

PUBLICITY CENTER & CWU HYPE

www.cwu.edu/publicity · www.cwuhype.com · [@cwuhype](https://twitter.com/cwuhype)

EXECUTIVE SUMMARY

The Publicity Center is a creative communications agency that employs CWU students in a learning laboratory environment.

Our purpose is to help cultivate a sense and place of belonging for students. We do this by offering creative services to promote events, programs, and services; building connections through our student-centered CWU Hype team; and serving as a partner in engagement and retention efforts.

Our student staff develop professional skills and competencies that enhance their confidence, portfolios, and job preparedness after graduation.

Mid fall quarter, the Publicity Center and KCWU began a more collaborative and synergistic relationship as part of a restructuring in Student Involvement to bring the communications areas under the same director. Some co-hosted events and projects were accomplished during the year, as well as discussions about strategic sharing of creative resources as we move forward.

The COVID-19 pandemic has been disruptive but has also resulted in some positives: creative approaches to optimize promotion of virtual events; transition to digital marketing collateral; digital spring (and upcoming fall) Hype publication; and increased goodwill with clients through flexibility and more intentional communication and planning.

We will continue to support the university's mission by approaching our work with integrity; providing timely, relevant and professional service; embracing innovation and creative exploration; and promoting connections, belonging, inclusivity and equity.

Lola Gallagher, Director



AT A GLANCE

330+

creative marketing projects completed

100+

digital ads produced

324/19/13

videos produced for instagram/tiktok/promo

3/60

street team events hosted/attended

37

original blog posts = 8665 views/5128 visitors

14,000+

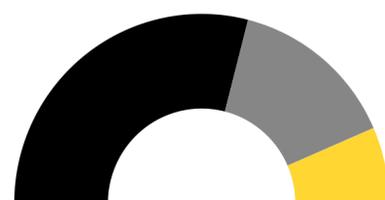
following on social media

60+

total clients served

\$453,967

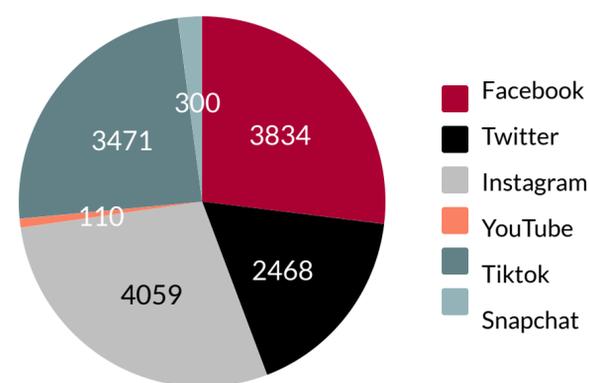
total funding (FY20)



STUDENT TRAINING

- Graphic Design**
- Feature & News Writing**
- Social Media**
- Customer Service**
- Sales & Management**
- Event Marketing**
- Videography**

@CWUHYPE



CAMPUS CLIENTS

67% S&A Funded **19.4%** Student Success **13.6%** Campus Departments

PUBLICITY CENTER & CWU HYPE

Wildcats Belong Here.

AREA ACCOMPLISHMENTS

Despite the pandemic, we saw positive learning outcomes in our students. The remote work environment challenged us in many ways, and in some cases probably accelerated growth and learning.

- **Develop competency in a variety of areas such as graphic design, video production, news and feature writing, social media management, sales, and project management.** (*Knowledge Acquisition, Practical Competence*)
Staff in all areas continued to produce work at a high level, and learned new methods for effectively promoting events in a completely digital space.
- **Develop time management, prioritizing, and organizational skills to effectively manage work assignments and complete tasks.** (*Knowledge Acquisition, Practical Competence*)
Staff were responsible for monitoring their time and tasks more independently than previously due to working remotely.
- **Strengthen communication and interpersonal skills to establish and maintain healthy and productive work relationships with co-workers and clients.** (*Interpersonal Competence*)
Staff learned to ask for clarification more often to improve understanding of projects and work more efficiently.
- **Understand the role they hold in helping others to feel connected and a sense of belonging; make connections and find their own sense of belonging.** (*Humanitarianism & Civic Engagement*)
Staff were empathetic to fellow students' struggles and worked hard to keep them engaged through social media and work.
- **Demonstrate their commitment to using their skills and knowledge to deliver high quality products, customer service, and brand experiences.** (*Humanitarianism & Civic Engagement, Cognitive Complexity, Practical Competence*)
Staff in all areas approached their work seriously, and remained committed.
- **Apply critical thinking, problem-solving, and reflection to attain a greater self-awareness and their impact on others.** (*Cognitive Complexity, Intrapersonal Development*)
Staff met regularly to provide creative input, ideas and support to each other.

