

Services and Activities Committee
Meeting Minutes
February 14, 2025

Called to order:

Eli called the meeting to order at 2:01 pm.

Attendance:

Erin Sargent, Mia Young, Ian Seymour, Arik Spring, Robbi Goninan, Nicholas Villa, Oscar Martinez, Eli Alvarado, Marisol Torres Alcantar

Absent: Yahir Calderon Sotelo, Nick Moreno

Guests: Genevieve Doshier, Lola Gallagher, Tommy Fernandez, Tommy Skaggs, Jessica Woodall, Grace Pearsons, Verónica (Vero) Gómez-Vilchis, Rosario Herrera-Naranjo, Andreina Delgado, Lexi Wicks

Agenda:

MOTION: Arik made a motion to approve the agenda from 02/14/25. Nick V seconded. Motion Carried. 3 (yes), 0 (no), 1 (abstentions)

Minutes:

MOTION: Arik made a motion to approve the minutes from 2/7/25. Nick V seconded. Motion Carried. 3 (yes), 0 (no), 1 (abstentions)

Reports

- I. Chair:
 - a. None
- II. Advisors:
 - a. None.
- III. ASCWU:
 - a. None.

Communications Received

- A. Megan, Director of Transfer Center, followed up with their survey results.
 - a. As promised, the Spring 2024 transfer student survey was sent to students at all CWU locations who were active for Spring 2024 and came in as a transfer admit type (N=2611). There were 230 responses, which is a response rate of 8.8%.

Public Comment

None.

Old Business

- A. Supplemental Funding Request – Deliberation
 - a. 2512: Reallocation of funding from Supplemental request 2501.

MOTION: Nick V made a motion to transfer the funds from PULSE to the Observer. Arik seconded the motion.

- i. Ian thinks that it's just a reallocation so the funds are already approved and he's fine with it
- ii. Nick V agrees because it's just a transfer of funds and does not cost anything
 1. It's not affecting their supplemental budget
- iii. Arik asked if it's taking money away from PULSE for things they want to spend on right now
 1. Ian added that it sounds like it's a hot potato of moving the funds back and forth. However, if that's how they want to manage the money and they trust that they can make it work out then they can accept that.
- iv. Arik added that it seems that they've already made up their mind on how they want to spend that money. Is it just the \$5,000 or the whole amount?
 1. Erin clarified that it would be about \$16,000 which would still get reduced by the 15%.
- v. They are already in a deficit and they wouldn't be able to pay it off.
- vi. Oscar clarified that they are transferring funds from one to another.
 1. The money was already approved. This is just to allocate the funds to a different account.
 2. Oscar does not see a problem with that.
- vii. Arik noted that it seems like they have the same head person.
 1. They are all under the communications department.

MOTION: 3 (yes), 0 (no), 1 (abstentions)

- **Eli and Marisol came into the meeting after this vote.**

New Business:

A. Base Funding Request – Presentations

a. SLICE

Presented by Lola G and Bridget

- i. They are presenting under 1 large group. There are 6 different budget areas reflected by they are all in the same large organization.
 1. This includes SLICE which has several budget areas within in it: the publicity center and the radio station.
 2. SLICE stands for Student Leadership Involvement and Community Engagement
 3. Includes the areas of Student Involvement
 4. Clubs travel and activities funding
 5. Leadership Development
 6. Community Engagement programs and Campus activities
 7. Publicity Center/HYPE and KCWU/WSRN
- ii. Elevate the student experience, which is why all their areas have come together under one umbrella.

1. Their mission is to put a lot of thought into creating a holistic student experience with all of the programs and resources available in the different areas.
- iii. Guiding Values
1. At the core of what they do is making sure that students have multiple ways to connect and feel a part of the central experience outside the classroom.
 - a. They have a lot of co-curricular programming as well
 2. When students are at CWU they want to be able to impact their experience in a positive way and meet them where they're at.
- iv. Pro Staff
1. Inclusive of all the different areas within the SLICE department
 - a. There are different budgets in that
 2. They just posted an assistant director position
 - a. Dedicated to advising student govt and their groups
 - b. Oversees the clubs
 3. Director – Lola Gallagher
 4. Secretary Supervisor – Bridget Culley
 5. Leadership Development Program Manager– Tommy Fernandez
 6. Community Engagement Program Manager – Jessica Woodall
 7. Campus Activities Program Manager – Grace Pearsons
 8. And a lot of student staff
- v. New Student Engagement Platform
1. Replacing PRESENCE
 2. Same one that the orientation team is using to introduce new students to the university
 3. Student Clubs and organizations will have their own hub
 4. Easier to access to information
 5. Able to share activities across multiple departments and areas
- b. Student Involvement
- i. Who
 1. Secretary Supervisor- the glue that supports all the areas within SLICE and ASCWU
 - a. Budget expertise, keeping things organized and on track, helps with business processes
 2. Assistant director position
 - a. Start screening at the end of march to get a good pool
 - ii. Budget
 1. Salary benefits for both of those positions,
 - a. Goods and services are for professional development travel, supplies, anything that supports the efforts of the

previously stated positions, support ASCWU, club organizations, and the broader department

