PALOMAR COLLEGE® Learning for Success

Program Review & Planning (PRP)

PART 1: 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 Services
Department Name:	KKSM
Division Name:	Arts, Media, and Business Administration

Please list all participants in this Program Review:

Name	Position
James Odom	Manager, Educational Television 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:

None

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

None

PART 2: PROGRAM REFLECTION

Describe your proudest moments or achievements related to student success and outcomes.

KKSM was named Best Community College Radio Station at the Intercollegiate Broadcasting System (IBS) awards in New York for the second time. In addition to our overall station win, KKSM staff and students were recognized with 12 awards ranging from audio production to social media marketing.

KKSM has also started bringing in live bands into our studios allowing students to work on the technical and engineering side of radio through basic live audio engineering. This has proved to be successful in teaching students skills in demand with labor market reports and has also brought KKSM publicity within the local San Diego music scene.

KKSM was also named an official College Radio Day partner on College Radio Day. KKSM contributed materials and live streamed our band performances on the College Radio Day Foundation's Facebook page.

What areas or activities are you working on this year to improve your program/service area? Please respond to new data as well as feedback from last year's program review.

KKSM is still perfecting its live audio engineering aspect by identifying areas for improvement for both student learning and for audio quality. We have also improved our social media outreach by establishing accounts with various social media platforms and creating visual content for social media. This helps promote KKSM and the Digital Broadcast Arts program.

Have there been any unanticipated factors that have affected the progress of your previous plan?

Declining enrollment in the Digital Broadcast Arts program has affected KKSM's ability to maintain a full staff. We are identifying different avenues of staffing KKSM, including internships and Cooperative Education opportunities.

What are your Service Area Outcomes (SAO)?

SAO #1:
Radio Operations Training: KKSM staff is consistently successful in assisting the Digital Broadcast Arts program in training students to produce professional radio broadcasting programs.

SAO #2:
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) results from last year and your implemented or planned follow-up:

SAO #1: KKSM continues to successfully train students in radio station operations through training sessions, web videos, and training manuals. Part of a student's training includes FCC regulations, on-air operations, live audio engineering, and show production. We have had a pass rate of 97%.

SAO #1 Follow-Up: KKSM will continue to look at different ways to train students and new techniques and skills that our students need to know to become competitive in the broadcast industry.

SAO #2: KKSM maintains full FCC compliance through regular self-inspections and reading information on new regulations from the FCC. The station manager regularly reads industry journals and belongs to several media associations to keep updated on new trends and equipment for KKSM staff and students. This helps with ensuring updated software and equipment and that training is relevant to today's standards and best practices. KKSM continues to align itself with the mission of the college through embracing diversity and committing itself to student success.

SAO #2 Follow-up: KKSM will continue to self-inspect itself to meet all FCC rules and regulations. KKSM will also continue to

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review new FCC rules and regulations to ensure compliance. Station management will continue to review latest trends and equipment through professional associations and advisory groups. KKSM will also continue to embrace diversity and contribute to the mission and values of Palomar College.

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. Assessment is done in the middle of each semester and at the end of each semester to all KKSM staff members. Performance tests are conducted by station management for staff to ensure proper use of equipment and written tests are given to test staff's knowledge of FCC rules and regulations. Results are discussed with staff afterwards and wrong answers are reviewed with the student individually.

PART 3: PROGRAM GOALS

1. Progress on Previous Year's Goals: Please list discipline goals from the previous year's reviews and provide an update by placing an "X" the appropriate status box .

Goal	Completed	Ongoing	No longer a goal
Migrate KKSM public file documents to online portal as mandated by Federal Communications Commission.	X		
Increase multimedia presence on the web through live webcasting via Facebook Live and posting our recorded in-studio performances on YouTube.		X	
Work with the Media Studies Department to increase enrollment for the DBA130 Radio Production classes.		X	

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

Goal #1	
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 2018
Outcome(s) expected (qualitative/quantitative)	Increase awareness of KKSM and the Digital Broadcast Arts program
Goal #2	
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

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	pages and other outreach efforts.
Timeline for implementation	Throughout academic year 2017-2018.
Outcome(s) expected (qualitative/quantitative)	Increased enrollment for DBA130, as well as the follow-on course, DBA135.

Goal #3	
Goal	Establishing protocols and processes for bringing live bands into KKSM, including social media marketing, live video streaming, video production, and training students in the use of live audio engineering.
Strategies for implementation	Identify best practices for live audio engineering including appropriate equipment, video editing software, and meeting with KKSM advisory group.
Timeline for implementation	Spring 2018
Outcome(s) expected (qualitative/quantitative)	Students learn new skills and gain an increased awareness of KKSM and Digital Broadcast Arts.

Goal #4	
Goal	Increase fundraising for KKSM through donation drives and actively soliciting donations through the KKSM website.
Strategies for implementation	Work with Palomar College Foundation on identifying best practices and establishing a campaign strategy to solicit donations.
Timeline for implementation	Fall 2018
Outcome(s) expected (qualitative/quantitative)	Increased revenue to KKSM and establishing a donors list for future fundraising efforts.

PART 4: FEEDBACK AND FOLLOW-UP

This section is for confirming completing and providing feedback.

Confirmation of Completion by Department Chair	
Department Chair	James Odom, Manager ETV and KKSM Radio Operations
Date	11/8/17

*Please email your Dean to inform them that the PRP has been completed and is ready for their review

Reviewed by Dean	
Reviewer(s)	Norma Miyamoto
Date	Nov. 22, 2017

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1. Strengths and successes of the discipline as evidenced by the data and analysis:

Having been named Best Community College Radio Station for the second time says it all!

2. Areas of Concern, if any:

I share your concern of adequately staffing the radio station, year-round. Given the decline in DBA enrollments and the possibility of reductions of class offerings, especially in the summer, it is wise to give thought to how to best staff the station moving forward.

3. Recommendations for improvement:

*Please email your VP to inform them that the PRP has been completed and is ready for their review

Reviewed by: Vice President	
Reviewer(s)	Jack S. Kahn, Ph.d.
Date	1/11/2018

1. Strengths and successes of the discipline as evidenced by the data and analysis:

1. Congrats on awards- always impressive.
2. The social media stuff makes so much sense- very appreciative of that.
3. Goals also make good sense.
4. When am I getting my own talk show?
5. Really well done here- well written, easy to read and follow, logical with good goal setting and great demonstration of progress and dedication.
6. Working with Media Studies in more collaborative ways is excellent! Let me know if I can help facilitate that.

2. Areas of Concern, if any:

1. Your SAO's are absolutely on the right track (and make sense given the discipline) but need some tweaking- they need to be more specific and measurable so we can see whether you are meeting them etc. More soon-- please see your dean.
2. The assessments need to be firmed up also.

3. Recommendations for improvement:

3. See the deans concerns- I agree.