2019-2020 ANNUAL REPORT

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Jeff Rosenberry
Executive Director, Student Involvement
Advisor, ASCWU Student Government

Cherie Wilson
Director, Student Union and Activities

Paula Moffatt
Secretary Supervisor

Michael Middleton
Coordinator, Student Engagement / Clubs

ASCWU Student Government

Andre Dickerson
Director, CLCE
Center for Leadership and Community Engagement

Amber Hoefer
Program Manager (interim)

Vacant
Program Manager

Sara Williams
Office Assistant

Otto Bach
Building and Grounds

Mike Towner
Maintenance

Nick Newberry
Windows / Custodial

Vacant
Scheduling Services

Bonnie Hendrickson
SURC Scheduling

MacKenzie Carter
Academic Scheduling

Robbi Gonian
Asst Director, Campus Activities / Tickets

Drew Carter
Asst Director, Student Union Operations

Adam Tasker
Custodial Lead

Martin Carillo
Custodial

Vacant
Event Support Services

Vacant
(2)

Jeffrey MacMillan
General Manager KCWU

Nicholas Elliot
Chief Engineer

Ricki Towner
Project & Client Services

Nicole Klaus
Content/Event Mktg

Daniel Chiqui
Design/Visual Media

31
pro staff
150
student staff
4
temp staff
5
grad students
6
internships practicums

BUDGET

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(531,120) (4,045,055) 3,759,246 (816,929)
The Office of Student Involvement enriches students' university experience by providing a diverse array of programs and learning opportunities that are vital and integral to the university community and its educational mission. The areas within Student Involvement include Student Union & Activities, Publicity Center, KCWU 88.1 The Burg Radio, the Center for Leadership & Community Engagement, and advising to ASCWU Student Government. Student Involvement accomplishes this through active commitment to four CORE values:

- **CONNECTION.** Community is the most important part of the CWU experience for our students. We believe that a connection to where you live and learn as well as a sense of belonging is an important aspect of being a Wildcat.
- **OPPORTUNITY.** Engagement, by definition, is not something that can be accomplished alone or created by an individual. We believe it is important that students have opportunities with others whose personalities, beliefs, and cultures, are different from their own.
- **REFLECTION.** The CWU community is continually impacted by individual decisions and actions. We believe that inquiry and critical thinking play an important role in shaping congruence between behaviors and beliefs.
- **EMPOWERMENT.** A fully developed student involvement process includes all of its members taking ownership and being invested in creating a space that is welcoming and inviting for all. We believe that being in relationship with others leads to communities of empowerment, meaningful dialogue, and a sense of belonging.

This year has been one of great challenge and success. The professional and student staff members within Student Involvement and ASCWU have remained responsive in times of crisis and brought to light new and innovative ways we can engage students. I invite you to note the great work of all areas within this report and would like to use this executive summary to showcase the continued relationship that Student Involvement has with the Associated Students of Central Washington University (ASCWU).

The greatest connection the areas has with students is our relationship with the ASCWU Student Government. Officers work hand in hand with Student Involvement departments to enhance the overall student experience. During the last year ASCWU been at the forefront of conversations that have greatly impacted students.

Most notably the ASCWU went through a process in updating their constitution to include a Student Senate that offers leadership and legislation to support student success. This move brought the number of students with executive capabilities from seven officers to six officers and 23 senators. The new academic year will bring a newly formed shared governance structure to students which will ultimately enhance the student voice.

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One shift within the ASCWU constitution released the VP for Clubs position and shifted all aspects of clubs to the Student Engagement Coordinator within Student Involvement. This change was made complete after two years of planning after ASCWU recognized that the support they could provide clubs was limited due to the annual turnover of the VP for club's position. While working closely with the shift the Student Engagement Coordinator has revolutionized club renewal, support, travel and training for club members, officers and advisors.

*Jeff Rosenberry, Executive Director*
The area of Student Engagement serves students at the intersection of multiple identities that revolve around their co-curricular experience being involved with Student Groups (ASCWU Clubs, Sport Clubs, and ESC Organizations).

Throughout the 2019-2020 year we have seen students develop, personally, professionally, and scholarly.

