

# Program Review & Planning (PRP)

## ANNUAL UPDATE

### Part 1: General Information

Program Review is a self-study of your unit. For non-instructional program review, the definition of what is a unit varies based upon your division. A unit may be a department (e.g., Information Services, Institutional Research and Planning, Financial Aid), a program (e.g., EOPS, TRIO), or a division (Human Resource Services). The Vice Presidents for each division have identified/defined the units that will complete the review cycle.

Regardless of whether your unit is a program, department, or division, program review is about documenting the plans you have for improving Institutional Effectiveness in your area and sharing that information with the college community. Through the review of and reflection on key elements, program review and planning identifies program strengths as well as strategies necessary to improve the operation of your area.

The Annual Update is designed to help you track progress on your three-year plan. It allows for updates to your plan based on:

- 1) updates to Service Area Outcomes assessment cycle or unit data;
- 2) new events, legislation, or processes that affect your unit's ability to meet your mission; and
- 3) a review of progress on your three-year plan's goals.

Date:	11/06/19
Unit Name:	KKSM
Department Name:	KKSM
Division Name:	Arts, Media, and Business Administration
Name of person responsible for the Program/Unit:	James Odom
Website address for your unit:	<a href="https://www2.palomar.edu/pages/kksm/">https://www2.palomar.edu/pages/kksm/</a>

Please list all participants in this Program Review:

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

**SECTION 1: Staffing Updates and Services Updates****Staffing**

Using the table below, describe any changes you have experienced in staff in the past year.

<b><u>Full-time Staff</u></b>		<b><u>Part-time Staff</u></b>	
<b>Total Number of Full-time Staff</b>	2	<b>Total Number of Permanent Part-time Staff</b>	
<b>Number of Classified Staff</b>		<b>FTE of Part-time Staff (2X19 hr/wk = .95)</b>	
<b>Number of CAST Staff</b>	1	<b>FTEF of Part-time Faculty</b>	
<b>Number of Administrators</b>	1		
<b>Number of Full-time Faculty</b>			

**Describe additional temporary hourly or contract staff support this unit and/or department? (Include FWS/District Student Worker/Veteran Student Worker)**

One contract engineer supports the operation of KKSM and students fill on-air shift roles as part of their requirements in various Digital Broadcast Arts courses.

**Program/Unit Description**

**Has the services your unit performs changed in any way over the past year?**

No.

## ANNUAL UPDATE

### PART 2: PROGRAM/UNIT ASSESSMENT

#### SECTION 1: Service Area Outcomes Update

#### GOT SERVICE AREA OUTCOMES?

**Outcomes are statements written in support of student learning to show direct support (instruction) or indirect support (services) provided on campus. Assessment is the way we measure how well we are achieving our outcomes.**

**For non-instructional areas, outcomes are called Service Area Outcomes (SAO).**

#### So what is an SAO?

A Service Area Outcome (SAO) is a statement about what a client will experience, receive, or know as a result of a given service. Clients can be students, faculty, staff, or community members.

As part of our three year planning and review cycles, all non-instructional units are asked to:

- identify at least two SAOs,
- develop a plan and assess their SAOs,
- reflect on the results,
- and take action, as necessary.

Palomar has adopted TracDat as our official repository for SLO and SAO Assessment information.

#### **Review and/or define your SAOs and assessment plans and ensure they are entered in TracDat by:**

- 1) Login to Nuventive Improve (TracDat): <https://www2.palomar.edu/pages/sloresources/2015/08/10/tracdat/>. Your Palomar username and password will get you in.
- 2) Update or add your SAOs and assessment plans.

#### **NEED HELP?**

##### **TracDat:**

- 1) If you need help with anything TracDat related such as login, unit identification, entering SAO info, contact Marti Snyder at [msnyder2@palomar.edu](mailto:msnyder2@palomar.edu).
- 2) Check out this video on how to enter SAOs in TracDat: <https://youtu.be/b1sRa68wm4c>

##### **Defining and Assessing SAOs:**

Not sure if your SAOs make the grade? Need some help writing an SAO? Not sure about how to assess your SAOs?

1. [Hartnell's SAO Guide](#) is a nice resource! Thank you Hartnell!
2. Contact Michelle Barton at [mbarton@palomar.edu](mailto:mbarton@palomar.edu). We have a resource support team to help.
3. The SAO template at the end of this document is a useful template for defining an SAO and assessment plan. It is modeled off what we enter in TracDat.

Are all of your unit's SAOs and assessment plans entered in TracDat?

YES

If NO, describe why and identify a data by which they will be entered.

If you have completed any SAO assessments over the past year, summarize what you learned from the assessment and what improvements you have implemented or plan to implement as a result of your SAO assessments. If you have not completed SAO assessment's document why (e.g., SAO was assess last year).

