

PUBLIC AFFAIRS

PROGRAM INFORMATION:

The Division of Public Affairs at Western Kentucky University serves the University community by providing honest, timely and useful information to all internal and external stakeholders and is committed to building positive relationships on behalf of WKU among the communities within our reach and throughout local, state and federal governments, the media and the general public. The Division supports all aspects of the University’s strategic plan and its vision to become “A Leading American University with International Reach.”

The offices of Media Relations, Marketing and Communications, Campus and Community Events, and Ceremonies and Special Events provide vital services to all divisions and colleges of WKU and to the public. The Office of Government and Community Relations serves as the University’s primary advocate for the public interests of WKU and higher education in Kentucky and seeks to build goodwill at all levels of government and among the communities in our service region.

GOALS/ANTICIPATED PROGRAM ACTIVITIES:

The Public Affairs division supports the University’s strategic goals and our vision to become “A Leading American University with International Reach” by focusing on the following programs and activities:

- Government and Community Relations serves as WKU’s liaison to local, state and federal governments, maintaining a presence in Frankfort, KY, in Washington, DC, and throughout the University’s service region and is the University’s primary advocate for the public interests of WKU and higher education in Kentucky;
- Media Relations seeks to ensure regional, state and national media exposure to promote and publicize WKU programs, faculty and student achievements and academic quality, and service and research initiatives;
- Marketing and Communications is responsible for developing, updating and implementing WKU’s Marketing Plan, coordinating and designing University publications, and developing and maintaining the University’s website as a comprehensive communications vehicle for internal and external constituents; and
- Campus and Community Events and Ceremonies and Special Events are responsible for providing support for all events hosted by the President of WKU and/or involving WKU as a primary event host or sponsor. Events staff provide logistical and technical support as well as quality control for WKU events and are responsible for promoting WKU’s involvement in the community.

FINANCIAL INFORMATION:

	2012-13 Revised Budget*		2013-14 Proposed Budget	
	<u>Pos.</u>	<u>Unrestricted Budget</u>	<u>Pos.</u>	<u>Unrestricted Budget</u>
<u>Educational and General</u>				
Personnel/Fringe Benefits	22.0	1,564,876	22.0	1,581,961
Operating Expenses		814,983		1,153,338
Capital Outlay		38,279		37,029
Total Expenditures		2,418,138		2,772,328

*For comparison purposes, the 2012-13 Revised Budget figures have been adjusted to reflect University reorganization.