In the first half of the year, our Inter Club Association (ICA) students really embraced the purpose-driven, rejuvenated atmosphere of the ICA Club Council, as well as the training and execution of our ICA Funds Council.

In the first part of the year students also engaged in travel to workshops, conferences, competitions, and gatherings that were highly formative.

In the latter half of the year, we saw students shine as beacons of adaptability amidst a global pandemic. Although they remained physically distant, individual clubs leaned into their social connection by occupying virtual space and continuing to engage in activities.

Michael Middleton, Coordinator
STUDENT ENGAGEMENT • CLUBS
Wildcats Belong Here.

AREA ACCOMPLISHMENTS

- Fully implemented Inter Club Association (ICA) - transitioned from ASCWU Student Government
- Fully implemented Funds Council and were on track (pre-COVID) to have enough funds to last well into the Spring Quarter. (Previous two years funds ran out early, due to lack of well-guided voting parameters on funding.)
- Presence Software Student Data File Integrated
- Presence Software Faculty/Staff Data File Integrated
- Redefined the role of Faculty/Staff Advisers
- Drastically updated web presence
- Two successful Club Fair Events
- Team successfully responded to a potential travel emergency based on updated travel policy and protocol
- Updated club onboarding process and new officer training

STAFF ACCOMPLISHMENTS

- Michael Middleton, Student Engagement Coordinator
  Received the Outstanding New Professional Award from Association of College Unions International (ACUI) - Region IV
- Brandon Wear-Grimm, Student Senior Special Projects Coordinator
  Nominated for Student Employee of the Year

ISSUES/CHALLENGES

Capacity is always the number one challenge. Based on conversation with colleagues it seems to be a big shared one. The majority of folks I talk to within the division (myself included) admit to overworking (working outside of allotted paid hours) on a consistent basis, and more often than not. We need more professional staff “boots on the ground.”

2020-2021 GOALS

1. Fully integrate Presence campus-wide including all of its tools (finance, opportunities, and experiences)
2. Increase virtual leadership and development opportunities and workshops
3. Increase feedback and active participation in clubs deciding the course of the ICA.
EXECUTIVE SUMMARY

The CLCE provides CWU students with the opportunity to make a positive impact within their communities. From short-term volunteering to intense capstone service programs, individuals are encouraged to use their discipline-specific knowledge in order to address community-based social, political and environmental economic justice issues. Through utilizing an automotive data collecting process and qualitative assessment tool, the CLCE will be able to better evaluate the various level of student engagement within the program and identify the learning and development outcomes of each program.

The CLCE currently has almost 80 Memorandum of Understandings (MOU’s) with organizations, companies, and institutions throughout Washington State such as Kittitas Valley Hospital, American Red Cross, Ellensburg Downtown Association, Habitat for Humanity, and the Yakima Humane Society.

Our community engagement programming is rooted in theories that suggests that student involvement in community service-learning programs provide powerful experiences that foster students’ leadership development (Dugan & Komives, 2010; Eyler & Giles, 1999; Vogelgesang & Astin, 2000).

Additionally, the social change model approaches leadership as a “purposeful”, collaborative, values-based process that results in positive social change” (Komives, Wagner, & Associates, 2009, p. xii).

Andre Dickerson, Director

AT A GLANCE

427 student volunteers
1515 student volunteer hours served
986 total volunteer position opportunities
166 total events and activities
80 MOUs and Community Partnership Agreements

$529,802 total funding (FY20)

HIGHLIGHTED PROGRAMS

LEADERSHIP PROGRAMS

Participants
- Experience Leadership Project (First Years) 120
- Chavez-King Leadership Institute (Cohort) 10
- Cross Cultural Leadership Program (Cohort) 10
- Wildcat Leadership Academy (All Students) 650

SERVICE PROGRAMS

Participants & Volunteers
- Holiday Extravaganza (for K-5 students) 600
- Giving Tree/Stocking Stuffers (for kids 5-14) 685
- Red Cross Blood Drives (campus-community) 150
- MLK Make a Difference (w/ Mt Stuart Elem) 250

S&A (98%) Self-Support (2%)
The CLCE successfully carried forward a leadership certificate program designed to engage CWU students in leadership development and service called the Wildcat Leadership Academy (WLA).

