

Services & Activities Fee Annual Program Review

Program Name: Publicity Center
Program Manager: Lola Gallagher
Fiscal Year: FY2025 (to date, July 1 – Dec. 6)

1. In what ways does your program support CWU students? Please be specific, yet concise.

The Publicity Center is a creative services agency that works with student groups and campus departments to promote campus events, programs and services whose primary audience is CWU students. Most projects are with S&A base-funded or other student-fee funded areas, but we also work with other departments who are delivering programs and services for students. Student employees in the Publicity Center gain hands-on, relevant experience in a creative agency environment, including skill development, client relations, communication and more. "Clients" of the Publicity Center include student leaders, programmers and event coordinators who benefit from work conceived and produced by students. The end result is a win-win: promotional campaigns designed by students for students that connect authentically with students 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 focused on contributing to a memorable, transformative experience for CWU students and helping to create a collective sense of belonging. This past summer we moved back into the division of Student Engagement and Success, after spending one year in the division of University Relations.

Our goals and learning objectives include:

- Research, follow and remain at the forefront of visual and content creation and trends;
 - Serve as a knowledgeable resource and creative inspiration hub
 - Establish clarity and efficiencies to better serve our clients and partners;
 - Be timely and responsive on publicity projects through consistent communication, execution, delivery;
 - Find sustainable solutions to continue operating at a high level of excellence with the student experience foremost in mind;
 - Be a model learning environment for student employees and collaborators.
- as the university continues to rollout its brand messaging and visual elements;

We discuss and document progress toward goals on a regular basis through:

- Regular staff meetings to critique projects, explore ideas and engage in professional development opportunities (presentations, webinars, portfolio reviews, etc.)
- 1:1 meetings with professional and student staff; all-staff unit meetings; all-staff department and division meetings;
- Reviewing social media engagement and adjusting accordingly;
- Staying current on university brand developments and policies;
- Tracking project status and completion through project management tool;
- Inviting creative collaborations with students and staff from other departments into our physical space, processes and team meetings;
- Assessing effectiveness of publicity projects and efforts through attendee and client feedback,

as well as general student surveys and feedback;

- Exploring creative revenue-generating avenues that help support financially as well as create new learning opportunities for students;
- Working 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. Utilizing visual design and relevant content through our CWU Hype platforms and publications, we engage, inform and promote connections that cultivate a sense of belonging for CWU students.

- There are some departments that have developed student positions that mirror those in the Publicity Center, so we will continue to explore ways to minimize redundancies as part of holistic budget decisions and organizational changes, while honoring and preserving distinct needs within different student and department needs and identities. We intend to continue inviting student creatives from other offices into our space to cultivate strong collaborations, peer relationships and knowledge sharing.
- We value our partnership with KCWU through frequent collaborations and a daily segment called the Hype Minute. We have good communication with student media, providing event information and opportunities to engage with entertainers and artists as available.
- We continue to be in regular communication with the media relations/communications team in University Relations, as well as the social media manager, to maximize outreach.

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 and access services that enhance their college experience. Our program aligns with the stated purpose of S&A funding through direct, impactful support of *“...cocurricular and extracurricular activities and programs participated in by students...”*

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

The Publicity Center is committed to CWU’s Vision, Mission, Values and Strategic Plan, and is strongly aligned with CWU’s unifying value of Student Success. Here are some specific ways in which we support the university’s vision to be a model learning community of equity and belonging:

Unifying Value: STUDENT SUCCESS

- Goal 1, 1.2: Publicity Center promotes events, programs and services specifically designed for new students to encourage active participation in student life experiences

• Goal 1, 1.5: Publicity Center offers a rich experiential learning laboratory environment that extends learning outside the classroom not only for student employees but also student programmers/event planners. Additionally, Publicity Center has offered internships for more than 20 years. Publicity Center employees have been recognized nationally for their creative work. Most recently, we received an honorable mention from the University and College Designers Association in the Integrated Campaign category featuring the Spring 2024 Hype campaign: print, digital, social, video, motion graphics and collateral. Notably, we entered this selection in the professional category, and placed in top 25% of all entries nationally.

Core Value 1: ENGAGEMENT

• Goal 2, 2.3: Publicity Center maintains connections with many former student employees and is working to expand those to promote networking with current students.

• Core Value 2: BELONGING

• Goal 1, 1.1: Publicity Center intentionally recruits to hire and retain both student and professional staff from historically excluded groups.

