

1. Assessment Plan - Four Column



PIE - Arts - CEA: Radio Unit

Narrative Reporting Year

2017-18

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External Conditions, Trends, or Impacts: The industry is changing rapidly and we are working to keep up with the changes. Most affected is the need to include social media as a component to the actual on-air broadcasting both in the areas of disc jockeys and informative broadcasting such as news and traffic. Broadcasters not only are expected to have an active professional online persona but are also expected to use social media while they are on the air.

In an era of 'fake' news, it is also imperative that students learn on-air and online ethics, responsible content curation and culpability for what they share and present.

The other area that is rapidly developing is what is called 'visual radio'. This is more than just having a webcam in the studio so listeners can see the on air personalities. Visual radio means actually interacting with the camera, and in turn the listener, while on the air. It is a new skill but we are already seeing employers looking for it and considering it a big hiring 'plus' for broadcasters that can effectively do it.

Internal Conditions, Trends, or Impacts : Despite the relocation of the KSAK transmitter in the Spring of 2018, the campus radio station still cannot be heard on campus. This means students on campus are unable to listen to the station in a terrestrial-fashion. Instead they are listening to the terrestrial station via streaming and iPhone/android apps. Again, no progress has been made on resolving this issue.

iHeartRadio engineer Matt Anderson was brought in to finish the work started by engineer Barry Victor.

Most of the equipment at the campus radio stations is now working properly, however there are still issues with the Enco systems. These need to be resolved as they are both hampering students doing their shows and other broadcast elements, but also knocking the station off the air at times. Jason Shiff has been in contact with Enco numerous times but the source of the problems cannot be found.

There is also an ongoing issue with the Burli Newsdesk and AP. Burli will not reboot following campus power outages leaving the radio stations without an updating news source. Restarting Burli can only be done by either Eric Carpenter or Robert Jackson, but connecting with either of them often can take hours if not days and during that time, the Associated Press is not available in the station or studios. This is also an issue for any classes that use Burli. This problem needs to be resolved with the best case scenario being some way that allows Tammy Trujillo and Jason Shiff to do the restart when needed.

Critical Decisions Made by Unit: Mt SAC was offered the chance to be the site of the Winter West Regional Conference of the Intercollegiate Broadcast System. This would provide a remarkable opportunity to market the Radio Broadcasting program to high school and college students from all over California and nearby states as well as provide financial opportunities for the college. Because of a special evaluation situation involving Lead Professor Tammy Trujillo, the decision to accept this opportunity has been delayed past the writing of this report.

Notable Achievements for Theme A: To Advance Academic Excellence and Student Achievement: 1. Professor Tammy Trujillo's book Writing and Reporting News You Can Use was published by Focal Press/ Routledge.

2. Professor Tammy Trujillo and Adjunct Professor Jeane Blunt were awarded Golden Mike Awards for Best Public Affairs Show by the Radio and Television News Association.
3. Professor Tammy Trujillo was named a finalist for Radio Advisor of the Year by the Intercollegiate Broadcasting System.
4. Four radio students were finalists for Intercollegiate Broadcasting System Awards.
5. Professor Tammy Trujillo was awarded a Gold Hermes Creative Award for Interviews for her piece on singer Freddy Cannon.
6. Adjunct Professor Manny Pacheco's third in his series of Forgotten Hollywood Books is due out this Fall.
7. Iconic Radio Programmer Dave Beasing guest lectured during the Spring Radio Programming and Producer Techniques class.

Notable Achievements for Theme B: To Support Student Access and Success: 1. Four radio students were presenters at the 2018 Golden Mike Awards.
 2. Fifteen commercial radio stations participated in the annual RadioFest event in October of 2016
 3. Four new courses were created and approved: RTV 38 Radio Broadcasting Rules and Regulations, RTV 37 Advanced Voice Over Techniques, RTV 39 Online and Social Media Ethics and RTV 13 Interview, Talk and Community Affairs Programming

Notable Achievements for Theme C: Secure Human, Technological, & Financial Resources: 1. Associated students funded the purchase of 10 new hand-held audio recorders, mics and cables for use at the campus radio stations and in the radio broadcasting classes.

Notable Achievements for Theme D: To Foster an Atmosphere of Cooperation and Collaboration: 1. The campus radio stations and the Radio Broadcasting Club provided entertainment and hosted a variety of events with various other clubs and entities on campus including the Disability Athletics Fair, the 70th Annual Student Art Exhibition reception, Student Health Services Annual De-Stress Fest, DB Studio, Cross-Cultural Fair, Library's Get-Lit Fair and Mountie Fresh Day.