WLA has actively engaged close to 650 students and helped them gain the knowledge and skill sets necessary to successfully navigate the collegiate and professional environment.

Within this new academic year, over 150 new students joined the program and are on their path to complete their leadership certificate. In an effort to keep the student motivated, we hosted 12 community leaders and partners for a networking and professional development gathering, which was exclusive offered to WLA students who have already completed their certificates.

Additionally, eight student leaders facilitated WLA workshops virtually during the Spring quarter.

**Andre Dickerson, Director of CLCE**

Served as keynote speaker for the Student African American Brotherhood (SAAB) Western Regional Conference in San Bernardino, CA in October 2019.

The CLCE has experienced staff vacancies since the beginning of the academic year. A temporary staff person was hired to fill for one program manager position. However, the resignation of the Assistant Director, exacerbates the continued challenge face by the CLCE to be adequately staffed.

**2020-2021 Goals**

1. Strengthen existing and establish new relationships with the local, regional, and statewide partners, such as the Kittitas County Chamber of Commerce, City of Ellensburg, American Red Cross, Downtown Ellensburg Association, Habitat for Humanity, etc. to increase civic engagement and service-learning opportunities for all CWU students.

2. Foster an environment where diversity and inclusion is championed and respected by our professional and student staff through campus and community engagement programming.

3. Establish 8-10 new MOU’s throughout Washington State, specifically with organizations located near CWU centers, with the intentions of expanding civic engagement opportunities to all CWU students.
EXECUTIVE SUMMARY

Student Union & Activities strive to provide a community-centered gathering space with exceptional programs, services and facilities that encourage formal and informal student learning and leadership growth. Our facility is the hub for student life at CWU, with many opportunities for students to engage in activities and events. Highlights include:

During fall quarter we provided more opportunities for our students to collaborate and study with our Procrastination Stations and Quiet Zone. We explored intentional student employee professional development with monthly workshops, and had a record number of students participate in our programs. We also completed some major building projects and continue to assess the needs of the SURC for future projects as the building continues to age.

Winter quarter was definitely an interesting one. A fun collaboration resulted in EDM-style Electropolis Live, and we saw good numbers at our traditional programs. Construction projects and equipment upgrades continued, as well as our monthly student professional development program. We also focused on reducing our footprint by through paperless initiatives, and dealt with being down in professional staffing.

COVID-19 challenges hit at the end of winter quarter. Staff and students stepped up and worked together to support the university in many ways, putting students first and providing resources for their success.

Spring quarter was a first for us with the SURC closed and all staff working remotely. We found innovative ways to successfully schedule, manage calendars, use virtual platforms, host online events and manage a team all from home. Not the ideal way to operate a facility and programs based in direct student engagement, but we made it work and continued to serve our Wildcats.

Cherie Wilson, Director

STUDENT UNION

1.58 MILLION
total entrances into the SURC

15,380
total events and meetings scheduled
Includes S&A, CWU Departments, Off-campus groups, and Conference Center

2,200
S&A events/meetings in SURC only

5,251
S&A events/meetings in all buildings

1,505
laptops checked out

141
maintenance workorders

$1,764,418
total funding (FY20)

CAMPUS ACTIVITIES

14,000+
attendees at select traditional, signature, and online events

WILDCAT TICKETS

36,832+
event tickets processed

Office of Student Involvement | Division of Student Success

www.cwu.edu/student-union • @cwu.studentunion • @cwucampusactivities
STUDENT UNION AND ACTIVITIES
Wildcats Belong Here.

AREA ACCOMPLISHMENTS

- Purchased seven new data projectors for the Ballroom and Theatre to finish a building-wide upgrade to laser or LED based projectors for our AV systems. This will improve safety as less maintenance is required; provide a higher quality experience for student clubs/orgs, departments, and the greater campus community; and play a critical role in the instutions ability to host classes in these spaces for fall term. The new projectors also align with the president’s goal to increase energy efficiency.

- The SURC storefront door project is complete with all new doors and floor mats at facility main entrances.

- Replaced gas insert in the PIT and added a mantel for improved aesthetic and welcoming atmosphere.

- Integrated Presence app with 25Live software to provide a seamless club scheduling process. Have also utilized Presence to provide student participation at events.