STAFF ACCOMPLISHMENTS

Ricki Towner, Project Supervisor:
Student Living Award for Service

Nicole Klauss, Content Supervisor:
Contributing writer for CWU's *Crimson & Black* magazine (two issues)

Daniel Chiqui, Design Supervisor:
Reformatted Wildcat Guide and Advising Guide into cohesive direct mail piece for first year and transfer students

Matt Conrardy, Student Designer:
Award of Excellence for Douglas Honors College capstone thesis project

Portfolio chosen for review at "CancelCon" conference, spring 2020

Zach Thomson, Student Designer and Julian Smart, Videographer
Designed all marketing collateral and videos for 2019 Wildfest, submitted as part of the winning ACUI Region IV entry for Student Driven Program of the Year

Developed a Hype app case study and prototype for summer internship

Brendan Dolleman, Student Sales Mgr
More than doubled digital advertising revenue by increasing sales through improved processes and outreach

Kiersten Kimmanau, Wyatt Langstraat, Student Writers:
Each had four stories with bylines published in the Daily Record

Zahn Schultz, Student Videographer:
Photos with cutline published three times in the Daily Record

National awards for photography and multimedia work as CWU PULSE's photo director (Society of Professional Journalists, Associated College Press)

Jenae Harris, Student Designer:
Navigated rebranding process for the Wellness Center's violence prevention response program

Conferences / workshops / training:
During spring, student and pro staff attended CLA and CWU workshops and trainings, as well as took advantage of free online summits and conferences including CancelCon, Adobe, Qualtrics, Hootsuite, and other creative industry opportunities

ISSUES/CHALLENGES

Staffing

Two professionals and one temp staff member moved on to other opportunities at the end of spring and early fall 2019. We made excellent new hires, but transition is always a process for supervisors and staff and has been amplified by COVID-19.

Remote work / communication

Our highly collaborative environment has been difficult to replicate in the online space. Shifting schedules, FTE reductions and furloughs added challenges in being able to communicate and convey needed information between teams and clients in an effective manner. We are working to address these issues for a smoother fall.

Revenue and future expectations

To ease the transition for departments grappling with moving to all virtual events, we suspended our spring service charges and simplified project request processes. This was met favorably by our clients and partners, but as revenue generation is built into our budget we are working to identify short and long term solutions. We will likely bring the matter before the S&A committee for further discussion.

The Publicity Center and CWU Hype will be examining what and how to adjust to a changing campus, student demographics, and higher education landscape. What role will we have in students' success?

2020-2021 GOALS

- 1 Improve department sustainability and relevance. Research, anticipate and proactively respond to new tactics and trends by offering new and/or enhanced products and services, and improving employee and brand experiences.
- 2 Actively contribute to an inclusive, equitable, and welcoming campus climate. Understand our relationships and creative work can be avenues for promoting positive ideas and change.
- 3 Work with Student Involvement areas on cohesive strategic communications and initiatives that benefit student success and retention.

STUDENT INVOLVEMENT

Student Engagement • Center for Leadership & Community Engagement
Student Union & Activities • Publicity Center & Hype • KCWU 88.1 The Burg

RETENTION AND COMPLETION INITIATIVES

Welcoming environments and culture that contribute to students' overall well-being and feeling of belonging

- The 3rd floor lounge of the Student Union was designated a "Quiet Zone" for students to study and relax.
- "Procrastination Stations" designated Student Union meeting room space with technology as open for student use during finals week to meet about group projects, go through presentations and collaborate with each other.
- Each unit's diversity, equity and inclusion statements will be posted on their websites and in their office spaces. Ongoing dialogue with staff will bring statements into daily consciousness.

Programming and events that encourage social interaction, networking and making connections

- An array of activities were offered at different times and days, ranging from highly interactive to passive participation; encouraged students to connect with the college experience at their comfort level.
- Collaborations with other departments and student groups to insure programming representative of our student body and interests.
- CWU Hype Street Team regularly "invited" students to join them at events and activities, and created multiple interactive social campaigns to keep students checking in.

Providing tools and avenues for engagement

- Launched a new engagement tool, Presence. Students clubs, orgs and associated departments will be able to stay better connected and informed. The goal is to have full registration by September 30 for earlier engagement that will be sustained over time.
- Finalized handbook for student groups to streamline processes and get up and running more efficiently.
- Worked with CWU alumni in multiple ways, from speaking engagements, roundtables and networking to promotion of events and initiatives, to encourage persistence and completion.
- CWU Hype followed relevant hashtags to be among first to welcome new students to CWU and launched a new social media channel to connect better with students.