Contributors to the Report: Tammy Trujillo and Manny Pacheco

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
<p>New Facility (Radio stations and production studios) - To maintain the equipment in the campus radio stations, Radio Broadcasting classroom and Production Studios functioning correctly. To keep KSAK broadcasting per FCC standards. Status: Active Goal Year(s): 2017-18, 2018-19 Date Goal Entered (Optional): 04/08/2018</p>	<p>In Progress - Signage for the radio station. Describe Plans & Activities Supported: A sign on the outside of Bldg 13 facing the parking lot. A sign similar to what we are suggesting is currently displayed at the Mountie Cafe, but with the radio station logo on it. Lead: Tammy Trujillo One-Time Funding Requested (if applicable): 3000 Planning Unit Priority: Medium What would success look like and how would you measure it?: The sign will be created and installed.</p>	<p>Reporting Year: 2017-18 % Completed: 0 No progress has been made on getting this signage funded, created and installed. The Radio Advisory Committee continues to recommend this as a method of recruitment for the program. (03/28/2018)</p> <hr/> <p>Reporting Year: 2016-17 % Completed: 0 No progress has been made on this matter. (07/31/2017)</p>
	<p>Full Funding Requested - On-call or</p>	<p>: No work has been done on this. Results will be included when complete (08/01/2017)</p>

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

broadcast engineer on retainer - suggested Matt Anderson who was contracted on a one-time basis in early 2018 to resolve numerous issues the campus radio stations, in the Radio Broadcasting classroom and the Radio Production Studios.

Describe Plans & Activities

Supported: Perform an annual tune-up of the equipment, respond to any equipment problems, install new equipment as needed.

Lead: Tammy Trujillo, Mark Lowentrout

Type of Request: Facilities , Staffing

Planning Unit Priority: High

What would success look like and

how would you measure it?: Radio station and studio equipment would continue to perform at optimum level, both for the benefit of the students and to comply with FCC licensing. New equipment would be properly installed and repairs would be made quickly and efficiently. There would be no or limited downtime at the station or in the studios for students to deal with. The campus radio stations would operate per FCC standards.

Full Funding Requested - A method by which the Burli Newsdesk can be restarted by faculty and classified staff members

Describe Plans & Activities

Supported: Burli will not reboot by itself following campus power outages, leaving the radio stations without an updating news source. Restarting Burli can only be done by

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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either Eric Carpenter or Robert Jackson, but connecting with them requires students to make staff or faculty aware of the problem first and then it can take hours or even days to connect with either of them. During that time, the Associated Press wire service is not available in the station or studios. This is also an issue for any classes that use Burli. The problem needs to be resolved with the best case scenario being a way for Tammy Trujillo and Jason Shiff to do restarts when needed.
Lead: Tammy Trujillo
Type of Request: Instructional Equipment
Planning Unit Priority: High
What would success look like and how would you measure it?: Burli Newsdesk (and with it Associated Press) could be immediately re-started by faculty or classified staff as soon as the problem is discovered following a campus power outage.

<p>Preparation - Create opportunities on and in connection with the campus radio stations for students to practice and perfect their skills in both on-air and behind-the-scenes areas. Status: Active Goal Year(s): 2017-18, 2018-19 Date Goal Entered (Optional): 05/08/2018</p>	<p>Report directly on Goal</p>	<p>Reporting Year: 2017-18 % Completed: 75 Although an outside engineer has been brought in to fix issues with the radio station equipment and it's installation, the Enco system continues to malfunction. This is an issue that must be resolved by Enco. Jason Shiff is working on this with the help of contract engineer Matt Anderson. (03/28/2018)</p>
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<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>	
	<p>provide additional support and added supervision for students working at the campus radio stations. This additional staff member would also allow the campus radio station to be open additional hours each week allowing added access for students.</p> <p>Lead: Tammy Trujillo</p> <p>One-Time Funding Requested (if applicable): 18000</p> <p>Type of Request: Staffing</p> <p>Planning Unit Priority: High</p> <p>What would success look like and how would you measure it?: An additional lab tech is hired providing more supervision for students and allowing the radio station to be open additional hours.</p>		
<p>Radio Station, Classroom Studios and Production Studios - Run the campus station as a fully functional and FCC-compliant terrestrial radio station that mirrors a professional, commercial radio station. To maintain the equipment in the campus radio stations, Radio Broadcasting classroom and Production Studios functioning correctly. To keep KSAK broadcasting per FCC standards. (Active)</p> <p>Status: Active</p> <p>Goal Year(s): 2017-18, 2018-19</p> <p>Date Goal Entered (Optional): 07/30/2017</p>	<p>In Progress - Create a way for the radio station to be heard on campus. Currently it cannot be heard even after the transmitter being moved (Spring 2018)</p> <p>Describe Plans & Activities Supported: Unknown, this is a problem for an engineer to solve.</p> <p>Lead: Tammy Trujillo</p> <p>Type of Request: Facilities</p> <p>Planning Unit Priority: Medium</p> <p>What would success look like and how would you measure it?: The station will be able to be heard clearly on campus.</p>	<p>Reporting Year: 2017-18</p> <p>% Completed: 0</p> <p>There has been no progress on this issue. The radio station still cannot be heard effectively on the campus. (03/28/2018)</p> <hr/> <p>Reporting Year: 2016-17</p> <p>% Completed: 0</p> <p>no progress has been made on this at this point (07/31/2017)</p>	<p>: There are no results to report. This issue is ongoing. Data will be entered when available. (08/01/2017)</p>
	<p>In Progress - Update Campus Radio Station Websites (each semester) Needed for Fall 2018 and Spring 2019</p> <p>Describe Plans & Activities</p>	<p>Reporting Year: 2017-18</p> <p>% Completed: 100</p> <p>The radio station websites have been fully updated and launched thanks to Studio 13 staff. (03/28/2018)</p>	