2. Resources from S&A Allocation, self-support funds, and other funds received
 - a. Total Resources \$153,441
3. Expenses covers student payroll, student payroll benefits, non-student payroll, non-student payroll benefits, and Goods & Services
 - a. Total Expenses \$153,441

iii. Questions? Comments

1. Arik noted that they moved all the student employee payroll into the SLICE budget.
2. Ian asked if there was budget reductions that they tried to make versus last base funding cycle?
 - a. They are at a 15% reduction and this budget reflects a 20%.
3. Arik noted that this budget already has the new position entered.
 - a. Yes, it's a lean budget
4. Robbi asked for further explanation about the last quadrennium and what positions it funded four years ago?
 - a. Lola is not sure.
 - b. Robbi noted that they added the new position to their funding, and they moved student positions around. Has this position always been funded?
 - c. The assistant director positions is part of their updated club coordinator position. It went from a clubs like a student engagement coordinator position to an assistant director position.
 - i. Allows room for additional responsibilities to work closely with student government in addition to the clubs.
5. Nick V is look at their equipment in 2023 (\$21,000) and 2024 (~\$6,000). Is this something that they expect to continue to buy in the next quadrennium?
 - a. No, but they are all going to have to look closely at computer replacements. Their machines are old an limited in operations; windows.
 - b. There's a system in place for a computer replacement system in the University but they are unsure if this includes student work stations. They are investigating it right now.

6. Erin asked if the student work stations would be replaced on this budget or a different one? Like the one that has the student employees.
 - a. It would be to be determined based on what the needs are. There are some goods and services factored in that would help but that expense would have to spread out where it was most appropriate.
 7. Nick V asked when the computers would have to be replaced?
 - a. They would be dead in the fall.
 - b. Arick added that it would be October.
 8. Oscar asked if this program has any additional funding outside of S&A?
 - a. No.
 9. Erin asked how many students are impacted by this budget? Do they have data on that?
 - a. By virtue of the areas that it supports, all students through the connection of student government, clubs and organizations
 - i. Thousands of students are involved with clubs and
- c. Clubs – Registered Student Organizations
- i. SLICE is the dept that fully supports this through the clubs program.
 1. The assistant director will manage oversight of clubs.
 2. Sometimes students and grad staff assisting with clubs.
 3. Bridget (Secretary Supervisor) helps keep things running smoothly
 - ii. What we do
 1. Funds are allocated through a student funds council, which is a funding council similar to S&A in that students have the vote.
 - a. The clubs team within SLICE facilitates those meetings
 - b. Funds Council Members vote and make recommendations for funding.
 - c. Depends on what it is. Some things have to go through VP SES or their AVP.
 - i. Student Travel and \$10K+ purchases need VP approval
 - ii. Food requests go through the AVP
 - d. Supports club travel, supplies, a guest artist, speaker, etc.
 - iii. 2023 -2024
 1. 129 RSO
 2. They had an allocation of \$91,574, but not all of what was requested was allocated
 - a. Clubs requested \$124,047 that year/

- b. Total amount dispersed: \$74,877
 - 3. Multiple leadership positions and staff turnover. They are optimistic in having their staffing full
 - 4. 60 RSOs received funds
- iv. 2024-2025 (as of 2/14/2025)
 - 1. 150 RSOs
 - 2. Allocated \$86,487
 - a. Requested \$120,668 which is two thirds of the budget was allocated.
 - b. Total amount granted by funds council: \$44,253
 - 3. They have a tracking system of how much is being requested, what is being allocated, and how much is left to allocate for that quarter
 - 4. They split the funding to have a roughly equal amount for each quarter. Clubs know that there is a finite amount of funds.
 - a. A minimum of \$25K allocated each quarter
- v. What it covers
 - 1. 15% reduction (current operations)
 - a. \$86,487 in resources
 - b. \$86,487 in expenses
 - 2. 20% (going into the new quadrennium) would be \$5K - \$6K less
 - a. \$81,399 in resources
 - b. \$81,399 in expenses
 - 3. Supports club travel and event costs
- vi. Funding has helped
 - 1. American Society of Manufacturing Engineers go-kart build and race competition at Purdue University
 - 2. Women in Aviation travel to International Conference in Orlando, FL
 - 3. Wildcat Rocketry Club travel to NASA Student Launch competition
 - 4. Specialized drums for Wadaiko Club
 - 5. Food for the Korean Culture Club to support the Lunar New Year event
 - 6. Mock Trial Club travel to regional competition
 - 7. Guest musician performance and master class for Music Composition Club
 - 8. And many more!
- vii. Questions? Comments
 - 1. Eli asked the amount they are requesting (\$81, 399) is to support the funding that clubs are looking for?

