**Palomar College – Program Review and Planning**

**Instructional Support and Other Units**

Includes: Instructional Services Office, Division Dean’s Offices, Occupational & Noncredit Administrative Office, Workforce and Community Development and Extended Education (Centers and Site Operations), KKSM, PCTV, Library, Telescope, Boehm Gallery, Academic Technology, Tutoring, Planetarium, Service Learning, etc.

**YEAR 1**

**Academic Year** **2010-11**

**Purpose of Program Review and Planning:** The institution assesses progress toward achieving stated goals and makes decisions regarding the improvement of institutional effectiveness in an on-going and systematic cycle of evaluation, integrated planning, resource allocation, implementation, and re-evaluation. Evaluation is based on analyses of both quantitative and qualitative data (ACCJC/WASC, Standard I, B.3.)

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| **InstSuppt&Other: Palomar College Radio (KKSM)** | **03/07/2011** |
| **Instructional Support Unit Reviewed (Each Unit is required to complete a Program Review)** | **Please Add Date (00/00/2011)** |

**STEP I. Describe Your Unit**

| **I. A. Mission:**  |
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| **Our mission is to provide a quality learning environment for students in the Radio and Television department. Our facility serves as both a classrooom lab and operational FCC-licensed radio station supporting student learning outcomes and career and technical training. KKSM is committed to the success of our students.**  |

| **I. B. Personnel Assigned (Include names and titles):** |
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| **Zeb Navarro, Radio Station General Manager** |

| **I. C. Current Operating Budget (Do not include permanent salaries):** |
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| **$6,793 - General Fund** |

| **I. D. Source(s) of Funding:** |
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| **KKSM receives the majority of its funding from the General Fund; minimal funding is generated by advertising sales. In the past, KKSM has received funding from Perkins grants and the Palomar College Foundation.**  |

| **I. E. Location of Office(s):** |
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| **Q-3 (studios) and Q-5 (office) at 1140 W. Mission Rd. in San Marcos and off-site transmitter location at 2952 Oceanside Blvd. in Oceanside** |

**STEP II. PLANNING**

| **II. A. Discuss your unit’s alignment with the college’s** [**Strategic Plan 2013**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf) **(http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)** |
| --- |
| **KKSM aligns with the mission of Palomar College by supporting and encouraging students who are pursuing career and technical training, lifelong education, and we support the learning outcomes of the Radio and Television (RTV) department. KKSM values and encourages creativity within our students by providing them an environment to experiment and receive constructive criticism. KKSM's technology provides students with real-world experience and training to help them achieve their educational and career goals.**  |

| **II. B. Discuss the planning assumptions that will guide your unit’s activities during this plan period. Your discussion should include expected demand, funding trends, pedagogical and technological trends, anticipated trends in student needs and/or demographics, advisory groups, etc.** |
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| **KKSM continues to grow as a terrestrial and online radio station. As online and local awareness increases, KKSM will focus on fundraising activities and marketing efforts. KKSM will also utilize the Radio and Television advisory group to assess latest trends in the radio broadcast industry. Part of KKSM's planning includes researcing advancements in radio broadcasting technology and the use of social networks to market KKSM.**  |

| **II. C. Discuss any challenges your unit is facing. Include your response to these challenges.** |
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| **1. As KKSM continues to grow as a terrestrial and online radio station, we expect our student enrollment to grow.** **2. The current economic climate has made KKSM's underwriting efforts difficult.****3. Broadcast technology advances every year, KKSM must keep current with these advancements****4. Because of KKSM's marketing efforts to reach a wider audience on terrestrial radio and online Internet streaming, we must maintain and repair our facilities and equipment to keep KKSM operational.****Responses to these challenges:****1. KKSM has increased the number of on-air shifts and volunteer student positions available.** **2. KKSM is seeking alternative sources of funds through Perkings grants and other underwriting efforts.** **3. Station management attended the National Association of Broadcasters convention in Las Vegas and received information on the latest technological advancements in broadcasting. Updating KKSM from analog to digital will be a top priority for KKSM in the coming years.****4. KKSM has begun addressing maintenance and repair of our facilities and we plan to continue to identify areas of improvement.**  |