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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Supported: Update the Campus Radio Station websites each semester to reflect student broadcasters involved for that term and their on-air schedules.

Lead: Tammy Trujillo

Type of Request: Instructional Supplies

Planning Unit Priority: High

What would success look like and how would you measure it?: The websites will have pictures and bios of students involved for each particular semester and an updated schedule of shows for each radio station.

Full Funding Requested - Subscription to Hit Disk Music Service - Continuing service through 2018-2019

Describe Plans & Activities

Supported: This is the service that provides the music heard on the campus radio stations. It ensures that the music on the station is up-to-date and provides the station with the opportunity to engage in specialty programming for certain events or dates. The sound of the station is directly connected to student involvement and retention at the radio stations.

Lead: Tammy Trujillo

One-Time Funding Requested (if applicable): 480

Type of Request: Instructional Supplies

Planning Unit Priority: High

What would success look like and how would you measure it?: The

Reporting Year: 2017-18

% Completed: 100

Subscription paid for one-year of service to Hit Disk Music Service (05/03/2018)

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campus radio stations will have a wide variety of music making it a viable entertainment source both on campus and off. Students will be interested in being a part of the station because it sounds like a commercial station.

Full Funding Requested - Software Upgrade for one Vox Pro Digital Editor

Describe Plans & Activities

Supported: Upgrade to existing software to avoid system crashes and provide students the opportunity to learn the latest systems available. One of the VoxPros in use at the campus radio station still is using a much older version of the software. It would be beneficial to students to have all the units working and looking the same.

Lead: Tammy Trujillo

One-Time Funding Requested (if applicable): 500

Type of Request: Instructional Supplies

Planning Unit Priority: High

What would success look like and how would you measure it?: All of the VoxPros will be on the same version of their software.

Full Funding Requested - Design and creation of a sign for the campus radio station.

Describe Plans & Activities

Supported: A sign to be placed on the outside of Bldg. 13 facing the parking lot with the campus radio station logo on it. Suggesting it be similar to the one currently

Reporting Year: 2017-18

% Completed: 100

Upgrades for three of the four campus radio station VoxPros has been ordered and will be installed by the end of the Spring 2018 semester. (05/03/2018)

Reporting Year: 2016-17

% Completed: 0

Has not been ordered (07/31/2017)

: There are no results to report. The upgrades have not been purchased or installed. Date will be entered when project is complete. (08/01/2017)

Unit Goals

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displayed on the Mountie Cafe.

Lead: Tammy Trujillo

One-Time Funding Requested (if applicable): 3000

Type of Request: Facilities

Planning Unit Priority: High

What would success look like and

how would you measure it?: The sign would be created and installed.

Full Funding Requested - Outside Broadcast Engineer: On-call or on retainer

Describe Plans & Activities

Supported: Suggesting Matt Anderson, who was contracted on a one-time bases in early 2018 to resolve numerous issues with the campus radio stations as well in the Radio Broadcasting classroom and the production studios. This person would be available for trouble-shooting equipment problems and also for new equipment installation. Also recommended a bi-annual or annual tune-up of the station equipment to maintain it in proper working condition.

Lead: Tammy Trujillo, Mark Lowentrout

Type of Request: Facilities , Staffing

Planning Unit Priority: High

What would success look like and

how would you measure it?: Radio station and studio equipment would continue to perform at optimum levels, both for the benefit of the students and to comply with FCC licensing. new equipment would be properly and promptly installed and repairs would be made quickly and

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

efficiently. There would be no or limited downtime at the station or in the studios for students to deal with. The campus radio stations would continue to operate per FCC standards.

Full Funding Requested - A method by which the Burli Newsdesk can be restarted by faculty and classified staff members.

Describe Plans & Activities

Supported: Burli will not automatically reboot following campus power outages which leaves the radio stations without an updating news source. Restarting Burli can only be done - at this time - by Eric Carpenter or Robert Jackson. This requires a student to tell Tammy Trujillo or Jason Shiff and then they must put in a help ticket with IT. Getting the problem resolved can take hours or even days if Eric or Robert is not available. During this time, Burli (and the Associated Press) is not available in the station or studios. This is also an issue for any classes that use Burli. The problem needs to be resolved with the best case scenario being some way that allows Tammy Trujillo and Jason Shiff to do the restart when needed.

