



Presidential

PROGRAM INFORMATION:

The Bylaws of the Western Kentucky University Board of Regents provide that “the President is the chief executive and academic officer of the University and has direct charge of and is responsible to the Board for the operation of the University.” The President is held responsible by the Board of Regents

for planning and administering all programs and budgets for WKU. Administrative and planning responsibility for budgetary units is delegated by the President to members of the President’s Cabinet and by members of the President’s Cabinet to the deans, directors, and department heads.

The President’s Office staff is responsible for the day-to-day operations and performance of tasks related to and in support of the Board of Regents and the President. The President’s division includes Board of Regents, President’s Office, President’s Home, and General Counsel.

The Office of the General Counsel (OGC) is responsible for all matters pertaining to the University’s legal affairs and provides advice and counsel to the Board of Regents, to the President, and to other officers and employees on all legal matters affecting the University. The Equal Opportunity / Affirmative Action Office reports to the OGC. The OGC is also responsible for coordination of the University’s Title IX compliance.

Presidential

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. The office 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. In 2021-22, staff will lead advocacy efforts in Frankfort and in Washington, DC, with a primary goal of achieving stable, predictable, and adequate funding.

FINANCIAL INFORMATION:

		2019-20 Unrestricted Budget		2021-22 Proposed Budget
Education & General	Pos.		Pos.	
Personnel/Fringe Benefits	11.0	1,587,609	11.0	1,644,334
Operating Expense		91,776		91,776
Total		1,679,385		1,736,110

Communications & Marketing

MISSION STATEMENT:

The Division of Communication and Marketing 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.

PROGRAM INFORMATION:

The offices of Strategic Communications, Media Relations, Marketing and Communications and Campus and Community Events provide vital services to all divisions and colleges of WKU and to the public. WKU Public Broadcasting delivers public service broadcasting to the community, provides professional training to students, and creates and distributes media content that serves WKU and the citizens of Kentucky. This unit is responsible for the operation of WKU Public Radio, WKU-PBS, The Hilltopper Sports Satellite Network, and WKU's two CATV systems.

GOALS/ANTICIPATED PROGRAM ACTIVITIES:

The Division of Communications and Marketing supports the University's strategic goals by focusing on the following programs and activities:

- Strategic Communications supports overarching University messaging. The office coordinates communication activities for University leadership, along with campus partners, to ensure a consistent and compelling institutional narrative.
- 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. The office will continue its efforts to enhance internal communication through Today@WKU and will work to reenergize a faculty expert's cadre to promote to regional and national media outlets.

Communications & Marketing

- 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. In 2021-22, staff will continue to market WKU through a continuing campaign designed around the theme "Climb with us" in direct partnership with WKU Admissions. Staff will lead and assist with planning and execution of strategic marketing initiatives for as many as 20 campus departments. Staff will also lead engagement efforts on all social media platforms in a strategic student recruitment and retention effort in partnership with Enrollment, Admissions, and Student Experience.
- Campus and Community Events is 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 for WKU events and are responsible for promoting WKU's involvement in the community.

WKU Public Broadcasting serves the campus, region and state through TV, radio, cable service and video production services:

- WKU Public Radio serves a population of 1.3 million people, providing high-quality news and information services to more than 60% of Kentucky as well as southern Indiana and northern Tennessee. WKU NPR presents news, information, cultural and entertainment programs, with a particular focus on issues of importance and interest to our region. WKU Public Radio also, through the Kentucky Public Radio Network, contributes content to an audience of 9 million. Additionally, story content is distributed nationally through NPR. In 2021-22, WKU Public Radio will continue a collaborative partnership of news content distribution and apply for additional partnership funding from the Corporation for Public Broadcasting.
- WKU-PBS, WKU's public television station, broadcasts informative, educational, and culturally diverse television programs in a high quality, non-commercial broadcast format. WKU-PBS broadcasts on Channel 24.1, 24.2, and 24.3 to a population of over 500,000 citizens of Kentucky and Tennessee and is carried on over 20 cable systems throughout south-central Kentucky and northern Tennessee. Our music series, Lost River Sessions, continue to be distributed nationally. WKU-PBS has established a collaborative partnership with members of the Kentucky Public Radio Network, WOUB (Ohio University), Appalshop and West Virginia Public Broadcasting to establish a regional journalism center to better serve the news needs of our region.

- The Hilltopper Sports Satellite Network provides network-affiliated coverage of Western Kentucky University Athletics. Each year HSSN originates 15 to 20 Hilltopper men’s and women’s basketball games which can be seen nationwide through a distribution agreement with Fox College Sports Network, providing WKU Athletics national exposure to over 43 million households. HSSN plans to expand service product availability as C-USA allows for growth in 2021-22.
- CATV operates the two-campus cable TV distribution systems: Academic Cable provides cable television services to classrooms on campus for educational purposes; “Western Cable” is distributed in campus residence halls, providing over 40 channels of entertainment and information to the resident students of WKU.
- WKU Public Broadcasting provides production services for our on-air product and also produces high-quality videos and video-based learning products for the University and organizations throughout the WKU service area. In addition, we distribute content to national and international media organizations to highlight significant news and information content generated in our region.

FINANCIAL INFORMATION:

		2019-20 Unrestricted Budget		2021-22 Proposed Budget
Education & General	Pos.		Pos.	
Personnel/Fringe Benefits	38.0	3,165,373	38.0	3,145,063
Operating Expense		644,681		569,849
Capital Outlay		85,424		67,224
Total		3,895,278		3,782,136

		2019-20 Unrestricted Budget		2021-22 Proposed Budget
Auxiliary Enterprises	Pos.		Pos.	
Personnel/Fringe Benefits	1.0	73,106	0	6,285
Operating Expense		203,345		203,345
Total		276,451		209,630