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2020-2021 ANNUAL REVIEW

OVERVIEW OF PROGRAM REVIEW AND PLANNING FOR NON-INSTRUCTIONAL PROGRAMS

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. With that in mind, please answer the following questions.

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.

BASIC UNIT INFORMATION

Program/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(es) for your program(s)/unit(s)

Webpage URL 1

Unit webpage
https://www2.palomar.edu/pages/kksm/

Please list all participants and their respective titles in this Program Review

Participant	Title
James Odom	Manager, Educational Television and KKSM Radio Operations
Zeb Navarro	Manager, Radio Station

STAFFING AND SERVICE UPDATES

Staffing

Use the link provided to help answer the staffing questions below.

Link: Permanent Employees Staff Count

This form requires a login and password to access. Please use your Palomar email and password to log in.

Full-Time Staff

Part-Time Staff

Total Number of Full-time Staff
2.00

Total Number of Permanent Part-time Staff
0.00

Number of Classified Staff
0.00

FTE of Part-time Staff (2x19 hr/wk=.95)
0.00

Number of CAST Staff
1.00

FTEF of Part-time Faculty
0.00

Number of Administrators
1.00

Number of Full-time Faculty
0.00

Describe additional temporary hourly or contract staff who support this unit and/or department. (Include FWS/District Student Worker/Veteran Student Worker)
One contract engineer supports the operation of KKSM Radio and students fill on-air shift roles as part of their requirements in various Digital Broadcast Arts courses when courses are offered and in session.

Have you experienced any changes in staff this past year? If so, please describe how the changes have impacted your operations.
Due to reduced campus operations during the COVID virus response, there have been no student on-air shifts since March 2020. The station's on-air schedule has been fully automated since that time.

Program/Unit Description

Have the services your unit performs change in any way over the past year?
Even with the reduced campus operations due to the COVID response, the radio station has continuously remained on the air. The only change is that live shows produced by students are not being offered at this time.

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PROGRAM/UNIT ASSESSMENT

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 Nuventive Improve (previously named 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 Nuventive Improve by:

1) Login to Nuventive Improve (previously TracDat) https://www2.palomar.edu/pages/sloresources/2015/08 /10/tracdat/. Your Palomar username and password is your login.

2) Check your SAOs for **currency** and **sunset** any SAOs if you no longer plan to assess them.

3) Revise or edit your current SAOs by revising their wording and/or updating the assessment and assessment results.

NEED HELP?

Nuventive Improve:

1) If you need help with anything Nuventive Improve related such as login, unit identification, entering SAO info, contact Marti Snyder at msnyder2@palomar.edu.

2) Check out this video on how to enter SAOs in Nuventive Improve: 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. We have a resource support team to help.

A template for entering SAOs can be found on the IR&Ps Non-instructional Program Review and Planning website

Are all of your unit's SAOs and assessment plans UPDATED and ENTERED in Nuventive Improve?
Yes

SAOs Summaries / Reflection

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 assessments, document why (e.g., SAO was assessed last year).

SAOs

SAO 1

SAO Title
KKSM staff will assist the Digital Broadcast Arts (DBA) program in training students to produce a professional radio broadcasting program. This process includes training on proper voice work, sound mixing on a audio board, following a radio format, recording, FCC guidelines, and digital audio editing.

Assessment Status
Assessed

SAO Summary and Reflection
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.

SAO 2

SAO Title
KKSM staff will operate Palomar College's AM radio station to meet the needs of students in the Digital Broadcast Arts (DBA) program, follow campus guidelines, FCC regulations, and align itself with campus strategic vision.

Assessment Status
Assessed

SAO Summary and Reflection
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.

OTHER ASSESSMENT DATA

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

ACHIEVEMENTS AND OTHER RELEVANT INFORMATION

Describe your program's achievements this past year. Where possible, describe how these achievements are related to our students and their success!
KKSM was named finalist in 12 categories and won in five categories at the annual Intercollegiate Broadcasting System's Golden Mic Awards, a prestigious national college radio competition. For the fourth time in six years, KKSM was named Best Station of the Year. Other 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.

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?
There have been no FCC or other regulatory changes this year that impacted 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?

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PROGRESS ON GOALS

Review the goals listed on your comprehensive review and sumarize progress you have made on the strategies for implementation. If your unit has experienced challenges implementing the goals, describe those challenges.

Click on "+Add Goal" below for each additional goal.

Goals

Goal 1

Goal
Increase multimedia presence via social media and the web.

Choice
In progress

Describe Progress
KKSM continuously finds ways to increase our presence on social media and the web. This is an ongoing goal and progress continues to be made. The station's online presence is strong and we have a sizable following on both Instagram and Facebook.

