

Service & Activities Fee Base Funding Request Form

PULSE Magazine

Submitted By: Gretchen Lohse, gretchen.lohse@cwu.edu on 11/27/2024 10:01:39 AM

Pending Approval

2026-2029 Service & Activities Fee Base Funding Request Form

Program/Department Name

PULSE Magazine

Program Manager

Gretchen Lohse

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/>

PULSE cultivates a community of equity and belonging. We are a high impact organization that seeks to better inform and elevate the student body. The organization is run by students, for students, and continuously rotates staff from various academic backgrounds, thus ensuring our ongoing, authentic community partnership with students and the surrounding Ellensburg area. We have operated as a high impact practice for many years, even before it became part of the university's mission. We give voice to student struggles and student experiences, pulling students from across campus and involving students from multiple majors and disciplines. We also aim to cover all aspects of campus life and reach out to sources from all over the community and the campus.

How does your request support current CWU students?

We offer a practical opportunity for students looking to enter the journalism, photography, graphic design, web management, social media, events and marketing fields. We provide an outlet representing the magnitude of all student life experience through our interviews, photoshoots, and invitations to our podcast. The magazine is distributed across campus and around town, and content is available online all year.

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

PULSE measures the distribution of their print copies, page hits, and impressions on their websites, and followers, likes, and interactions on social media.

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

Yes

Identify your S&A funding category?

Student Publications & Other Mass Media Initiatives

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

Yes

If yes, please explain organizational changes

Advertising revenue has decreased since the pandemic, coupled with rising printing costs and minimum wage, our bottom line has been affected.

Current Annual Report*

[79884ca8-adbc-4887-9be8-962e3d9cca6f.docx](#)

Submit Base Funding Budget Form and Organizational Chart*

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

[71f80501-547b-4223-9dce-f325773c805f.pdf](#)

Additional Documents (optional)*

[75ada94a-cf9a-44cf-853f-1a3b8d9cd3cd.pptx](#)