vacant or soon to be vacant student positions. As mentioned in last year's report, a Program Supervisor left the university in Nov. 2021 and we ended up redefining and moving that position to the campus radio station to fill some critical needs there. That is NOT an S&A-funded position, but is being mentioned because it is part of the overall picture.

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.

As we shared in our base funding request and annual reports so far for this funding cycle, we plan to utilize fund balance to cover staff increases and mitigate budget reductions. Specific impacts of reductions have included staffing, travel and equipment purchases. We have also seen reduced programming and publicity requests from some areas, presumably in part due to their own response to reductions. To help alleviate some of those challenges for others, we have adjusted some of the costs for departments and groups to utilize our services.

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

We anticipate using all of our allocation, and will need to utilize some of our fund balance to cover staff increases, budget reductions and reduced revenue.

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

- Support for exploring development of a student experience hub inclusive of centralized event planning/calendaring and marketing (and some assessment) of S&A activities, programs and services. This would be a more effective and transparent way to deliver a memorable campus experience for students while building a greater sense of community and collaboration.
- Appropriate staff and resources to support above concept