• Goal 3, 3.1: Staff participates in DEI training, including Diversity Advocate, CLA and First Friday Leadership Talks.

• Goal 3, 3.2: Publicity Center supports affinity groups and student organizations through event and awareness publicity.

• Goal 3, 3.3: Publicity Center creates student-focused content to promote a positive student life experience, provides employment opportunities that enrich the academic experience, and helps create opportunities for students to make lasting memories of their time at CWU.

Core Value 3: STEWARDSHIP

• Goal 2, 2.2: Staff participates in and applies professional development skills.

• Goal 3, 3.2: Publicity Center is committed to being a thoughtful and responsible steward of student fees, and for proposing areas of improvement and efficiencies.

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.*)

All CWU students are served in some way by the Publicity Center. Although the vast majority are at CWU Ellensburg main campus, those in other locations are able to access content through the @cwuhype social media platforms and online publication of quarterly Hype.

So far in FY24 (since July 1) we've recorded 82 projects, with approximately 56% coming from S&A areas. This includes a summer internship focused primarily on designing and producing some environmental graphics and the Fall Hype publication. Publicity projects primarily target a student audience seeking to connect with and through activities, programs and services. Many events are also open to faculty, staff and the community.

Our CWU Hype social media platforms have been especially active this first part of the year. We've had high engagement on a variety of topics and takes: nearly 25K views of a reel featuring our ASCWU president during Homecoming! Plus consistent high numbers on student life and event posts, reels and stories.

Although we don't have access to specific demographics, many of the departments we frequently work with utilize Presence (or Fusion, in the case of Recreation) which captures that information. This is likely presented as part of their respective S&A reports, although the data capture from Presence seems to have been inconsistent in recent months. Regarding campus location, we mostly serve the Ellensburg campus. We have worked with the other campus locations to make the Hype quarterly publication accessible online, and assist in promoting their virtual events to Ellensburg campus students when available.

Community utilization of our program/services includes digital advertising on screens and providing local businesses suggestions for getting the word out about community events and programs. We also attend the annual Ellensburg High School career fair and occasionally get requests for a job shadow.

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?

Due to budget reductions, we had to reduce staffing. Currently we have 11 students employed at the Publicity Center. We typically begin recruiting for the following year starting in late winter/early spring to fill upcoming vacancies as students graduate.

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 events guide to deliver directly to all residence hall students and community spaces at campus apartments. Additional copies are distributed in campus buildings, off-campus apartments and other select locations off-campus where 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 scheduling, Wildcat Tickets and through other departments' reports (as available.)

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

Our previous Design and Visual Media Supervisor left CWU in November. We are in the middle of interviews for a new person to lead this area, and are excited to have someone start early in the new year.

We are not at ideal student staffing levels but are maximizing schedules and efficiencies to help mitigate budget reductions. We welcome dialogue with other S&A areas about the potential for consolidating some student positions (and their funding) where there may be some funding and creative service efficiencies.

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.

Budget reductions across S&A and the rest of the university greatly impact our operation, since we rely on revenue generation to make up the gap in funding. The Publicity Center's creative services are optional for others to use. As other departments are making reductions in their goods and services (which is where our creative services are paid from) any decisions to not use and pay for Publicity Center services significantly affects our budget. For the upcoming quadrennial budget, we have made the difficult decision to again reduce professional staffing in order to preserve the ability to employ students and continue delivering services. We hope this action will be recognized by other S&A areas, and that they will continue to support this program and consider impacts.

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

No. It will be very tight, even with supplemental funding that was approved at the end of last year to be utilized this year.

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

Expenses will continue to increase through salaries, wages, benefits and operational costs. We are concerned about losing the dual purpose and focus of the Publicity Center, which is to provide a transformative experience through students BOTH by offering high quality, relevant creative services to promote student events, services and programs AND operating a learning laboratory environment that develops students' professional development through professionally mentored employment and collaborative working relationships with within and across departments.

However, the move back into the division of Student Engagement and Success, and the reimagining of a Student Involvement department inclusive of programming and student organizations (SLICE, Campus Activities, clubs), and outreach/communication/promotion (KCWU, Publicity Center) – in partnership with ASCWU – presents an exciting opportunity to rethink how we integrate these areas into a holistic approach to equity and belonging for CWU students. The Publicity Center can serve as an integral part to this effort by continuing to adapt and evolve as both a creative hub and resource.