- a. Previously there are student staff positions that were under that budget, but they moved it to SLICE to be strictly under RSO.
2. Eli asked about the reduction. What are the impacts that clubs and organizations have towards these experiences?
 - a. Everything costs so much. The funds council is grappling with these requests that are thousands of dollars while spreading the funding out as much as they can.
 - b. Groups may request \$4K per student to go the conference (lodging, travel, etc.) and the council may only allocate \$100 if funds are limited.
 - c. Every little bit has a potential impact
3. Ian asked how many clubs are underneath all this?
 - a. There are about 150 clubs currently. They've also seen a sharp increase in engagement and more clubs starting.
4. Eli sees in 2023 there were leftover funds not allocated, what happened?
 - a. What was left was swept back into S&A at the end of the year.
5. Arik asked about how many clubs requests funding from the department on average? This is in reference to the 41 RSOs that have received funding.
 - a. The only reason would arise if they were asking for funds that were not allowed.
 - b. For example, if there was a request to pay for something that resulted in credit for a class that is not allowable
 - c. This budget does not fund international travel or parties.
6. Erin asked if they run out of funds have, they ever came to S&A for supplemental funding?
 - a. They believe so, but she is new in this particular positions
 - b. There has been a supplemental request in the past
7. Eli asked if there was a rubric or priority as to which clubs get funding/ Drums vs travel?
 - a. There is not a rubric at this time. It's a student decision. The funds council operates similarly to S&A.
 - b. They do have a good discussion and put all the materials ahead of time. This year they tracking and looking ahead to try to be as fair as they can but it's not perfect
 - c. Getting a new asst director and to provide stronger leadership in this area would be helpful
8. Is the student position a professional staff position.

- a. Yes
 - 9. What would happen to that student position after hiring the assistant director position?
 - a. That position would work with student govt and work with the funds team so nothing would happen to the student position
 - 10. Arik clarifies that they give funds to clubs versus club account is personal funds for those clubs.
- d. SLICE
 - i. The SLICE Budget covers
 - 1. Director, Program Manager for Leadership Development, Program Manager for Community Engagement, all the student staff in those areas and clubs, goods and services for events that the program managers are leading, and operations/supplies (lease on the printer, replacement equipment, etc.)
 - 2. \$456,028 in Resources will go to those expenses.
 - a. Note that the number shown is not a 20% reduction but less than 20%.
 - b. Combined with the publicity center request is just over 20%.
 - c. As the previous director of the Publicity Center she reorganized then decided to go back to the staffing model for when their enrollment was similar to what they have today.
 - d. There will be 2 professional staff in the publicity center instead of 3.
 - i. The savings from this are shifting over to the SLICE proposal.
 - e. Between the two areas it is a 21% reduction going into the new quadrennium.
- e. Leadership Development (Tommy Fernandez)
 - i. Leadership team
 - 1. Program Manager for Leadership Development (Tommy Fernandez) is a CWU alum and has been in the position for 3 years
 - a. This is a full time role
 - 2. The 2 student workers are involved in the office and on-campus extracurricular activities such as clubs
 - a. They work 15-20 hours per week
 - i. Fall, Winter, & Spring
 - ii. Early Onboarding and training late summer/early fall

- b. They assist with coordination and execution of the leadership workshops and events
 - c. They are co-facilitators with the program manager in these programs
 - d. Student workers lead students through mentoring
- ii. Program goals
 - 1. For students to gain confidence in themselves and the impact on community and lasting impacts on campus
 - 2. Programs are open for all CWU students
 - a. Ranging from aviation, accounting, sustainability, etc.
 - b. Students may have different career paths but share the hunger and desire to improve their leadership skills
 - 3. No financial burdens
 - a. This is due to the funding they receive from S&A for programming
 - b. They don't want students to shy away from improving their leadership
- iii. Signature Programs
 - 1. Wildcat Leadership Community
 - a. 7-week leadership cohort offered quarterly
 - 2. Late Night Leadership
 - a. Keynote series in which faculty, staff, and students from the CWU community have an opportunity to tell students their own leadership stories
 - 3. Lead Outdoors
 - a. One day event for students to participate in a workshop and an outdoor activity
- iv. Wildcat Leadership Community
 - 1. Evolved from the Wildcat Leadership Academy
 - a. Was offered for 3 years on campus
 - 2. Brings student leaders together in a cohort based system
 - a. Students were able to earn a certificate by attending workshop and events on campus
 - b. Adapted the cohort to build connections with students and track their progress
 - 3. Students have the opportunity to earn a leadership certificate, letter of recommendation, and receive graduation cords.
 - 4. The curriculum doesn't change and is consistent for each cohort.
 - a. They bring in different guest speakers based on availability
 - b. They collaborate with community engagement team so that they can have service work

- c. They encourage students to participate in other event participation.
 - 5. They've had 44 students complete it in the last 2 years.
 - a. They would like to expand this to reach more students.
 - 6. 7 weeks long, which leads students to managing their classes and work
 - a. They want to be more available for students by offering 1-2 cohorts per quarter and expanding more opportunities
 - 7. Students that have completed the cohort and want to participate in it again
 - a. To avoid this they are evolving it to be a year long cohort
- v. LEAD Outdoors
 - a. Free for students thanks for S&A
 - 2. Last week they had a workshop on adaptive leadership then took students out snowtubing to OPR
 - 3. They get unique students that have never interacted with SLICE or leadership programs before
 - a. This is a good opportunity to meet students and recruit them for future programs
 - 4. Offered 1-2 times a quarter and hope to expand that since it's only offered on Saturdays
 - a. Expanding it will help get students in the door, learn the content, and experience more the fun activities that they do
 - 5. They partner with OPR, and off campus space the madness in Yakima
 - a. They cover the OPR (thanks to S&A) costs, which charges \$35 per person
 - b. Escape the madness in Yakima applies what they learned from effective communication via the escape room
- vi. Late Night Leadership
 - a. Keynote series
 - 2. Started in fall 2024 quarter hosting a student leadership panel.
 - a. This first one was in partnership with the Veterans Center.
 - b. They've had guest speakers from many different roles on campus and in the community.
 - 3. Found a diverse group of student leaders on campus and give them the opportunity to talk about their experiences to incoming students.
 - a. Doing this 1-2 times a quarter allows students to network and meet new people on campus.
 - 4. **AY 23-24:** 373 students
 - a. Events Hosted: 6
 - 5. **Fall 24:** 75 students