- During winter quarter, traditionally the most challenging time to get students participating in events, Campus Activities partnered with the campus radio station to host a live music event featuring KCWU student DJs for “Electropolis Live.” Our student lighting designers received special training in new lighting control software, the student setup crew and security staff managed the show, and student programmers gained programming and planning experience with vendor contracts and event organization.

2020-2021 GOALS

1. Increase student employee responsibility and self-management. We will need to ensure our student employees create a strong connection to the “Why” of all our changes to policy and procedures. By expanding the roles and responsibilities of our student employees thus far we have observed a greater commitment to the “big picture”.

2. Ensure we provide a safe and healthy environment for all students, staff, faculty, and guests. It is our goal that our practices and procedures become the “gold standard” for our university and other Student Unions around the country.

3. Grow our virtual platforms and experiences with online programming including finding innovative ways to collaborate with other programming areas.

STAFF ACCOMPLISHMENTS

- Drew Carter, Asst Director Operations: Developed and presented “Tech Talk!” at the ACUI Region I / IV conference in Reno, NV and to the CWU Event Management Class taught by Robbi Goninan, Asst Director Campus Activities.

  Nominated for the Student Supervisor of the year award by student Alexis Guy.

- BK, Asst Director Operations: Presented “Resilience and Grit” juggling exercise for two “Don’t Cancel That Class” faculty requests.

  Conducted the Team Effectiveness Profile (TEP) with CWU Apartments Coordinator Elise May and team to improve group performance.

- Cherie Wilson, Director Student Union and Activities: Named Communications Coordinator for 2020 ACUI Region IV Conference Planning Team.

  Received Student Life and Facilities Committee Advisor of the Year Award from ASCWU VP Student Life & Facilities, Mickael Candelaria.

- Bonnie Henderson, Scheduling Coordinator: CWU Civil Service Employee of the Month.

- Student Lead Alexis Guy interned at accounting firm Moss Adams and accepted a job beginning January 2021. Alexis also graduated Magna Cum Laude.

- Students Alexis Guy and Tomas Ramos both nominated for Student Employee of the Year.

- Student Lead Jed Flippin nominated for the Mary Lonowski Leadership Award.

- Campus Activities programming students Ronnie Hindman and Libby Akin awarded ACUI Region IV Student Driven Program of the Year for implementation of 2019’s Student Appreciation Day: Wildfest.

ISSUES/CHALLENGES

- Facility Issues
  - The ballroom lighting remains at the top of the list of large scale projects. However, uncertainty surrounding the fiscal health of the university and our department is a barrier to initiating this project.

- COVID-19 Issues
  - We currently have four vacancies on our staff, including two in our custodial department. This is a critical need area to meet building cleanliness and sanitization goals.

  - Student employment is facing many challenges. The work they used to perform for this facility will be greatly different than what they are asked to fall term and beyond. Many events supported by our team have been cancelled, or moved online. We will seek innovative ways to continue to support student retention.

  - Our training window for full-time and student staff is incredibly short, just a few short weeks to prepare the facility and staff on new procedures.

  - Scheduling and managing space for departments and clubs have become a challenge with ever-changing mandates by the Governor’s office and Kittitas County Health department.

  - Loss of revenue for the Student Union has been astronomical with the cancellation of all events Fall and Summer quarters. We use our revenue to supplement our budgets and operate the facility.

  - The transition from an in-person focused environment to a 100% virtual has been challenging. We have found that many of the students had screen fatigue from online classes that affected the attendance at many of our virtual programs in the spring.

  - The scheduling and managing space for departments and clubs have become a challenge with ever-changing mandates by the Governor’s office and Kittitas County Health department.

  - Loss of revenue for the Student Union has been astronomical with the cancellation of all events Fall and Summer quarters. We use our revenue to supplement our budgets and operate the facility.
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
Effectively (Staff 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.

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:
Navigating 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

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.
EXECUTIVE SUMMARY

KCWU-FM is a 500-watt Class A Non-Commercial F.C.C. licensed FM station based on the Ellensburg campus of Central Washington University, housing two state-of-the-art fully digital studios.

