

SERVICE & ACTIVITY FEE ANNUAL REPORT

FISCAL YEAR 2024

Program Name: Publicity

Program Manager: Lola Gallagher

1. Please list any S&A funded position that have been vacant longer than one (1) month. If any vacancies exist, please explain how you utilized the funds and what your long-term plans are for the position.

Content and Events Marketing Supervisor position was open for about two months, between the departure of one and the recruitment and hiring of our current person.

2. Please provide an overview of the student-centered programming provided, i.e. type of programs, milestones, number of students impacted, and how they benefited.

Two summer design internships: major projects included design support for Wildcat Pantry promotional materials, Central Theatre Arts season, RSO handbook, Día de Los Muertos, DEC signs and templates, and the Fall Hype.

We employed 14 students during the academic year. The creative team worked on a wide variety of publicity campaigns primarily to promote events, student services and resources, and campus engagement. These campaigns are targeted at all CWU students. Early in the summer, the Publicity Center was moved out of Student Engagement and Success into the new division of University Relations, which shifted some processes and changed the way we were working with departments. Notably, we generated more projects and revenue from non-S&A funded areas to promote campus events. Below are totals in both S&A and non-S&A categories.

of Publicity Center PROJECTS by quarter and funding source

	Summer	Fall	Winter	Spring	Total
S&A	22	53	50	59	184
Non-S&A	2	11	18	36	67
Total	24	64	68	95	251

of Publicity Center CLIENTS by quarter and funding source

	Summer	Fall	Winter	Spring	Total
S&A	7	10	11	13	41
Non-S&A	4	7	14	17	42
Total	11	17	25	30	83

The quarterly Hype publication is not only a creative asset, but also a valuable resource for students, as it is the first and most comprehensive look at upcoming events each quarter. Additionally, the Hype social media platforms continue to be a good vehicle for collaborations and connections with students. The numbers: 150 Hype Breakdown posts, 64 Instagram Reels, 47 Instagram Posts, 398 Instagram Stories, 227 Facebook Posts, 38 Facebook photo albums, and 18 video projects throughout the course of FY2024. Our reach grew 37.2% on Instagram and 21.5% on Facebook during FY2024. See following page for collaboration examples.

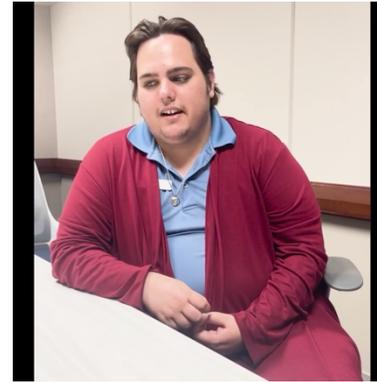
[Learning Commons Collab](#)



[ROTC Partnership](#)



[DEC/ESC/SLICE Collab](#)



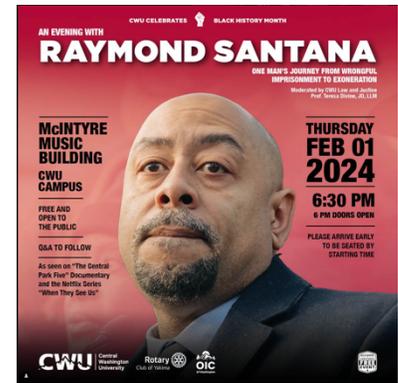
[Hot New Jam Collab](#)



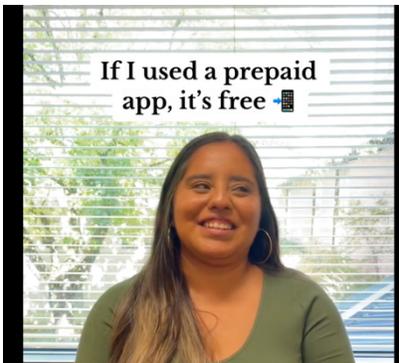
[88.1 the Burg/ASCWU Collab](#)



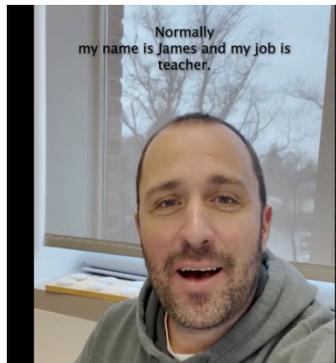
[DEC/CWU Partnership](#)



[CWU Accounting/Career Services](#)



[SLICE Partnership](#)



[Main CWU Account Partnership](#)



3. Please provide a detailed explanation of any fund transfers from one service and activities fund budget to another.

N/A

4. Please provide an explanation for any positive or negative fund balances at year end.

N/A

**Service & Activities Base Funding
Financial Overview
For the month ended September 30, 2024
Department: Publicity Center
Student Activities
No Component
As of 10/22/24**

	FY22 Actuals	FY23 Actuals	FY24 Actuals
Revenues			
CWU-Sales and Services	58,712	33,047	46,417
CWU-Allocation (Revenue)	399,892	348,403	344,072
Total Revenues	458,603	381,450	390,488
Transfers			
CWU-Transfer (Intra-Fund Out)	0	(139,354)	0
Total Transfers	0	(139,354)	0
Expenses			
CWU-Salary and Wage (Staff)	197,012	181,746	196,657
CWU-Student/Temporary/Overtime	101,317	99,164	87,147
Total Salaries	298,330	280,910	283,804
CWU-Benefits	83,994	86,049	80,543
Total Salaries & Benefits	382,324	366,959	364,347
CWU-Goods	3,561	31,791	15,816
CWU-Services	0	12	6
CWU-Supplies	5,887	6,905	3,341
CWU-Utilities	2,311	1,977	1,568
CWU-Rentals/Leases	0	0	0
CWU-Repairs/Maintenance	98	1,147	260
CWU-Program	3,436	9,681	5,130
CWU-Travel	0	2,985	20
CWU-Equipment/Software (Non-Capita)	2,275	5,031	0
Bad Debt	0	0	0
Total Goods & Services	17,568	59,529	26,142
Total Expenses	399,892	426,488	390,488
Net Resources	58,712	(184,392)	0
Projected Beginning Fund Balance	125,681	184,392	0
Projected Ending Fund Balance	184,392	0	0