- a. Events Hosted: 2
6. **Winter 25:** Power of You Leadership Conference
 - a. Target Number: 180-200 students
7. Plan to pivot to a leadership conference
- vii. Testimonials from students
 1. An International student named Hufasa, who joined CWU via a grant from Pakistan and was 1 out of 366,000 students to come to CWU:

“Leadership is not about a title or a position-it’s about impact, influence, and inspiration.”

During my time at CWU, I had the incredible opportunity to be a part of the WLC – a journey that has been all about self-growth, collaboration, and service. This experience has reinforced that leadership is not just about leading but about empowering others and fostering meaningful change.

Through Interactive sessions, discussions, and activities, I have:

 - Developed a deeper understanding of leadership theories and styles
 - Reflected on my personal leadership philosophy and values
 - Learned the power of emotional intelligence (EQ) in effective leadership
 - Understood the importance of collaboration, commitment, and citizenship in driving social change
 - Engaged in service initiatives that contribute to the broader community

Coming from a rich cultural background in Pakistan, I found it fascinating to see how leadership transcends borders yet remains deeply rooted in values and purpose. The Social Change Model of Leadership has given me a fresh perspective on how leadership can be a tool for positive transformation, both within and beyond our communities.

A huge thanks to Rommy, Emma McLaughlin, and Kailey Bernier for organizing such a productive and insightful program that fosters personal and professional growth.
 2. “WLC brought me out of my shell and gave me a community of friends who care about becoming better people.” – Anonymous
 3. “It was a really welcoming environment, and the workshops really did help me feel comfortable embracing my own personal leadership style.” – Anonymous
 4. A lot of student leaders from different positions join
 - a. For example, Malik Cantu (ASCWU President) was recommended from a board member from last year.
 - b. There is a common trend of student leaders joining.
- viii. Looking Ahead – Power of You (CWU Leadership Conference)
 1. CWU Leadership Conference (March 1)
 - a. One-day professional conference for all CWU students
 - b. Keynote speakers, breakout sessions, networking
 - c. Goal is to host this annually and have students run it

- c. Are there partners they aren't partners with
 - 3. Evaluate programs to ensure high impact practice by using qualitative and quantitative data
 - a. Applying what they learn to future programming
 - b. Every program is evolving
 - 4. Documenting the service hours
 - a. They are moving to the new platform to help track those service hours.
 - 5. They are working with community partners to collect additional information
 - 6. They provide a wide variety of inclusive programs
 - a. Asking for accommodations and inviting different perspectives
 - 7. Collaborate with community partners and student groups to help bring more diversity and greater opportunities for students.
- iii. Partners
 - 1. 76 on and off campus partners
 - 2. When counting everything they've done (collaborating back and forth and supporting each other) there's hundreds of things they've been involved with when looking at the last 4 years.
- iv. Events (free to students)
 - 1. Signature Events:
 - a. Blood drives (quarterly)
 - b. Boo Central (Annually)
 - i. This has evolved to integrate students more instead of just the community.
 - ii. They've had seeing double the amount of students while having over a hundred families.
 - c. RAK Week (Annually – all week long)
 - d. Spring Day of Service (annually)
 - i. 50th annual this year
 - ii. Biggest program
 - iii. 8 -10 community partners
 - iv. 200 students performing 1,000 hours of service
 - e. Yakima River Clean-up (Bi-annually)
 - i. Formerly Spring Day of Service
 - ii. Partners with OPR and the Department of Fish and Wildlife to do a river clean up
 - 2. Collaborative events
 - a. Don't Waste, Donate! (Annually)
 - b. Essentials Drives (Annually)
 - c. International Cafes (Hosting 1/year, supporting quarterly)
 - d. Wilson Cree Trail Project
 - i. In partnership with mid Columbia fisheries and aligns with the university's initiatives for sustainability
- v. Volunteer numbers for the past four years