Leadership development opportunities that build skills and introduce resources

- CLCE hosted the 13th Annual Experience Leadership Project (ELP) for 120+ incoming first-year and new transfer students, to help develop a support network, improve leadership skills, and learn about resources available at CWU.
- Wildcat Leadership Academy helped students experience different leadership pathways and grow capacity.

Student employment and professional development opportunities

- Student lead positions regularly participated in the interviewing and training process of new student staff, adding value and stronger ties to their position.
- Student staff met regularly with their supervisors for mentoring, guidance, and performance reviews; all units met with student staff teams to strengthen the organization and celebrate them.
- Student Union introduced monthly student employee engagement workshops for more interaction cross-departmentally to create a greater sense of common purpose. Students are also able to take Strengths Quest survey for a look at what strengths they bring to the table in their work and personal lives.
- KCWU continued to offer students a unique, hands-on broadcasting experience not found at many other universities, and training in a true learning laboratory environment that is FCC-licensed.
- Publicity Center student staff worked in a professional creative agency setting, putting their education to work in a real-world environment and building their portfolios and resumes in the process.

COVID RESPONSE

- Retained all student staff by adapting work assignments and providing professional development options
- Produced regular Student Involvement video updates to stay connected with staff
- Employed Teams and Zoom for virtual meetings with staff, partners and clients; secured technology for staff as needed
- Loaned laptops to Information Services for distribution to students in need

COVID RESPONSE

- Cancelled scheduled space for all spring and summer campus events
- Created a virtual space in 25Live to post on University calendar and CWU Connect
- Shifted in-person events to virtual as possible
- Developed new online events
- Created a COVID-19 Emergency Management Plan for the Student Union
- Managed HVAC, water systems, and lighting controls during closure of the facility
- Provided data for costs/revenue losses related to COVID-19 interruption of operations, cancellations, etc.
- Evaluated budgets and reduced costs for the fiscal year by removing travel and reducing goods and services
- Reduced hours in the SURC for CWU Students only for food pick up and Wildcat Shop access
- Managed daily SURC door access and security
- Developed and facilitated meetings with the "Virtual Engagement Team" of 30 professionals within DOSS
- Facilitated and advised ASCWU online elections
- 20 professional and student staff participated in an inaugural Retention Outreach Calling campaign of all currently enrolled students
- Navigated HR processes with staff
- Provided all SURC signage related to COVID-19 advisories and notices; consulted with Public Affairs on communications and dept requests
- Provided weekly updates to SURC, Dining, and Wildcat Shop hours - at building entrances, websites and social media
- Pulled all publicity for spring events and developed simplified process for digital requests
- Pivoted KCWU programming for students to access and create remotely, including navigating technology, networking, and server challenges
- Expanded KCWU content into new areas
- Developed remote drop system for university PSA's and announcements from Public Affairs
- Supported clubs by waiving engagement hours requirements, offering office hour consultations, promoting virtual event ideas and resources
- Provided video support to Public Affairs
- Researched and submitted proposal to secure livestreaming capabilities
- Participated in and/or led several Fall Reopening planning committees and workgroups
- Continued preparations including ordering of plexi shields, cleaning supplies and sanitation stations, door kicks, signage; determining circulation pattern; storing/moving furniture to meet occupancy reductions; setting ballroom and theatre for academic class space, preparing training and staffing schedules, etc.