Lead: Tammy Trujillo

Type of Request: Instructional Equipment

Planning Unit Priority: High

What would success look like and how would you measure it?: Faculty or staff could immediately restart

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Burli Newsdesk as soon as the problem is discovered following a power outage.

Full Funding Requested - A way to switch the monitoring in the campus radio station bullpen between the two stations.

Describe Plans & Activities

Supported: Currently we are able to only monitor KSAK 90.1 FM in the bullpen area. We would ideally like to be able to switch between KSAK-Mt. Rock and and Audio8ball.com in order to randomly monitor each station for training purposes and FCC compliance.

Lead: Tammy Trujillo

Type of Request: Facilities

Planning Unit Priority: Medium

What would success look like and how would you measure it?: We would be able to monitor both station in the bullpen area and switch between them as desired or needed.

Technology and Equipment - Provide students with the latest technology and equipment being used in professional broadcasting facilities in order to prepare them to enter the work force

Status: Active

Goal Year(s): 2017-18, 2018-19

Date Goal Entered (Optional): 07/31/2017

In Progress - Fund faculty attendance at industry-related seminars and conventions

Lead: Tammy Trujillo

One-Time Funding Requested (if applicable): 1800

Type of Request: Professional Development

Planning Unit Priority: High

What would success look like and how would you measure it?: Faculty will be funded to attend various conferences

Reporting Year: 2017-18

% Completed: 100

Prof. Tammy Trujillo attended the National Association of Broadcasters/Broadcast Education Association Convention in April 2018 (05/03/2018)

Reporting Year: 2016-17

% Completed: 0

ongoing for upcoming conferences (07/31/2017)

: Faculty attended several conventions and spent time with industry experts learning several new softwares and hardwares. This information is now being integrated into a variety of classes and at the campus radio stations. Plans include to purchase one new system introduced at the convention. (08/01/2017)

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>	
	<p>In Progress - Visual Radio Package (one) Describe Plans & Activities Supported: Purchase of one Visual Radio Packages - One is being funded by VTEA. It will be used in Mt. Rock. An additional unit is requested for use in Audio8ball.com. This is one of the latest technologies being used in radio stations. Learning how to use it will be extremely beneficial to students looking to get into the industry. Lead: Tammy Trujillo One-Time Funding Requested (if applicable): 1800 Type of Request: Instructional Equipment Planning Unit Priority: High What would success look like and how would you measure it?: 80% of the students in the RTV 96 class series will be able to properly use the system. We will have a system in both of the campus radio station studios.</p>	<p>Reporting Year: 2017-18 % Completed: 50 Funding has been allocated for one Visual Radio Package to be purchased after 7/1/18 (05/03/2018)</p>	
	<p>Full Funding Requested - Software Upgrade for one Vox Pro Digital Editor Describe Plans & Activities Supported: Upgrade existing software to avoid system crashed and provide students with the opportunity to learn the latest version of this digital editor. Upgrades have been done on all but one of the Vox Pros in use at the campus radio stations. This unit is using a much older version. It would be beneficial to students to have all</p>	<p>Reporting Year: 2016-17 % Completed: 0 This purchase has not been made yet. (08/01/2017)</p>	<p>: This is a new purchase and has yet to be made. Results will be added when applicable. (08/01/2017)</p>

Unit Goals

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the units working and looking the same in order to eliminate any confusion.

Lead: Tammy Trujillo

Type of Request: Instructional Equipment

Planning Unit Priority: High

What would success look like and how would you measure it?: All the station VoxPros would be using the same version of their software.

No Funding Requested - Two (2) HP Z 240 Small Form Factor Workstations with SDS Drives

Describe Plans & Activities

Supported: These computers will be funded through VTEA and will replace two older computer in the Mt. Rock studios that keep crashing and taking the station down. This is not only an issue impacting student learning and success but also could result in an FCC issue depending on how long the station remains down before someone is able to restart the computer.

Lead: Tammy Trujillo

Type of Request: Instructional Equipment

Planning Unit Priority: High

What would success look like and how would you measure it?: The computers will be purchased and installed, eliminating the constant problem of the radio station crashing and going off air.

Full Funding Requested - Television Monitor and Mounting Bracket

Describe Plans & Activities

Supported: This unit would be

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mounted in the campus radio station bullpen and be used to follow breaking news. This is something done in the majority of radio stations in order to be aware of incidents that should be immediately broadcast.

Lead: Tammy Trujillo
One-Time Funding Requested (if applicable): 575
Type of Request: Instructional Equipment
Planning Unit Priority: Medium
What would success look like and how would you measure it?: There would be a working television monitor mounted in the campus radio station bullpen area.