1. Service Hours: 6,143+
 - a. 2021-2022: 1,892
 - b. 2022-2023: 1,903
 - c. 2023-2024: 1,595
 - d. 2024-Feb 2025: 753
2. Volunteer Engagements: 3,249+
 - a. 2021-2022: 917
 - b. 2022-2023: 1,251
 - c. 2023-2024: 582
 - d. 2024-Feb 2025: 499
3. Community Engagement Events: 196
 - a. 2021-2022: 62
 - b. 2022-2023: 50
 - c. 2023-2024: 54
 - d. 2024-Feb 2025: 30
4. A lot more happening than what they are able to track because of the way the system is set up now.
 - a. They do their best to track that data.
 - b. They believe using suitable will help better.
5. The dip in collection numbers are due to presence changes but used Microsoft forms to help get them through the transition.
 - a. They are on track for this year.
- vi. Goals for Growth and Development
 1. They want to extend their reach to all students.
 - a. Presence wasn't wonderful in telling the diverse groups that they are reaching and hope suitable will help.
 - b. They acknowledge that it's not where they want to be and will work with affinity groups on, and off, campus.
 2. Developing centralized tracking system to accurately capture service hours.
 - a. Tracking volunteer hours is important. They would like to create a better system to do that campus wide.
 3. Working with campus and community partners to develop a portal on their website.
 - a. Where partners can go in and share information for students to see what's happening out there.
 4. Continue to build partnerships and collaborations
 - a. Working hard on since the pandemic. New partnerships have been created within the last two years. Using those networking resources and their current partnerships while finding common goals is helping achieve that goal.
 5. Optimize and expand funding resources
 - a. Using what they have wisely to limit unnecessary purchases.
 - b. What resources are out there and what grants can they apply for to further supplement what they have and increase their reach.

vii. Questions? Comments

1. Eli asked how many grants they are utilizing in their office?
 - a. They have a few endowment funds that are available but that is only \$2,000 a year.
 - i. It's shared so it goes to Leadership and Development too. They are in the same budget.
2. Erin asked about student staffing? Are the 2 students for Community Engagement and the 2 students for Leadership and Development all the students employed under this budget (SLICE)?
 - a. Campus activities students are with the Campus Activities budget.
 - b. Community engagement, leadership, clubs, and office support staff.
 - i. There are 11 total student staff.
 - c. This is fewer student staff than previously.
3. Oscar asked how many nonstudent staff do they have?
 - a. They have two program managers and a director
 - i. So, 3 pro staff and 11 students
4. Erin asked if Suitable gets paid out of SLICE? Is it a similar cost to presence?
 - a. Yes, it gets paid out of the SLICE budget.
 - b. No, it's way less.
 - i. Presence was \$22K and Suitable is \$11K
 - c. Other areas on campus are already using it so they will be sharing activities across these different pathways, which is fewer apps for students.
5. Robbi asked if they can explain how the programming funds get distributed between Leadership & Development and Community Engagement?
 - a. Both of the program managers build out their programs.
 - b. It's not necessarily a 50/50 split because it depends on what those programs are.
 - i. For example, Spring Day of Service resources are for transporting students out to the site, providing nourishment, and giving volunteer t-shirts.
 - ii. Some leaderships can be lower costs like the WLC which is a weekly program so the cost is more on staffing and materials. Plus, this is a once or twice event for that cohort.
6. Marisol asked if Suitable is available for all classes?
 - a. Yes, currently all of the students names and data are being inputted into the system.
 - b. They decided to launch with the student clubs and organizations hub.
 - i. A vast majority of those students have access to it.
 - c. They are hoping that the rest are following very quickly .

7. Eli asked if the change to suitable was due to the cost are were there other factors?
 - a. Presence was a promise that never quite delivered. It started out strong and was a useful tool for several years but went downhill.
 - i. They couldn't get the data that they needed from that.
 - b. Suitable is much more user-friendly to grab information that they need so that they can see what students are being reached.
8. Eli asked if it's the same amount of data such as type of data (unique student types) or does it provide something extra to better inform?
 - a. Yes, it will provide demographics.
 - b. Currently, they can't pull all the demographic data from Presence.
 - c. Suitable has a badge feature where they can start putting points to things to lead to certificates and track the level of engagement.
 - i. It was harder to narrow down what type of engagement, where they are going, and what year they are in with Presence.
 - d. Suitable they can use that to determine if the programs are working or not. It's more user-friendly.
 - i. Students could be able to track their own progress, track their own data, and see what they are missing.
 - e. Helps track service hours better.
 - i. Presence would not allow them to assign more than one hour for the event.
 - ii. For example, if one person worked a blood drive for one hour then the person that showed up for 5 hours would not be reflected in that full hours. They would only be assigned the one hour. They had to use different methods of collection to get accurate data.
 - f. Robbi noted that it's an app, which is introduced to them in Orientation then used throughout their whole CWU career.
- g. Campus Activities

Presented by Grace Pearsons

 - i. Mission
 1. As students are involved in activities there is a higher sense of belonging and esteem.
 2. Increases retention and GPA for those that participate in activities.
 - ii. Student Staff – heart of Campus Activities
 1. Nina – a music major, does a lot more creative events
 - a. Hosting non-alcoholic paint and sip

