**Services & Activities Fee Annual Program Review**

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| Program Name: | PULSE Magazine |
| Program Manager: | Gretchen Lohse |
| Fiscal Year: | FY2024 |

1. In what way(s) does your program support CWU students? Please be specific and concise.

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| PULSE is the student-led lifestyle magazine available to the entire CWU community. Distribution points also make it available to all CWU faculty and staff as well as a large portion of the Ellensburg community. Four to six student employees make up the editorial and leadership staff. With mentorship from a faculty adviser in the Media and Journalism program, students oversee the entire production of the magazine – from conceiving of ideas and laying out the magazine, to reporting, writing, editing and photographing stories. They design pages, create illustrations, film videos, and promote the magazine on and offline. With faculty adviser guidance, the student leadership staff directs and leads a team to cover, write and assemble information relevant to students, CWU and the community. The leadership staff is responsible for mentoring, managing and leading the class of staff reporters, photographers and designers. Each student gains valuable real-world knowledge and experience in their field. Students grow through the collaborative experience of working as a team, hitting deadlines and learning about leadership and management. Students report, write and design special interest stories that aim to accurately capture all aspects of student life, both on and off campus. The student staff continually seeks to engage with students of all backgrounds by offering content in a multi-faceted way through interactive multimedia content available on www.cwupulsemagazine.com. Content includes videos, virtual reality, podcasts, audio recordings and photo galleries. PULSE continues to add to the many accolades and awards received throughout its tenure from professional associations, such as the Associated Collegiate Press and Society of Professional Journalists, in recognition of student work published in print and online. PULSE has been recognized at a regional and/or national level for its magazine, website, design, multimedia features and social justice reporting. |

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

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| Students writing stories and producing other content for PULSE magazine learn how to communicate effectively to broad audiences, identify and properly label facts vs opinions, employ news values to select information, and apply ethical standards to the gathering of newsworthy information. Students in paid staff positions at PULSE magazine also learn invaluable leadership skills, copyediting techniques, layout design, best online and social media practices, multimedia, marketing, advertising, and media relations skills. We assess the targets through a quarterly critique, performed in class by and with the support of the faculty adviser, of the published product. The faculty adviser also conducts an ongoing evaluation of the paid staff culminating in a mid-quarter and end-of-quarter assessment of said staff. |

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

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| PULSE magazine keeps the campus and local community informed of stories and issues relevant to CWU, providing reporting and coverage on topics such as news, features, profiles, sports, events, community, and national issues, and much more. The operations and service that PULSE magazine provides intersect with those of the other student media: The Observer and Central News Watch. However, the newsrooms of the three outlets operate separately because they produce different kinds of news and feature stories. They may sometimes cover the same topics, but they generally do so from different angles dictated by the characteristics of the different media: different schedules, formats, and to some extent audiences. |

1. 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*.”

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| All students gain valuable, real-world experience with working in a newsroom, journalistic professionalism, teamwork, management and working under deadlines. By working for PULSE magazine, students put in practice knowledge that they learn in virtually all the courses that they take at CWU. |

1. Please provide specifics on how your program supports and aligns with CWU’s strategic plan (<https://www.cwu.edu/about/mission-vision/_documents/cwu-vision-mission-values-strat-plan-bot-approved.pdf>)?

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| CWU’s mission states that “In order to build a community of equity and belonging, Central Washington University nurtures culturally sustaining practices that expand access and success to all students. We are committed to fostering high impact practices, sustainability, and authentic community partnerships that are grounded in meaningful relationships.” PULSE magazine is a high-impact practice offer that allows all CWU students interested in it to practice the written and oral communication skills that the General Education Program aims to teach, learn leadership skills, enjoy their First Amendment rights, and build a professional portfolio for job hunting purposes. The student-run lifestyle magazine provides an independent voice (that of CWU’s students—not CWU’s Administration or faculty) that shares information about CWU and the Ellensburg community necessary to pursue the “sustainability,” “meaningful relationships” and “authentic community partnerships” indicated by the University’s mission. |

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

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| PULSE magazine is a student-run operation supported by the College of Arts and Humanities through the professional and academic advising provided by faculty and staff of the Department of Communication. The program is open to and utilized by undergraduate students of all demographics (including gender, race and ethnicity), class standing, transfer and nontransfer status. Because the courses taken by students to participate in the operations of PULSE magazine are typically offered in person on the Ellensburg campus, students enrolled on other campuses are rarely on staff. |

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

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| All 9,000+ students enrolled at CWU are served by and have access to PULSE magazine, which is a free publication. Between the Winter quarter of 2022 and the Fall quarter of 2023, 72 unique students have taken COM 446 which is the course in which students enroll in order to produce content for PULSE magazine. Of those students, only 24 were journalism majors, only 2 Communication majors, and only 7 Public Relations majors; the remaining 39 were pursuing majors or minors in Anthropology, Art, English, Film, Liberal Studies, Political Science, and Psychology. Students who take on leadership roles, which are paid positions, in PULSE magazine take COM 446 more than once.  a. An Oracle PeopleSoft (CWU’s internal software) query allows the Department Chair and Secretary Supervisor to access the roster of the course taken by students who work for PULSE magazine.  b. N/A. |

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

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| There are no vacant positions currently. |

1. 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 included in your initial base funding request.

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| To curb expenses, we have dropped the number of students employed by the magazine from 6 to 3. The budget's negative balance reflects a few factors: reduced S&A allocation, increased printing costs due to rampant inflation and supply chain disruptions following the Covid-19 pandemic, minimum wage annual adjustments, and a decrease of advertising revenue. The deficit is somewhat limited because the pandemic has also meant limited opportunities for traveling to conferences. |

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

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| No. |

1. What other funding does your program receive? What percentage of your program’s total funding is coming from S&A Fees?

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| PULSE does accept revenue from selling advertisement space. This means that the amount varies drastically. In FY23, revenue was only 6.9%, and S&A provided 93.1% of PULSE funding. However, it is important to note that revenue is variable and some years maybe even less than 6.9%. PULSE survives off S&A funding. |

1. What growth or expense increases do you anticipate seeing in the future?

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| PULSE magazine is a solid program. We would like to see it grow further but the enrollment has been consistent, rang from 16-21 from Winter 22 to Fall 23.  PULSE serves the entire campus community by covering topics and trends of interest and providing a living archive of campus life at any given moment in time (as well as "evergreen" stories that maintain their relevancy for years). Thanks to the engaging topics we cover as well as the phenomenal work of our visuals staff (photographers and designers), we see copies of the magazine fly off the shelves. Students are known to keep copies of the magazine as keepsakes of their time at Central. In that way, PULSE provides a lasting and significant service to CWU and deserves to maintain if not eventually increase its funding to continue this work. |