<p>Campus Resource - To make the campus radio station an integral part of campus life and an information resource through partnerships with the various clubs and sports teams on campus</p> <p>Status: Active Goal Year(s): 2017-18, 2018-19 Date Goal Entered (Optional): 07/31/2017</p>	<p>Full Funding Requested - One tent/canopy and two table skirts branded with the campus radio station logos</p> <p>Describe Plans & Activities Supported: The tents and table skirts will be used by the campus radio stations and the Radio Broadcasting Club at a variety of events on campus for different clubs, organizations and departments. This will give students in the broadcasting program more experience doing personal appearances but also help to market the radio program and campus radio stations to the student population.</p> <p>Lead: Tammy Trujillo One-Time Funding Requested (if applicable): 1180 Type of Request: Instructional</p>	
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Supplies
Planning Unit Priority: High
What would success look like and how would you measure it?: The campus radio station would have an improved presence on campus at events.

<p>Promotion - Develop ways to better promote the Broadcasting program on and off campus as well as within the Industry. Status: Active Goal Year(s): 2017-18, 2018-19 Date Goal Entered (Optional): 07/31/2017</p>	<p>In Progress - Funding for Program Marketing Brochures Describe Plans & Activities Supported: Graphic Design and production of brochures detailing the Radio Broadcasting classes, degrees and certificates to be used on and off campus as promotion. Lead: Tammy Trujillo One-Time Funding Requested (if applicable): 2000 Type of Request: Marketing Planning Unit Priority: Medium What would success look like and how would you measure it?: We will have the brochure completed .</p>	<p>Reporting Year: 2017-18 % Completed: 0 nothing has been done on this. (05/03/2018)</p> <hr/> <p>Reporting Year: 2016-17 % Completed: 0 Work has not started on this (07/31/2017)</p>
	<p>Full Funding Requested - Posters promoting various Radio Broadcasting classes and the campus radio stations. Describe Plans & Activities Supported: Studio 13 is designing the posters which will be printed and go in large acrylic frames (already purchased) in the hallways of Bldg. 13. Additional small posters promoting the radio station will be put up around campus. Lead: Tammy Trujillo One-Time Funding Requested (if applicable): 2000 Type of Request: Marketing</p>	<p>: Work on this project has not started yet. Results will be entered when available. (08/01/2017)</p>

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Planning Unit Priority: High
What would success look like and how would you measure it?: The posters will be on the walls of Bldg. 13 and throughout the campus to promote the Radio broadcasting Program and the campus radio stations.

Underwriting - Create and implement an underwriting program for the campus radio stations that will generate revenue to be used by the stations and for the Radio Broadcasting program as well as provide students with the hands-on experience of advertising sales.
Status: Active
Goal Year(s): 2017-18, 2018-19
Date Goal Entered (Optional): 07/31/2017

In Progress - Create and operate an underwriting program for the campus radio stations.
Describe Plans & Activities Supported: Promotional materials and a contract for use with underwriters.
Lead: Tammy Trujillo
One-Time Funding Requested (if applicable): 500
Type of Request: Marketing
Planning Unit Priority: High
What would success look like and how would you measure it?: 50% of the station's available spots will be sold.
Documentation Attached?: No

Reporting Year: 2017-18
% Completed: 0
 The program has not been created yet. (05/03/2018)

Reporting Year: 2016-17
% Completed: 0
 This project has not started yet. Data will be entered when available. (08/01/2017)

: This project has not started. Data will be entered when available (08/01/2017)

Full-time Faculty - Additional Full-time Radio Broadcasting Professor
Status: Active
Goal Year(s): 2017-18, 2018-19
Date Goal Entered (Optional): 07/31/2017

Report directly on Goal
In Progress - Hire a second full-time Radio Broadcasting Professor. Currently, the Radio Broadcasting program has one full-time instructor and four adjuncts. It is one of the very few programs on campus with just one full-time faculty member. In other departments, the workload that is generally split between several faculty members (ie VTEA,

Reporting Year: 2017-18
% Completed: 0
 No additional faculty has been hired. (05/03/2018)

Reporting Year: 2016-17
% Completed: 0
 This hire has not been made. There is no data to report at this time (08/01/2017)

: This hire has not been made. There are no results to report. (08/01/2017)

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PIE, Curriculum Development, etc) but in this program is is all being done by one person. With the continuing increase in reports and reviews being required by the college, this is becoming unmanageable. This also essentially limits the creativity of the program to that one person's vision. Highly supported by the Radio Broadcasting Advisory Committee.