2. Eric – LAJ major and does more of the paperwork side, does a lot for family weekend and student appreciation day
 3. Mariana – Business Admin, marketing side and social media
 4. They play with the student’s strengths and allows them to grow in their respective careers and areas of interest
- iii. Programs and Events
1. The diversity of their events allows students to find events that they are interested in to try different things
 - a. When students go to an event, they are able to make friends and find that sense of belonging
- iv. Collaborations
1. They work with a lot of clubs, organizations, and clubs on campus
 - a. They created new relationships with new partners
 - b. New ways to spread their base
 2. Matika Wilbur who talked about the 562 photography project highlighting a unique story that students and staff may not have heard before.
- v. Who we serve
1. CWU Students
 - a. Students get involved in their event participation is rising
 2. Open mic night
 - a. Opportunity for students to share their voice and talent.
 - b. Allows other students that listen to hear different views and make friends.
- vi. Adapting
1. They are always adapting
 2. They like to change with the student body to continue serving them
 3. For Example – Movie average attendance
 - i. 2022-2023: 75+
 - ii. 2023-2024: 40+
 - iii. 2024-2025: 100
 - b. There was a sharp drop after 23-24
 - c. They started doing double feature Friday and saw an uptick
 - d. Their 9PM show does not do as well as their 6PM so the got feedback from polls and adapted by doing special movie nights
 - i. They partnered with PATH to highlight stalking awareness through the fictional character Edward from the movie Twilight
 - ii. Tonight they are doing a blind date with a movie to see if they can adapt more to see if a 7PM works better than 6pm and 9pm?
 4. Constantly adapting to be more accessible.
- vii. Strategies
1. Wellington JR for social media
 - a. Having the plush promote their events.
 - b. Although it’s silly it works and increased their engagement

2. 8,000 views for their rocky horror show
- viii. Trendsetting
 1. The difference between 2022 and now in an upward trend.
 - a. They are happy with these changes and hopeful that it will continue to move upward.
 2. Their adaptations combined with increased interest in students for engagement.
 - a. Students want that in person interaction
 3. Rocky Horror Pictures Show Attendance
 - a. 2022-2023: ≈ 375
 - b. 2023-2024: ≈ 350
 - c. 2024-2025: 550
 4. Open Mic Night Average Attendance
 - a. 2022-2023: ≈ 40
 - b. 2023-2024: ≈ 70
 - c. 2024-2025: 120+
 5. First Friday Movie Attendance
 - a. 2022-2023: ≈ 30
 - b. 2023-2024: 60
 - c. 2024-2025: 100
- ix. Importance?
 1. Causation between being involved in campus activities and retention (Kulp, Pascale, Blakewood & Granstaff, 2021)
 - a. Peer reviewed literatures show that an increase in engagement increases retention.
 - b. An investment in campus activities is an investment in the student body and the university as a whole.
 2. Students who participate in campus activities report higher self-esteem and have higher grade point averages (Knifsend, Green & Clifford, 2020).
 3. Students who participate in campus activities self-report a higher sense of belonging (Lou & Zhou, 2022)
- x. Where they are going
 1. To one day outgrow the SURC theatre, which they believe they can do by 2028 through student polls.
 - a. They are working to get QR codes set up on the SURC Screens.
 - i. They'd like to get those QR codes displayed before the movies, which will lead to get more consistent student feedback.
 - ii. They are tabling in the SURC to get more feedback like that as well.
 - b. Making strategic changes based off of student feedback will help them outgrow the SURC Theatre for when they have poster movie nights by 2028.
 2. Make events more accessible for every student.
 - a. Change this to ensure that everyone can enjoy this such as

- i. omitting flashing lights in the movies shown
 - ii. Providing an interpreter for students that are hard of hearing or deaf.
 - b. They are working with disability services and doing research to create fun and accessible events.
 - 3. Increase social media engagement.
 - a. More engagement via social media will translate to in person engagement as well.
 - b. Student employees create scripts for social media content. Ensures that the content they create is what the students want to engage with.
- xi. What it covers – Includes 20% Reduction
 - 1. Program Manager
 - 2. Student programming staff
 - 3. Goods/services
 - 4. Resources and expenses are equal to \$234,843
 - a. Includes some self-supported funds such as ticket revenue.
 - i. \$5,000
 - b. Funds mainly come from S&A.
 - i. \$229,843
- xii. Questions? Comments
 - 1. Eli expressed his appreciation for the student engagement and the intentional thought that goes into creating these events.
 - 2. Eli asked about their past spending. What does CWU travel look like for Campus Activities?
 - a. There's a national association for campus activities which is the campus activities industry organization.
 - i. Typically, the manager will attend. It would be lovely to attend the national conference, but they usually attend the regional one in the Northwest.
 - b. Depending on the situation, students may travel.
 - i. Depends on when and where it is.
 - c. Meets with all the regional schools. Lets them see what those schools are doing for their activities. It helps everyone work together on creating the best thing for our school.
 - 3. Eri asked if they have data in the participation for their events?
 - a. Their Trendsetting slide shows data.
 - i. For example Rocky Horror Picture Show shows the amount of students that participated was near 400 in 2022. This dipped down in 2023 but there were over 500 students in 2024
 - ii. For First Friday Movie that they host on the first day of the quarter. In 2022 it was around 30, 60 in 2023, then over 100 in 2024.
 - iii. Open Mic Night in 2022 had a little under 40, 2023 around 65-70, and in 2024 they averaged in 125.