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DIVERSITY, EQUITY, AND INCLUSION INITIATIVES

- All units in Student Involvement have developed diversity, equity and inclusion statements. All professional and student staff stay current with required training, and many seek out additional resources and education to further improve the campus climate and that of our greater community.
 - Recruitment and hiring practices have become more intentionally focused on expanding candidate pools and outreach. There continues to be an increase in the applications and hiring of employees from traditionally underrepresented groups.
 - The Publicity Center consults with the Diversity and Equity Center and Disability Services, and advises clients of best practices, to insure marketing materials are inclusive and accessible. This includes attention to imagery and language, using accessible hashtags, alt tags, and captioning.
 - CWU Hype students seek out stories and cover events that highlight the diversity of the student body, and work with many departments, student clubs and orgs to develop materials promoting their events.
 - KCWU actively creates opportunities and positions to help address the gender gap in a traditionally male broadcast industry. Continued efforts have resulted in multiple women gaining jobs in the industry.
 - KCWU will also continue working to create a more inclusive and inviting physical and cultural space of the radio station, and create opportunities for more diverse voices.
 - 12th year of the Cross-Cultural Leadership Program (CCLP), which is designed to explore the relationship between leadership and culture, in an effort to grow global leadership.
 - 5th year of the Male Success Initiative (MSI), a student success initiative aimed at improving the educational outcomes of men of color at CWU. The Brother to Brother (B2B) chapter has operated as the primary vehicle for MSI with a plan to make a significant improvement in male students' satisfaction, academic performance, campus engagement, and retention and graduation rates with qualitative and quantitative measures of program success.
 - Support of culturally and inclusion based clubs through updated recognition and onboarding process. New clubs such as the Jewish Student Union, The National Gay Pilot Association, and the Native American Student Union learned about the process to become an Equity and Services Council Organization and connected with the Diversity and Equity Center.
 - Changed hiring practices for student employees to ensure we were reaching larger groups of potential employees. Student Union & Activities have observed a significant difference in our hired students' social groups and an increase in female and non-binary demographics.
 - Scheduling Services and the DEC worked together to get the new Multicultural Center established in 25Live and ready to use as a functional event space for on-campus organizations and departments.
 - Scheduled, planned, and/or provided services for over 5000 diverse events on campus with more than 9000 student participants.
 - The Student Involvement team is also highly engaged and committed to serving our campus and community while pursuing new knowledge through active participation in professional organizations and opportunities:
- COMMITTEES, COUNCILS, BOARDS: CWU Campus**
- ASL Onboarding Committee
 - Homecoming Committee
 - Late Night and Weekend Programming Committee
 - Central Circulation Committee
 - Commencement Committee
 - Wildcat Neighborhood Farm Steering Committee
 - Student Union & Recreation Center Safety Committee
 - Student Union Advisory Board
 - University Safety Council
 - Convocation Committee
 - Student Living Staff Gathering Planning Committee
 - SURC Partners Committee
 - SURC Governance Committee
 - Minority Employee Council / Welcoming Committee
 - Essential Personnel
 - Suicide Prevention Committee/Postvention Subcommittee
 - PEECS: Travel, The Collective, Central Resilience, Processes, Code of Ethics
 - CWU USHLI Committee
 - HIS Strategic Planning Subcommittee
 - Enterprise Communications Committee
 - Sustainability Council
 - Fall Opening planning: Programming, Service Centers, Circulation, Socialization
- COMMITTEES, COUNCILS, BOARDS: Off Campus**
- Ellensburg Youth Baseball/Softball (PR, web)
 - Ellensburg Hardwood Club (secretary, web, social media, photo)
 - Kittitas County 4H/ This 'n' That (volunteer, photo)
 - Kittitas County League of Women Voters
 - Ellensburg City Council (through Dec. 31, 2019)
 - Ellensburg City Lodging Tax Committee (chair through Dec. 31, 2019)
 - Ellensburg City Parks & Recreation Committee (through Dec. 31, 2019)
 - Ellensburg Senior Advisory Committee (through Dec. 31, 2019)
 - International Rotary
 - Kittitas County Chamber of Commerce – Leadership of Kittitas County Advisory Committee
 - Kittitas County Emergency Alert System (chair)
 - Kittitas Valley Hospital Patient Family Advisory Board
 - Yakima Jiu Jitsu (club president, volunteer instructor/children's class)
- Regional/National Positions**
- ACUI Regional Communications Coordinator
 - ACUI Regional Director
 - NASPA Region V Advisory Committee – Volunteer Coord
 - NASPA Region V Advisory Committee – Knowledge Committee Chair
 - National Association of Campus Activities (NACA) West Region – Regional Coordinating Board: Conference Showcase Production Coordinator
 - Student African American Brotherhood (SAAB) National Advisory Committee
- PROFESSIONAL AFFILIATIONS & MEMBERSHIPS**
- Association of College Unions International (ACUI)
 - College Broadcasters Inc.
 - Intercollegiate Broadcasting System
 - National Association of Broadcasters
 - National Association of Broadcast Engineers
 - National Association of Campus Activities (NACA)
 - National Association of Student Personnel Administrators (NASPA)
 - Student Affairs Assessment Leaders (SAAL)
 - University and College Designers Association (UCDA)
 - WASECC (Emergency Management Group for WA)
 - Washington State Association of Broadcasters
- TEACHING**
- Africana and Black Studies (ABS) 302: Hip-Hop as Global Culture
 - Business 310: Professional Development 2
 - Event Management Capstone
 - UNIV 101: Transition to College
 - "Don't Cancel That Class" select topics per faculty request