1)SAO #1 (Radio Operations Training): Training is assessed by performance tests administered by the Station Manager. New students are trained through an onboarding process and are tested before they can begin their first on-air shift. Through this SAO we have found that incoming radio broadcasting students are underequipped and require additional training. Because of this, we have implemented additional training in the onboarding process to ensure incoming students have the competencies they need to succeed.

2)SAO #2 (Radio Station Operation):Compliance with FCC guidelines and best practices for broadcast radio stations are areas that are assessed in an ongoing way. The Manager and Radio Station Manager meet weekly and discuss any areas that need attention and decide on actions.

3)

4)

## SECTION 2: Other Assessment Data

Review the Quantitative and Qualitative Data from your comprehensive review. If there are updates please describe them below.

## SECTION 3: Achievements and Other Relevant Information

Describe your program's achievements or this past year. Where possible, describe how these achievements are related to our students and their success!

KKSM was named finalist in 15 categories and won in one category at the annual Intercollegiate Broadcasting System's Golden Mic Awards, a prestigious national college radio competition. The categories that students won in demonstrated their competence and mastery of complex tasks including public relations, audio engineering, audio production, and on-air interviewing skills. All of these categories were the result of their hard work and training.

In addition to these awards, KKSM's flagship show "Not So Serious Radio" was named a finalist for Best Radio Show in San Diego County by readers of *San Diego CityBeat* making it the only college radio show in this category. This show is a team effort that involves students booking bands, conducting on-air interviews, updating social media (including a live video stream), and doing audio engineering under the guidance of the station manager.

**Describe provide an update on recent changes in legislation, policies, procedures, processes, and/or technology (software and hardware) that have impacted or will impact your program/unit? What effect will these changes have on your program/unit?**

Recent significant changes in Federal Communication Commission regulations regarding radio station operation have changed some things in the ongoing approach to the operation of KKSM. For instance, the "Public File," the documents required to be maintained by the station to show compliance and community service, was moved from a locally maintained paper file to a fully online digital repository. In some ways, this new way of maintaining this information is easier, it also creates a demand for more self-inspection to ensure that the files are always completely current and accurate. Other updated regulations regarding station administration and staffing have also cause some realignment of the operation of KKSM.

**In addition to (or in response to) the changes listed above, what board policies, procedures, and processes need to be updated, created, or deleted?**

## ANNUAL UPDATE

### PART 3: Progress on Goals

Review the goals listed on your comprehensive review and summarize progress you have made on the strategies for implementation. If the unit has experience barriers for impel in implementing the goals, describe those challenge

#### Goal #1

<b>Goal from Comprehensive Review</b>	Increase multimedia presence via social media and the web.		
<b>Goal Status (insert an "X" in box most closely aligned with the status of this goal).</b>	<b>Not Started</b>	<b>In Progress X</b>	<b>Completed</b>
<b>Describe Progress</b>	KKSM is continuously finding ways to increase our presence on social media and the web. Overall, great progress has been made, but this is an ongoing goal.		
<b>Describe Barriers to implementation</b>	Occasionally, technical difficulties are a barrier. For example, live Facebook broadcasts can be hampered by internet connectivity and equipment malfunctions.		
<b>Describe Outcomes (if any)</b>			

#### Goal #2

<b>Goal from Comprehensive Review</b>	Work with the Media Studies Department to increase enrollment for the DBA130 Radio Production classes.		
<b>Goal Status (insert an "X" in box most closely aligned with the status of this goal).</b>	<b>Not Started</b>	<b>In Progress X</b>	<b>Completed</b>
<b>Describe Progress</b>	KKSM staff has been working with the Media Studies Department to boost enrollment in DBA130. KKSM has participated in two open houses with the Media Studies Department and also conducts outreach at various events that the station is a part of. We have yet to see an increase in enrollment and our efforts are still ongoing.		
<b>Describe Barriers to implementation</b>	Low enrollment in the DBA130 class has led to cancellation for two semesters in a row which will impact staffing and enrollment at KKSM.		
<b>Describe Outcomes (if any)</b>			

#### Goal #3

<b>Goal from Comprehensive Review</b>	Establishing protocols and processes for bringing live bands to KKSM.		
<b>Goal Status (insert an "X" in box most closely aligned with the status of this goal).</b>	<b>Not Started</b>	<b>In Progress</b>	<b>Completed X</b>
<b>Describe Progress</b>	KKSM has established protocols for bringing in live bands including identifying necessary staffing and training. Documentation was created to assist in training new staff to help with live bands		
<b>Describe Barriers to implementation</b>	N/A		
<b>Describe Outcomes (if any)</b>	All shows have been broadcasted without any problems and students receive hands-on experience working with a live radio		

## ANNUAL PROGRAM REVIEW AND PLANNING: Non-Instructional Programs

	production that has a social media video component.		
<b>Goal #4</b>			
<b>Goal from Comprehensive Review</b>	Increase donations to KKSM's Foundation Account.		
<b>Goal Status (insert an "X" in box most closely aligned with the status of this goal).</b>	<b>Not Started</b>	<b>In Progress X</b>	<b>Completed</b>
<b>Describe Progress</b>	Significant progress has been made toward this goal. Donations were up during two targeted on-air campaigns during the year. This will remain an ongoing goal, though, as it's always an area that needs attention.		
<b>Describe Barriers to implementation</b>			
<b>Describe Outcomes (if any)</b>	The best outcome of success with this goal is the funding that's made available for increasing the experience at KKSM for Palomar students.		