KCWU-FM’s main studio is home to 88.1 the Burg, a CHR Top 40 station, which broadcasts on at 88.1 MHz, online at 881theburg.com, or the KCWU app on Android and Apple products. The main studio, over the last year, has been home to a number of student produced and hosted shows including Throwback Time, The Five at Five, In the Flow, Electropolis and many more. Students continued to host a number of these shows remotely throughout the spring during the COVID-19 pandemic.

Along with KCWU’s regular scheduled programming, this year KCWU has hosted multiple university events including coverage for eight different Central Washington University Athletics sports teams throughout the course of the year.

In the second digital studio, KCWU hosts Burg 2, an EDM focused station. This comes from both the outcomes of KCWU’s annual listenership survey, as well as the successes of Electropolis on KCWU-FM’s main studio. The second station broadcasts on the iHeart Radio app, 881theburg.com, and the KCWU App on Android and Apple products.

Jeff MacMillan, General Manager

AT A GLANCE

75+
 events supported on and off campus

60+
s student volunteers

1,800
 volunteer hours (estimated)

8
 live radio and video coverage of CWU Athletic sports

50+
 reoccurring content pieces (radio, streaming, written, and video modalities)

19/6
 national award nominations / wins

$468,676
total funding (FY20)

STUDENT TRAINING

Radio Programming, FCC and Licensing
Technology and Engineering
News Standards and Broadcasting
Brand and Marketing, Underwriting
Management

STATION HISTORY

1958 - KCAT AM
• Began transmitting at 880AM • Moved to 91.5FM over cable

1998 - KCWU FM
• Approved and licensed by FCC as non-commercial, educational broadcast station at 88.1 MHz

2006 - NEW HOME
• Reopened state-of-the-art facility in CWU’s new Student Union and Recreation Center

2015 - IBS AWARD
• IBS College Radio Station of the Year
**AREA ACCOMPLISHMENTS**

KCWU's most prominent accomplishment over the last academic year was being the first and only college radio station in the nation to allow students an opportunity to continue broadcasting during the initial months of the COVID-19 pandemic. Over spring break, Chief Broadcast Engineer Nicholas Elliott and General Manager Jeff MacMillan worked to develop a way for students to continue to broadcast in a remote capacity.

We devised a way in which to use a VPN, Zoom, and a discord server to allow students to remote into the station and record both audio for over the air and video for distribution on social media channels.

Twelve students were able to produce content throughout the entirety of spring quarter in this manner, including both regular radio broadcast and simulcast video projects. This function was essential to provide developing students' constant feedback on broadcasting skill as well as for preparing nearing graduates with content for reels for professional positions.

Another significant accomplishment, prior to the beginning of the pandemic, was the continued success and expansion of KCWU's video programming.

We developed capacity for simulcasting, both over the air and through video stream; produced video series that went on to win national awards (88 Yards with Will Ortnet); initiated videogame streaming via Twitch, and opportunities for students to broadcast both live playing and game reviews.

We also developed "Burg Life" video content to accompany written blogs on topics such as gardening, movie reviews, punk culture discussion and album reviews, cooking tutorials, sports talk, and more.

More than 49 students at KCWU submitted for Intercollegiate Broadcasting System (IBS) Media Awards. We were nominated for a total of 19 awards, with 18 different individuals being credited on these nominations. KCWU won six different awards. It was a record year in both nominations and wins.

10 representatives from KCWU traveled to New York City from March 6-8 to attend the conference and receive the aforementioned awards.

- **Jeffrey MacMillan, General Manager**: Best Graduate Advisor
- **Students Will Ortnet, Payton Berens**: Best Spot News Coverage - "Ort and the Bear" Interview with Jim Gaudino
- **Students Dylan Elliott, Gage McHenry, Olivia Lane, Anthony Cole**: Best Website - 88.1 The Burg
- **Students Will Ortnet, Krister Persson**: Best Sports Program - 88 Yards (Nick Streubeil)
- **Students Rachel Davey, Olivia Lane, Cole Strassburg, Krister Persson, Shane Petersen, Abe Hustell, Sophia Ferguson**: Best Video Comedy Program - Burger Video Taste Test
- **Student Iivanne Redman**: Best Music Director