Describe Plans & Activities
Supported: Creation of the position and funding
Lead: Tammy Trujillo
On-Going Funding Requested (if applicable): 80000
Type of Request: Staffing
Planning Unit Priority: High
What would success look like and how would you measure it?: The program will have a second full-time professor

<p>Institutional Memberships - Memberships in a variety of industry-related organizations. These memberships not only add prestige to the program and validate it, it also allows students to enter a variety of competitions each year. Status: Active Goal Year(s): 2017-18, 2018-19</p>	<p>In Progress - Membership in the Broadcast Education Association (BEA). This is an organization that the Radio Broadcasting program and it's stations have belonged to for more than ten years. Describe Plans & Activities Supported: Yearly membership is \$140 Lead: Tammy Trujillo On-Going Funding Requested (if applicable): 140 Type of Request: Professional Development Planning Unit Priority: High What would success look like and</p>	<p>Reporting Year: 2017-18 % Completed: 100 Membership has been continued. (05/03/2018)</p> <hr/> <p>Reporting Year: 2016-17 % Completed: 0 This is a continuing membership. (08/01/2017)</p>	<p>: This is an ongoing opportunity for students to expand their industry knowledge. (08/01/2017)</p>
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<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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how would you measure it?: Our membership will be continued

In Progress - Membership in College Broadcasters Inc. (CBI) This is an organization the Radio Broadcasting program and stations have been a member of for over ten years.

Describe Plans & Activities Supported: Yearly membership is \$125 and is paid out of the President's office.

Lead: Tammy Trujillo

On-Going Funding Requested (if applicable): 125

Type of Request: Professional Development

Planning Unit Priority: High

What would success look like and how would you measure it?: Our membership will be continued.

Reporting Year: 2017-18
% Completed: 100
 Membership has been continued. (05/03/2018)

Reporting Year: 2016-17
% Completed: 0
 This is an ongoing opportunity for students to expand their industry knowledge (08/01/2017)

: This is an ongoing opportunity for students to expand their industry knowledge (08/01/2017)

In Progress - Membership in the Intercollegiate Broadcasting System (IBS) for the campus radio stations. The stations have been member stations of IBS for over ten years.

Describe Plans & Activities Supported: Yearly membership for the two stations is \$250 (total)

Lead: Tammy Trujillo

On-Going Funding Requested (if applicable): 250

Type of Request: Professional Development

Planning Unit Priority: Medium

What would success look like and how would you measure it?: Our memberships will be continued

Reporting Year: 2017-18
% Completed: 100
 Membership has been continued. (05/03/2018)

Reporting Year: 2016-17
% Completed: 0
 This is an ongoing opportunity for students to expand their industry knowledge (08/01/2017)

: This is an ongoing opportunity for students to expand their industry knowledge. Students and faculty have gained much from this in past years and this activity will continue. (08/01/2017)

In Progress - Membership in the National Association of Broadcasters (NAB). The program has been a

Reporting Year: 2017-18
% Completed: 100
 Membership has been continued. (05/03/2018)

Unit Goals	Resources Needed	Where We Make an Impact: Closing the Loop on Goals and Plans	
	<p>member of this organization for over 10 years.</p> <p>Describe Plans & Activities</p> <p>Supported: Yearly membership is \$360</p> <p>Lead: Tammy Trujillo</p> <p>On-Going Funding Requested (if applicable): 360</p> <p>Type of Request: Professional Development</p> <p>Planning Unit Priority: High</p> <p>What would success look like and how would you measure it?: Our membership will be continued.</p>	<p>Reporting Year: 2016-17</p> <p>% Completed: 0</p> <p>This is an ongoing opportunity for students to expand their industry knowledge (08/01/2017)</p>	<p>: This is an ongoing opportunity for students to expand their industry knowledge. Students and faculty have gained much from this in past years and this activity will continue. (08/01/2017)</p>
	<p>In Progress - Membership in College Media Advisors</p> <p>Describe Plans & Activities</p> <p>Supported: Yearly membership is \$75</p> <p>Lead: Tammy Trujillo</p> <p>On-Going Funding Requested (if applicable): 75</p> <p>Type of Request: Professional Development</p> <p>Planning Unit Priority: High</p> <p>What would success look like and how would you measure it?: The program will become a member.</p>	<p>Reporting Year: 2017-18</p> <p>% Completed: 100</p> <p>Membership has been continued. (05/03/2018)</p>	
	<p>In Progress - Membership in the ACP - Associated Collegiate Press. Despite the name, they have a broadcast division too.</p> <p>Describe Plans & Activities</p> <p>Supported: Yearly membership fee of \$69</p> <p>Lead: Tammy Trujillo</p> <p>On-Going Funding Requested (if applicable): 69</p> <p>Type of Request: Professional Development, Student Services</p>	<p>Reporting Year: 2016-17</p> <p>% Completed: 0</p> <p>This is a new membership (08/01/2017)</p>	<p>: This is a new membership. There is no result data to enter. (08/01/2017)</p>
		<p>Reporting Year: 2017-18</p> <p>% Completed: 100</p> <p>Membership has been continued. (05/03/2018)</p> <p>Reporting Year: 2016-17</p> <p>% Completed: 0</p> <p>This will be a new membership. No progress has been made at this point. (08/02/2017)</p>	<p>: There is no data yet to report. Results will be entered when available. (08/02/2017)</p>