| **II. D. What are the strengths of your unit?** |
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| **1. KKSM provides "real world" experience to students in the Radio and Television department. KKSM has a distinguished reputation for training students for a career in broadcasting.****2. Our learning environment encourages creativity and experimentation. Faculty and staff provide constructive criticism and appropriate feedback to students to help fine tune their on-air presence and personality.** **3. KKSM is the only community college radio station in Southern California that is licensed by the FCC to operate on AM radio****4. Our students and staff have utilized social media in KKSM's marketing efforts to reach a wider online audience and to generate audience participation.**  |

| **II. E. What can your unit do better?** |
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| **1. KKSM's underwriting efforts need improvement especially during this economic downturn. Alternative sources of funds needs to be identified that meet District rules and policies.****2. KKSM needs to increase on-campus student awareness of our program and the radio station. Previous on-campus events have had little to no affect on increasing awareness.** **3. KKSM needs to develop a technological plan to address current technological innovations, data recovery, software upgrades, and contingency planning.**  |

| **II. F. List at least one major accomplishment that you’d like to share with the college community.** |
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| **Several KKSM alumni are working in the radio and television industry. In 2010, one of our alumni was picked to fill in for Kelly Ripa on "Live with Regis and Kelly" during the show's "Women in Radio" week. Currently another alumni is nominated to fill in for Regis Philbin on the show's "Men in Radio" week. Another KKSM alumni is currently the court reporter for the reality TV show "Judge Joe Brown". We have countless students working on-air and behind-the-scenes. All of attributed the training they received at KKSM for preparing them for a career in radio and television.**  |

| **II. G. What are your goals for the next year? Include your method of assessment and a timeline for each goal.** |
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| **1. Updating KKSM studios from analog to digital. We will assess our needs based on information gathered from trade publications, conferences, and our advisory group meetings. We hope to be 100% digital within the next year.** **2. Increase our awareness on-campus. KKSM has begun to work with Palomar's Associated Student Government to help with on-campus events and promotions. This partnership will benefit both KKSM and the Associated Student Government.**  |

**STEP III. RESOURCES: What resources will you need to accomplish your unit’s mission?**

| **a. Equipment (per unit cost is >$500) *Enter requests on lines below.*** |
| --- |
| **Resource** | **Describe** **Resource** **Requested** | **Priority** | **Strategic Plan 2013 Goal/ Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your unit’s mission and goals, an analysis of appropriate data, planning assumptions and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Funding Source: G=General FundR=Restricted (Be specific) D=Designated(Be specific)** |
| **a1.**  | **Comrex portable remote broadcasting system** | **1** | **2 and 6** | **KKSM must meet the needs of changing technology. One of the current trends we are seeing is the switch from LAN and POTS telephone lines to Voice-Over IP telephone lines. This makes it difficult for us to broadcast from off-campus locations. This Comrex portable remote broadcasting system is designed for 3G and Wi-Fi broadcasting without any phone lines. The Comrex system will promote student learning outcomes by training students on technology used in the radio industry.**  | **10,000** | **One-time** | **G** |
| **a2.**  | **ElectroVoice microphone** | **2** | **2** | **The current studio set-up uses antiquated microphones. Purchasing these microphones will upgrade our studio and provide studentswith better equipment to work with. This will improve our program and student learning outcomes.**  | **500** | **One-time** | **G** |
| **a3.**  | **DBX286S Microphone processors** | **3** | **6 and 2** | **Upgrading our studios is part of our goals to improve the program and student learning outcomes. Purchasing the microphone processors in addition to the microphones will produce high-quality productions from our students. This is important to student learning outcomes and career training.**  | **1500** | **One-time** | **G** |
| **a4.**  | **Promotional Tent** | **4** | **2** | **KKSM regularly broadcasts from events around San Diego County including the San Diego County Fair. Purchasing a new tent will improve our program greatly. Our current promotional tent is showing signs of wear and needs to be replaced for the station and program to look professional. Our off-campus broadcasts generate goodwill, promote Palomar College, and provide students with real-world training.**  | **5000** | **One-time**  | **G** |
| **a5.**  |  |  |  |  |  |  |  |

