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, Wellness Center, Women's Studies, STEM Center, Teaching & Learning Center, etc.

BASIC PROGRAM INFORMATION

Program Review and Planning is the means by which faculty, staff, and/or administrators complete a self-evaluation of an academic discipline, program, or service. The self-evaluation includes an analysis of both quantitative and qualitative data on how the academic discipline, program, or service is supporting the mission and strategic planning of Palomar College in meeting the educational and career interests of students.

Service Area: Instructional Support

Department Name: KKSM Radio

Division Name: AMBCS

Please list all participants in this Program Review :

Name	Position
James Odom	Manager, ETV and KKSM Radio Operations
Zeb Navarro	Radio Station Manager

Number of Full Time Staff: 2   **Number of Part Time Staff:**

Please list the Classified positions (and their FTE) that support this discipline:

What additional hourly staff support this discipline and/or department:

What are your Service Area Outcomes (SAO)?

Summarize your Service Area Outcomes (SAO) results from last year and your implemented or planned follow-up:

Radio Operations Training: KKSM staff is consistently successful in assisting the Digital Broadcast Arts program in training students to produce professional radio broadcasting programs.

Radio Station Operation: KKSM staff consistently operates Palomar College's AM radio station to meet the needs of students, follow campus guidelines, adhere to FCC regulations, and align itself with the college's mission.

Summarize your planned Service Area Outcomes (SAO) assessment activities for the current academic year:

Assessment for the current academic year will continue to be measured by successfully meeting training goals.

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, Wellness Center, Women's Studies, STEM Center, Teaching & Learning Center, etc.

Assessment for the current academic year will continue to be measured by successful station operation by students and staff.

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, Wellness Center, Women's Studies, STEM Center, Teaching & Learning Center, etc.

SECTION 2: PROGRAM GOALS

2A. Progress on Previous Year's Goals: Please list goals from the previous year's reviews and provide an update by checking the appropriate status box .

Goal	Completed	Ongoing	No Longer a Goal
Maintain strict compliance with FCC rules and guildelines.	○	◉	○
Evaluate on-air and production workflows.	◉	○	○
Evaluation and training of student staff.	○	◉	○
	○	○	○
	○	○	○

2B. New Goals: Please list all goals for this three-year planning cycle (including those continued from previous planning cycle):

GOAL #1	
Goal	Migrate KKSM public file documents to online portal as mandated by Federal Communications Commission.
Strategies for implementation	Scan all public file documents, organize, and upload to FCC portal.
Timeline for Implementation	Begin process in May 2017; complete process by mid-August 2017.
Outcome(s) expected (qualitative/quantitative)	KKSM will be in compliance with FCC-mandated change for public file records.
GOAL #2	
Goal	Increase multimedia presence on the web through live webcasting via Facebook Live and posting our recorded in-studio performances on YouTube.
Strategies for implementation	Determine best hardware and software solutions to accomplish this goal.
Timeline for Implementation	Summer of 2017.
Outcome(s) expected (qualitative/quantitative)	Increase audience by appealing to social media awareness.
GOAL #3	
Goal	Work with the Media Studies Department to increase enrollment for the DBA130 Radio Production classes.
Strategies for implementation	Develop strategies for social media marketing on KKSM's social media pages and other outreach efforts.
Timeline for Implementation	FY 2017-18
Outcome(s) expected (qualitative/quantitative)	Increased enrollment for DBA130, as well as the follow-on course, DBA132.

Department Chair/
Designee Signature: _____   **Date:** _____

Division Dean Signature: _____   **Date:** _____

Vice President Signature: _____   **Date:** _____