Unit Goals	Resources Needed	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>	
	<p>Planning Unit Priority: High What would success look like and how would you measure it?: The program joins ACP</p>		
<p>Subscription Services - Continuing subscriptions to various programs used in the radio station's news, sports and weather effort and classroom instruction in news, sports and weather. Status: Active Goal Year(s): 2017-18, 2018-19 Date Goal Entered (Optional): 08/01/2017</p>	<p>In Progress - Subscription service for Associated Press (AP) NewsPower and Prime Cuts. Describe Plans & Activities Supported: AP is used at both the campus radio stations and in various RTV classes. It is the wire service used by radio and television stations around the world. Students gain a valuable and marketable skill by learning how to use AP. It has a yearly subscription fee. Lead: Tammy Trujillo On-Going Funding Requested (if applicable): 9489.67 Type of Request: Instructional Supplies Planning Unit Priority: High What would success look like and how would you measure it?: 80% of students will be competent to use the AP services.</p>	<p>Reporting Year: 2017-18 % Completed: 100 Subscription has been continued. 95% of students are competent using AP services. (05/03/2018)</p> <hr/> <p>Reporting Year: 2016-17 % Completed: 0 This is a continuing subscription that provides a professional-level skill for students in classes and at the station. (08/01/2017)</p>	<p>: Students have met the criteria for successfully being able to use AP products. The use of AP at the campus radio stations and in a variety of RTV courses will continue. (08/01/2017)</p>
	<p>In Progress - Burli Newsroom System Describe Plans & Activities Supported: This is the software used to coordinate the Associated Press wire service and audio files. This is used at the radio stations and in various RTV classes. It is one of the news curation software platforms most used in the industry. Students learning Burli have a marketable skill as they enter the workforce. Lead: Tammy Trujillo On-Going Funding Requested (if</p>	<p>Reporting Year: 2017-18 % Completed: 100 Subscription has been continued. 95% of students are competent using the Burli system (05/03/2018)</p> <hr/> <p>Reporting Year: 2016-17 % Completed: 0 This is a continuing yearly service subscription (08/01/2017)</p>	<p>: Students have met the criteria for successfully being able to use the Burli System. The use of Burli System at the campus radio stations and in a variety of RTV courses will continue. (08/01/2017)</p>

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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applicable): 360
Type of Request: Instructional Supplies
Planning Unit Priority: High
What would success look like and how would you measure it?: 80% of students will be competent in using the Burli system.

Personnel - Campus Radio Station Staffing
Status: Active
Goal Year(s): 2017-18, 2018-19
Date Goal Entered (Optional): 07/31/2017

Report directly on Goal

Reporting Year: 2017-18
% Completed: 25
 The Radio Lab Tech position has been increased to a 12-month, 19 hour job. However, either an additional 19-hour a week position is still needed or the position needs to become a full-time 40-hour a week job. . (05/03/2018)

In Progress - Increase the hours for the Radio Station Lab Tech or hire an additional Lab Tech. Currently, the Radio Station Lab Tech is on a 10-month/19-hour a week schedule. This is not enough hours to adequately do the job as detailed and does not provide the amount of supervision the stations require. To properly serve the students, the station needs to be open the maximum hours possible during the week. Spring 2017 saw 32 students enrolled in the RTV 96 series which allows them to work at the station. Each was required to complete a two-hour shift per week. Split between the two stations, that equals a minimum of 32 hours per week that needed to be supervised. Students should be able to work additional hours if they wish in order to improve their skills and make them more employable. Ideally, the Radio Broadcasting Center should be

Reporting Year: 2016-17
% Completed: 25
 Approval was given for the current Lab Tech to work the extra two months of the summer as opposed to taking those off per his 10-month contract. This was a one-time fix and does not address the 19-hour per week limit in the upcoming Fall semester. (07/31/2017)

: While the additional hours during the Summer of 2017 were helpful, the overall problem of understaffing at the radio station continues. We will continue to pursue a full-time lab tech hire or the hiring of an additional lab tech. (08/01/2017)

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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open 7:30a to 9p, Monday thru Thursday and 7:30a-3p on Fridays for a total of 62.5 hours per week. Supervision is not only critical to student safety, it is also important to student success as it would provide more coaching and accessibility to a broadcast pro. It also is required by the FCC to have a full-time person overseeing the station and it is and highly suggested by the Intercollegiate Broadcasting System. It also helps to ensure that 90.1 KSAK's FCC license is protected and helps to prevent that college from being fined for infractions. It is suggested that a second 10-month/19-hours a week position be created to allow for additional hours and supervision at the stations. Finally, the current Radio Station Lab Tech position should be permanently increased to a 12 month/19 hour a week schedule.