**The Strategic Plan 2022 includes the College's Vision for Success (VfS) outcomes. Review the VfS goals and reflect on how your unit supports these outcomes. Identify one strategy your unit will implement to help the college meet these outcomes. Click here access [Strategic Plan 2022](#).**

The College's VfS goals and outcomes deal with very specific areas that impact student success. As a department, KKSM works closely with various campus entities to produce audio promotional material that enhances the College's efforts towards these goals and outcomes. Our strategy has always been, and will continue to be, to work closely with whoever we're collaborating with ensure that KKSM production accomplishes the goals of increasing awareness, educating about specific programs, etc.

**Describe any changes to your goals or three year plan as a result of this annual update.**



**ANNUAL UPDATE  
PART 4: RESOURCES**

Reflect upon the three year plan you created as part of your comprehensive review, your annual update, your current operations, and any upcoming factors (retirements, changes in legislation, and changes in policies or procedures). How will you allocate resources to implement your plan? Describe additional resources needed to improve the effectiveness of your unit/program. All resource requests must be aligned with the College's Strategic Plan. Click here to access the [Strategic Plan 2022](#).

**SECTION 1: Reallocation or Reassignment of Resources**

Summarize any reallocation/re-organization of resources you are making based upon your three-year plan or your annual update, your current operations, and any upcoming factors in legislation. Describe the impact of the reallocation of resources to your unit.

N/A

**SECTION 2: Need for Additional Resources****STAFFING**

If you are requesting STAFF, please fully complete this section. If not, you can skip to the next resource section.

Title	Three Year Plan Goal	<a href="#">Strategic Plan 2022 Goal/Obj.</a>	New / Vacant / Modified / Temporary	Describe Need:
1)				
2)				
3)				

**TECHNOLOGY**

If you are requesting TECHNOLOGY, please fully complete this section. If not, skip to the next resource section.

Resource	Unit's Three Year Plan Goal	<a href="#">Strategic Plan 2022 Goal/ Obj.</a>	Cost (\$\$\$)	Describe need and identify if the technology need will require: 1) extra wireless access, 2) integration with existing technology (hardware and software such as PeopleSoft), and/or 3) operational maintenance and support.	For each item, assign a PRIORITY number (1 = most important, 2= next important, and so on) across <u>ALL</u> of your Technology, Equipment, or Other Resource Requests.
1)					
2)					
3)					

**EQUIPMENT (Other than technology)**

If you are requesting EQUIPMENT, please fully complete this section. If not, skip to the next section.

Resource	Three Year Plan Goal	<a href="#">Strategic Plan 2022 Goal/ Obj.</a>	Cost (\$\$\$)	Describe need:	For each item, assign a PRIORITY number (1 = most important, 2= next important, and so on) across <u>ALL</u> of your Technology, Equipment, or Other Resource Requests
1)					
2)					
3)					

**OTHER RESOURCES**

If you are requesting OTHER RESOURCES not described above, please fully complete this section. If not, CHEERS!!! You are DONE!!!

Resource	Three Year Plan Goal	<a href="#">Strategic Plan 2022 Goal/ Obj.</a>	Cost (\$\$\$)	Describe need:	For each item, assign a PRIORITY number (1 = most important, 2= next important, and so on) across <u>ALL</u> of your Technology, Equipment, or Other Resource Requests
1)					

ANNUAL PROGRAM REVIEW AND PLANNING: Non-Instructional Programs

2)					
3)					

## ANNUAL UPDATE

### PART 5: FEEDBACK AND FOLLOW-UP

Once your Program/Unit PRP is completed, your division or planning council should review and discuss based on your Vice President's planning process. This area is intended for summary feedback and recommendations from the divisional review.

#### Confirmation of Review by Division / Planning Council

Person/Group/Council Who Reviewed PRP

Date

#### Feedback

1. Progress on Goals.

2. Areas of Concern, if any:

3. Assistance/Guidance for addressing barriers for goal completion.

SERVICE AREA OUTCOMES TEMPLATE

Date Identified or Last Reviewed	Description of SAO (What is your SAO?)	Assessment Method (How will/do you measure or assess it?)	Criterion (How will/do you know if you met the outcome?)	Date of Assessment	Date of Next Assessment
1)					
2)					
3)					
4)					