- b. They keep track of all of their events.
 - i. This data was from Presence, but they've been tracking with a clicker which they input into a spreadsheet.
 - ii. They will continue tracking for all of the events that they host.
- 4. Arik noted that from 23-24 that their salary total increased from \$50-\$60K. Is this from hiring a new student employee and new professional staff?
 - a. This was when they had an associate director but they changed it. It was an empty position in 2023.
 - b. The current salary for the changed position is lower than what was reflected previously in 2023.
- 5. Nick V asked how campus activities, community engagement, and leadership development work together under SLICE?
 - a. They collaborate a lot. Tommy Fernandez and her are collaborating on the Power of You Event.
 - i. They are playing into their strengths. Grace is more familiar with contracts so she is helping with contracts.
 - b. Jessica and her did a collaboration for a blood drive and showed a vampire movie, tying the events together.
 - i. Jessica and her collaborated on RAK week as we.
 - c. Support each other when there's an all hands on deck event.
 - i. They share a lot of responsibility within their areas and support each other.
- 6. Ian asked if the event trends shared are the most popular events?
 - a. Open mic night is the most popular consistent event that they've had. Rocky Horror is one of those events that they do every year and students love.
 - i. There were other events such as Week of Welcome and Student Appreciation that did not have a lot of historical data for them
 - 1. They plan on tracking those moving forward but it was difficult to track other events that are difficult to compare in a graph.
 - b. The ones shared are the same/similar that remain consistent (event wise) every single year and more straightforward
- 7. Erin asked if they could share that data for this current year regarding attendance?
 - a. They can share that data.

- **Ian (the Vice Chair) gave Eli back his position as the Chair**

MOTION: Ian made a motion to recess for 5 minutes. Nick V seconded the motion. 5 (yes), 0 (no), 1 (abstentions)

- **Oscar left the meeting during the recess**

MOTION: Ian made a motion to table KCWU's and WSRN's base funding presentation to next week's S&A meeting. Nick V seconded the motion. 4 (yes), 0 (no), 1 (abstentions)

h. Publicity Center

Presented by Rosario Herrera-Naranjo and Lexi Wicks

i. Mission

1. Provides a full range of creative services to help promote campus events and give students a valuable hands-on experience in the creative world through real world projects, professional mentoring, and portfolio development
2. Purpose is to engage, inform, and help build connections to help foster a sense of belonging

ii. Who we are

1. Group of Creatives that brings to life their clients' visions
 - a. 2 pro staff: Content and Events Marketing Supervisor (Lexi) and Design and Visual Media Supervisor (Rosario)
 - b. 11 student staff: Talented students that contribute their creativity and skills through their positions.
 - i. Marketing (4)
 - ii. Graphic Designer (5)
 - iii. Distribution (2)
 - iv. Summer Interns (1-2)
 1. Deepens their hands-on experience

iii. What we do - Offers a wide range of creative services for campus events and programs

1. Design (5) – print and digital platforms
2. Advertising – screens in multiple locations
3. Writing – publications, online, media, radio
 - a. Makes the writing in the HYPE booklets (supported by their designers) and writing for their captions, social media posts, etc.
4. Social media, online – @cwuhype, calendars, etc.
5. Video – promotions, highlights, featured events
6. Consultation – S&A, clubs/orgs, DOSS, campus events
 - a. Sit down with them and talk about the program and events to ensure that the marketing that they are creating is authentic to what they are putting together.
7. Distribution (2) – event promotions and engagement
 - a. Takes the print materials from the designers and distribute it across campus.

iv. How we do that?

- a. Centralized office in the SURCE to serve many
- b. Professionally mentored student positions
- c. Intentionally recruit and hiring students
 - i. Reflective of the contemporary world

- ii. Ensure that they are getting students interested in the industry by offering office tours with classes
 - d. Designated approval by University Relations
 - iii. Works with clubs
 - iv. Following brand guidelines
 - 1. Rosario has experience working with University Relations
 - e. Data-informed decisions
 - f. Hype it up!
 - i. The heart of who they are.
 - v. Students creating content for other students.
 - g. Campus and Community partners
 - vi. Very big
 - vii. Snapshot of the last 4 years, which shows 100 different partners. This displays their reach amongst the campus and community.
- 2. Snapshot of when it all comes together
 - a. They featured the Red Hags & Fangs event in the HYPE booklet, which is a quarterly magazine that reflects all of the events happening in that quarter.
 - b. Screens all around campus are put together by graphic design team on campus.
 - c. Posters
 - d. Social media graphics for clients to hype it up on their accounts
 - e. Sandwich boards
 - i. Shown on the east and west patios of the SURC to inform students about what's happening that week.
 - f. HYPE breakdown and HYPE minute.
 - i. Bite size information that they have with 88.1 the burg
 - g. Instagram stories that show what's happening daily.
 - h. Weekly HYPE in the SURC Bathrooms.
 - i. HYPE Shoutouts unique video and shoutouts.
- 3. How they collect information
 - j. Student survey
 - i. Ensure that they are serving students and hear about what platforms that they are engaging with.
 - ii. Where are they learning about their events?
 - iii. Make sure that they are meeting them where they are looking.
 - k. Employee survey
 - i. Meet students' needs and continued support.
 - l. Client Feedback/satisfaction survey
 - i. Ensures that they are in good standing with their clients.
 - ii. Reflects on communication and turnout

