

## **RECOMMENDATIONS 2014 PUBLICITY CENTER**

### **1. Mission Statement Revision**

We would like to revise our mission statement. The following mission statement better captures the essence of what we do. This will be pursued through the AS Management Council for approval by the end of the 2013-14 academic year.

*The Publicity Center provides high quality and personalized promotional services, products and support to students of Western Washington University. We offer excellence in graphic design, print and electronic media, and distribution services while providing unique educational opportunities and leadership experience to student employees.*

### **2. Enhance club training**

In order to mediate the flow of projects from AS clubs awarded through the AS Club Package process, and to achieve clear understanding of the PC production process, conduct quarterly club workshops on use of the PC, and require that all clubs attend a workshop and/or meet with an Account Executive prior to utilizing a Club Package.

### **3. Improve AS communications with the public**

Consider combining some or all of the Communications and Marketing Office into the PC/AS Review structure, including physical location, to better support AS public relations efforts and eliminate disparity of information delivered to the public. An optional approach would be the potential use of Office 365 for project communication and management, which will be addressed in 2014 when the product is implemented fully across campus.

### **4. Address issue of late projects and put forth ideas for improving project-timeline compression problems**

The PC regularly faces issues of not making some deadlines established by PC staff through milestones set in our project management software. This is most often a problem from the client side where we do not receive complete information until after the "Content confirmed accurate by client" milestone has passed, thus putting us behind schedule. This also may occur when Copy Services undergoes significant unexpected changes to their turnaround time (such as Winter quarter of this year). A third potential is due to our own failure to meet a deadline through negligence.

The PC will address this issue in several ways:

- Clearly communicate via email to all AS employees any changes to our usual 5-week turnaround time.
- Work with advisors, managers, and student directors to manage and communicate about the amount of projects coming to the PC.

- Look into reducing the variety of products available through the PC to reduce staff research time.
- Exercise definitive denials when requests do not provide complete information or are not within our 5-week turn around.
- Assess the impact on PC staff of supporting AS Clubs through the Club Package process and recommend changes.
- Develop a prioritization rubric for determining what projects to not accept when the PC's workload is at capacity.
- Train Account Executives to more effectively monitor project progress through regular supervisory check-ins.
- A final option is to add staff to the PC to reduce overall workload per employee and to allow for fewer denials due to capacity.