Award nominations / nominees

- Best Specialty Music Show-Shane Petersen
- Best Celebrity/Artist Interview-Rachel Davey, Will Ortnet, Jeff MacMillan
- Best Logo, Best Show Promotional Poster-Olivia Lane
- Best News Interview-Will Ortnet, Payton Berens
- Best News Promotion-Kajal Lang, Forrest Allread, Brendan Dolleman
- Best Event Promo-Ivan Collins
- Best Liner/Sweeper-Ivan Collins, Olivia Lane, Jeff MacMillan
- Best Women's Play by Play-Rachel Davey, Payton Berens
- Best Phone App-Dylan Elliott
- Best TV Station Promotion-Lauren Miller, Sophia Ferguson, Krister Persson
- Best Use of Graphics-Krister Persson, Will Ortnet
- Best College Radio Station (>10K students)-88.1 The Burg

**STAFF ACCOMPLISHMENTS**

**Issues/Challenges**

**Workplace**

- A lack of work and performance space is a considerable hindrance to KCWU’s growth and ability to serve more students. Over the past five years, KCWU has averaged over 100 student participants, and as KCWU continues to grow into new avenues of broadcast communication, the lack of space becomes more apparent. This has been an ongoing issue as KCWU continues to grow.

**Fiscal**

- For most of the 19 into Fall quarter, KCWU was at a standstill with challenges related to the underwriting process. These challenges and setbacks have potentially cost KCWU anywhere in the range of $25,000-$50,000 in underwriting revenue. Additionally, these delays resulted in loss of partnerships with some businesses in the community. KCWU had just begun to proceed with underwriting efforts in winter quarter, but due to the COVID-19 pandemic will likely end up still in an undetermined loss.

**Personnel**

- KCWU is understaffed professionally to be able to provide attention and guidance to the great number of students involved in the department, especially after the retirement of Information Technology Specialist Donald Davis in September, other previously unfilled positions, and the expiration of Temporary Staff positions.

**2020-2021 GOALS**

**1. Develop initiatives for underrepresented groups:** Work collaboratively with DEC to determine opportunities for amplification of underrepresented student voices. Seek recommendations on creating a more inclusive and inviting physical space. Continue work on women in broadcasting initiatives.

**2. Address deferred maintenance:** Complete necessary upgrades for failing equipment in the main studio and TOC early inAY20 while students are largely remote. This will allow for repurpose and reuse of equipment into Burg 2, Training, and Production studios to keep them up and running in the short term.

**3. Increase remote and livestream capabilities:** Create multiple, streamlined methods for students to broadcast on the FM airwaves remotely with limited access to technology. Explore potential training and outreach opportunities through this new medium. Secure technology and equipment for campus and remote livestream options.
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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 encourages students to connect with the college experience at their comfort level.
- Collaborations with other departments and student groups to insured 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

- Cancelled scheduled space for all spring and summer campus events
- Created a virtual space in25Live 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.

- 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
QUALITATIVE AND QUANTITATIVE MEASURES OF PERFORMANCE, CAMPUSENGAGEMENT, and THE PRIMARY VEHICLE FOR MSI WITH A PLAN TO
BROTHER (B2B) CHAPTER HAS OPERATED AS MENS OF COLOR AT CWU. THE BROTHER TO
AT IMPROVING THE EDUCATIONAL OUTCOMES OF MEN OF COLOR AT CWU. THE BROTHER TO
10 YEAR OF THE MALE SUCCESS INITIATIVE (MSI), A STUDENT SUCCESS INITIATIVE AIMED
5TH OF THE CROSS-CULTURAL LEADERSHIP PROGRAM (CCLP), WHICH IS DESIGNED TO EXPLOR
12TH YEAR OF THE CROSS-CULTURAL LEADERSHIP PROGRAM (CCLP), WHICH IS DESIGNED TO
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 CAMPUSE CLIMATE AND THAT OF OUR GREATER COMMUNITY.
RECRUITMENT AND HIRING PRACTICES HAVE BECOME MORE INTENTIONALLY FOCUSED ON EXPANDING CANDIDATE POOLS AND OUTREACH.
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 UNIONS & 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 2SLIVE 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:

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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 Counci 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 2SLive 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)
- WASWCC (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