- iii. How things can improve for next time
 - iv. Continues their client relationship moving forward
 - m. Project Management Tool
 - i. Teamwork, which tracks the projects coming in, clients they are working with, how fast / where the project is at, and where they get a bulk of their analytics
 - n. Social Media Management Tools
 - i. Huge for their marketing team.
 - ii. Social Media is always changing and evolving. What was trending yesterday is not today.
 - iii. They meet weekly to review analytics of the week to review what they did well and what didn't perform.
 - 1. Workshopping based on that to improve for the next week.
- 4. Evolving with the student body
 - a. Brainstorming new ways to meet students workshopping new surveys to get a hold of those students.
 - i. Cultural attitudes towards TikTok and Meta are evolving for better and for worse
 - b. Updating software in the office to reflect industry standards.
 - i. This ensures that students are getting professional development that is reflective of what they will see in their future careers.
- 5. Over the years
 - a. 2021-2022
 - i. Total Projects: 300+
 - ii. Total Clients: 55+
 - iii. Video Projects: 60+
 - b. 2022-2023
 - i. Total Projects: 225+
 - ii. Total Clients: 90+
 - iii. Video Projects: N/A
 - c. 2023-2024
 - i. Total Projects: 250+
 - ii. Total Clients: 80+
 - iii. Video Projects: 230+
 - iv. Other Posts: 700+
 - d. Vlogs and long form were big then over time a rise in in short form content took over.
 - e. Total projects have fluctuated. Since they are connected to so many programs on campus they are reflective to what those clients are feeling.
 - iv. COVID had less events on campus
 - f. Trends increasing with projects

- v. Clients are limited in their programming overall due to budget reasons.
- 6. Snapshot of Budget Request
 - a. S&A covers - \$263,560
 - vi. 2 Pro staff
 - vii. Student staff
 - viii. Operations
 - b. Self-Support (Revenue)
 - ix. Covers what the budget doesn't. Makes their budget whole
- 7. Awards – Highlights students work
 - a. First place in professional multi-page publication
 - b. First place in the student t-shirt category
 - c. Honorable Mention for the student poster category
 - d. Honorable Mention for the integrated campaign category
 - e. Holding up against other universities and nationally.
 - i. Taking what they learn and applying it to the world.
 - f. Where they are now (Small snap-shot of where their work can go)
 - i. Microsoft, Boeing, WA State Parks, Intentional Futures, Amazon, Yakama Nation, Stripe, Eero, City of Auburn, Aero Precision, Atlassian, Nordstrom, DevOps, Symetra, Neogov, Silver Fox Productions, Smart Monkeys, Blanton Turner
- v. Questions? Comments
 1. Eli thanked the presenters. HYPE has always been really fresh and executed to the student level. He appreciates the student work. Looking at the brainstorm he appreciates how collaborative everything is.
 - a. They are always thinking and moving with the times.
 2. Eli asked about what students and employees are saying in the surveys?
 - a. They were debating if Twitter/X worth their time? They noticed a steady downturn on engagement. Overwhelmingly students are moving off the platform.
 - i. They re-allocated their time back to short form content that occurs through TikTok and reels.
 3. Eli asked about the additional funding coming in? Is this from outside clients and who are those clients?
 - a. The revenue
 - b. They charge for services. All S&A funded areas get a discounted rate. They only work with Campus clients. It's mainly campus-based.
 - i. Occasionally off campus clients that want to advertise on the screen.
 4. Do clubs get a discount since they fall under SLICE?
 - a. Yes.

5. What is the discount?
 - a. Roughly 20% but it depends on what it is.
 - i. For example, a campaign for an event is discounted. If a club was just ordering something where there are flat design rates plus costs for materials.
6. Marisol asked where the student surveys are being posted?
 - a. They used to blast this on social media? This seemed bias due to where they would be accessing the survey would be where they answered this question.
 - b. They did posters and did full HYPE it out to all possible areas.
 - c. They love to go to events and volunteer time to check in and ask how students heard about each event.
 - i. Check with partners to incorporate it into Suitable to get better metrics.
 - ii. People tend to answer the routes based on where they were getting the survey. A student employee has been working on troubleshooting this.
7. Nick V asked if the Publicity computers are getting revamped?
 - a. They got supplemental funding 2 years ago and shouldn't need to replace the computers.
 - b. They have 10 new computers and 4 that can get a couple years out of them.
8. Eli asked about the previous spending. In 2023-2024 Student Travel was from almost \$3K then 2024 it is a big difference? Why the big change?
 - a. They sent someone to a conference when the travel was higher. They also did field trips to a printer so students could do a press check
 - i. When the number was higher the design supervisor then took a group of students to tri-cities to see a graphic designer who did a workshop.
 - b. They would love to send professionals to conferences so that they can come back with the most up to date information and increase networking with their peers across the country, but there are limited funds for that.
 - c. Any travel reflects the use of motorpool for press checks or something smaller like that.

Public Comment – Second Call

Lola noted that S&A is amazing on Friday's. Last year it was at night. She appreciates

- She knows this quadrennial funding process is a very heavy lift
- Appreciates their thoughtfulness
- She's been listening on other presentations
- Happy Valentine's day!

Adjournment:

MOTION: Ian made a motion to adjourn the meeting at 3:59PM. Arik seconded the motion. 4 (yes), 0 (no), 1 (abstentions)

Our next meeting will be February 21, 2025 (SURC 301) at 2:00pm.

Check out our website at www.cwu.edu/services-activities