| **b. Technology (computers, data projectors, document readers, etc.) *Enter requests on lines below.*** |
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| **Resource** | **Describe** **Resource** **Requested** | **Priority** | **Strategic Plan 2013 Goal/ Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your unit’s mission and goals, an analysis of appropriate data, planning assumptions and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Funding Source: G=General FundR=Restricted (Be specific) D=Designated(Be specific)** |
| **b1.**  | **ENCO Automation system upgrade (also listed in Radio and Television PRP)**  | **1** | **6** | **Our current automation system was installed in 2003. Since then there have been many upgrades and advancements to the automation system. KKSM needs to upgrade our current automation system to meet technological advancements and to be current with the radio industry.,** | **$30,000** | **One-time** | **G** |
| **b2.**  |  |  |  |  |  |  |  |
| **b3.**  |  |  |  |  |  |  |  |
| **b4.**  |  |  |  |  |  |  |  |
| **b5.**  |  |  |  |  |  |  |  |

| **c. Budget for 4000s (per unit cost is <$500)(supplies) *Enter requests on lines below.*** |
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| **Resource**  | **Describe** **Resource** **Requested** | **Priority** | **Strategic Plan 2013 Goal/ Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your unit’s mission and goals, an analysis of appropriate data, planning assumptions and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Funding Source: G=General FundR=Restricted (Be specific) D=Designated(Be specific)** |
| **c1.**  |  |  |  |  |  |  |  |
| **c2.**  |  |  |  |  |  |  |  |
| **c3.**  |  |  |  |  |  |  |  |
| **c4** |  |  |  |  |  |  |  |
| **c5.**  |  |  |  |  |  |  |  |

| **d. Budget for 5000s (printing, maintenance agreements, software license etc.) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe** **Resource** **Requested** | **Priority** | **Strategic Plan 2013 Goal/ Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your unit’s mission and goals, an analysis of appropriate data, planning assumptions and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Funding Source: G=General FundR=Restricted (Be specific) D=Designated(Be specific)** |
| **d1.**  | **SoundExchange licensing fee** | **1** | **6** | **KKSM streams its signal and reaches a worldwide audience on the Internet. Our licensing fee paid to SoundExchange ensures that KKSM is legally streaming online. Maintaining our Internet stream is important to the growth of our program and success of our students.**  | **$500** | **On-going** | **G** |
| **d2.**  |  |  |  |  |  |  |  |
| **d3.**  |  |  |  |  |  |  |  |
| **d4.**  |  |  |  |  |  |  |  |
| **d5.**  |  |  |  |  |  |  |  |

|  **e. Classified staff position (contract) *Enter requests on lines below.*** |
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| **Resource**  | **Describe** **Resource** **Requested** | **Priority** | **Strategic Plan 2013 Goal/ Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your unit’s mission and goals, an analysis of appropriate data, planning assumptions and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Funding Source: G=General FundR=Restricted (Be specific) D=Designated(Be specific)** |
| **e1.**  |  |  |  |  |  |  |  |
| **e2.**  |  |  |  |  |  |  |  |
| **e3.**  |  |  |  |  |  |  |  |
| **e4.**  |  |  |  |  |  |  |  |
| **e5.**  |  |  |  |  |  |  |  |

| **f. Classified staff position (temporary or student workers) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe** **Resource** **Requested** | **Priority** | **Strategic Plan 2013 Goal/ Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your unit’s mission and goals, an analysis of appropriate data, planning assumptions and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Funding Source: G=General FundR=Restricted (Be specific) D=Designated(Be specific)** |
| **f1.**  | **Student Instructional Support Assistance** | **1** | **4** | **A student instructional support assistance is vital to the success of our students. A student assistant will help radio and television students with equipment training and support in addition to helping the General Manager with clerical work and evening support.**  | **12,000** | **On-going** | **G** |
| **f2.**  |  |  |  |  |  |  |  |
| **f3.**  |  |  |  |  |  |  |  |
| **f4.**  |  |  |  |  |  |  |  |
| **f5.**  |  |  |  |  |  |  |  |

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| **Please identify faculty and staff who participated in the development of the plan for this department:** |
| **Zeb Navarro*Name*** | **Lisa Faas*Name*** |      ***Name*** |

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|      ***Name*** |      ***Name*** |      ***Name*** |

**Department Chair/Designee Signature Date**

**Division Dean Signature Date**

* **Provide a hard copy to the Division Dean no later than March 11**
* **Provide a hard copy with the Dean’s sign-off to Instructional Services by March 18**
* **Email an electronic copy to** **jdecker@palomar.edu** **by March 18**