Describe Plans & Activities
Supported: An additional Lab Tech for the Campus Radio Station or increased hours for the current Lab Tech

Lead: Tammy Trujillo
On-Going Funding Requested (if applicable): 18000

Type of Request: Human Resources
Planning Unit Priority: High

What would success look like and how would you measure it?: The station will be able to be supervised and open more hours each day and on Fridays.

In Progress - Off-site Radio Station **Reporting Year:** 2017-18

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
	<p>Engineer - Due to the advanced equipment that is currently being used at the new Radio Broadcasting Center we now require engineering services that know how to deal with it. We are currently (Summer 2017) paying an outside engineer to come in and troubleshoot issues stemming from the original installation. We also need do a twice-yearly maintenance on the equipment to ensure that it is functioning correctly. It is essential to have the equipment working correctly at all times. Equipment that is broken or not working properly is frustrating to students and results in their falling behind in classes and sometimes dropping the class or quitting the station altogether. We recommend entering into a maintenance contract that also includes provisions for repairs as needed on the current equipment and the installation of any new equipment with Barry Victor, who is currently working on repairs to the station.</p> <p>Describe Plans & Activities Supported: Retainer with an off-site engineer Lead: Tammy Trujillo On-Going Funding Requested (if applicable): 5000 Type of Request: Human Resources Planning Unit Priority: High What would success look like and how would you measure it?: Any one studios is never down for more than 48 hours.</p> <p>Full Funding Requested - Student</p>	<p>% Completed: 0 Outside engineer Matt Anderson was hired as a outside contractor after Barry Victor failed to make any progress at the stations. It is still recommended that a agreement be entered into with Matt for him to provide yearly or bi-yearly maintenance to the station and studio equipment and also to be on-call in case of equipment failure. (05/03/2018)</p> <hr/> <p>Reporting Year: 2016-17 % Completed: 0 no progress has been made yet on this (07/31/2017)</p> <p>: This hire has not been made, although the problems currently existing at the campus radio station have made the need for having an engineer familiar with the upgraded equipment and systems at the much more evident and critical. (08/01/2017)</p>

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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workers
Describe Plans & Activities
Supported: Hire several student workers each semester to aid students working in the radio program's production studios and in the campus radio stations.
Lead: Tammy Trujillo
One-Time Funding Requested (if applicable): 4500
Type of Request: Staffing
Planning Unit Priority: High

<p>Professional Development - Fund full-time and adjunct faculty attendance at a variety of industry-related seminars and conventions in order to get the latest information on teaching techniques, technology and equipment. Status: Archive Goal Year(s): 2017-18, 2018-19 Date Goal Entered (Optional): 08/01/2017</p>	<p>Full Funding Requested - Funding associated with the Broadcast Education Association/National Association of Broadcasters Convention in 2019. Describe Plans & Activities Supported: Fund registration and travel expenses for this convention for full-time Professor Tammy Trujillo Lead: Tammy Trujillo One-Time Funding Requested (if applicable): 1800 Type of Request: Professional Development Planning Unit Priority: High What would success look like and how would you measure it?: Information from a variety of seminars and on new equipment and technology will be brought back and used to enhance and update the Radio Broadcasting classes and campus radio stations.</p>	
	<p>Full Funding Requested - Funding associated with the College Broadcasters Inc. Convention in</p>	

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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Seattle in October 2018
Describe Plans & Activities
Supported: Registration and travel expenses for full-time Professor Tammy Trujillo
Lead: Tammy Trujillo
One-Time Funding Requested (if applicable): 2500
Type of Request: Professional Development
Planning Unit Priority: High
Full Funding Requested - Funding association with attendance at the Intercollegiate Broadcasting Systems annual convention in Spring 2019
Describe Plans & Activities
Supported: Registration and travel expenses associated with attendance by full-time Professor Tammy Trujillo
Lead: Tammy Trujillo
Type of Request: Professional Development
Planning Unit Priority: High

Contest Entry fees - Entry fees for a variety of student competitions
Status: Active
Goal Year(s): 2018-19
Date Goal Entered (Optional): 06/07/2018

Full Funding Requested - Entry fees
Describe Plans & Activities
Supported: Funding for entry fees for a variety of student competitions. These may include Broadcast Education Association, Intercollegiate Broadcast Systems, Collegiate Broadcasters Inc, or others that have not currently been identified. These awards are a symbol of student success, help to promote the program and campus radio stations and are beneficial to students as they attempt to enter the workforce.

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Lead: Tammy Trujillo

One-Time Funding Requested (if applicable): 1000

Type of Request: Non-Instructional Supplies

Planning Unit Priority: High

What would success look like and how would you measure it?: Fees for student entries would be covered.