Describe Challenges
The primary challenge since March 2020 has been the lack of student staff to assist in the station's online outreach.

Describe Outcomes (if any)
KKSM's social media presence increases awareness of student programming and has increased the success of live performances.

Goal 2

Goal
Work with the Media Studies Department to increase enrollment for the DBA130 Radio Production classes

Choice
In progress

Describe Progress
KKSM staff works with the Media Studies Department to boost enrollment in DBA130 and conducts outreach at various events that the station is a part of. Station staff also use social media to encourage enrollment.

Describe Challenges
The DBA130 class hasn't been offered this year due to traditionally low enrollment.

Describe Outcomes (if any)
Low enrollment in the DBA130 class and course cancellations negatively impact staffing at KKSM.

Goal 3

Goal
Establish protocols and processes for bringing live bands to KKSM.

Choice
Completed

Describe Progress
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.

Describe Challenges

Describe Outcomes (if any)
All shows have been broadcast without any problems and students receive hands-on experience working with a live radio production that has a social media video component.

Goal 4

Goal   **Choice**
Increase donations to KKSM's Foundation Account.   In progress

Describe Progress
Significant progress continues toward this goal.This will remain an ongoing goal, though, as it's an area that needs further attention.

Describe Challenges
The impact of the COVID situation has had a strong negative influence on this goal. Since March 2020, KKSM has been operating without any student-produced programming. The student-produced shows are the primary target of increased fund raising, so this goal is essentially on hold until normal operations can resume. Local businesses that would normally donate have also been impacted by the COVID virus, so funds are not as readily available.

Describe Outcomes (if any)
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.
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.

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RESOURCES

Congratulations! You are nearing completion. In this section, you will consider the resources you need to implement your three-year program review plan and/or address any findings from your assessment of your discipline.

The section is organized into the following four parts:

PART 1: Staffing Needs (Faculty and Additional Staff)

PART 2: Budget Review

PART 3: Technology and Facilities Needs

PART 4: One Time Request for Other Needs (NonTechnology Equipment, Supplies, Operating Expenses, Travel)

Reflect upon the three year plan you created above, your current operations, and any upcoming factors (retirements, changes in legislation, and changes in policies or procedures) that will impact your unit. 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 2022.

Summarize any reallocation/re-organization of resources you are making based upon your three-year plan, your current operations, and any other factors (e.g., legislation). Describe the impact of the reallocation of resources to your unit.

PART 1: STAFFING NEEDS

Are you requesting new Classified, CAST, or AA positions?
No

If you are requesting STAFF, please fully complete this section. If not, you can skip to the next resource section. Click "+Add Staff, CAST, AA request" below for each additional request.

When considering the funds required for a position, consult the HR website for position salary schedule and the Benefits Worksheet for additional costs related to benefits for the position.

PART 2: BUDGET REVIEW

Review your Budget/Expenditure reports for 2018, 2019, 2020. Consider your three-year PRP plan.

Click on the link below to access directions to the *Available Budget Report* to complete this section.

How to Request the Available Budget Report

Reflecting on your three-year PRP plan, are there any budget considerations you would like your dean/supervisor to be aware of for the upcoming year?
Yes

What budget considerations would you like your dean/supervisor to be aware of or to consider? Please be as specific as possible. For example, if you need an increase in the 40000 account and a decrease in the 23000 account, describe what increase your department needs, how much, and a description of why the department needs the adjustment.
In past years, KKSM's General Fund budget allocation has been just enough to cover the hard operating costs of the station (lease/utilities for transmitter facility, engineering support). An increase of $2,000 in the FY 2021 budget was suggested to build in some reserve for equipment repair and replacement. An increase of $1,500 was suggested to pay the annual automation software support fees. These increases were approved and included in the budget.

Music licensing fees and the station's streaming service subscription are paid from lottery funds. As long as these lottery funds remain available, this practice will continue, but there should be an awareness that should lottery funds ever be cut, this additional funding will need to be made available in the General Fund allocation in order to keep KKSM on the air.

There has never been sufficient funding in the ongoing budget allocations to cover any large repairs. There is an urgent need to have some repairs done on the transmission towers that are located in Oceanside. A proposed three-year budget for these repairs has been submitted to the AMBA Dean and he's working to get funds approved. The total needed for FY 2021 is $5,780. An additional $23,800 has been requested for FY 2022.

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NOTE: PARTS 3 and 4 – TECHNOLOGY, FACILITIES AND OTHER NEEDS

This year the College is implementing two new processes related to resource needs coming from the PRP process.

1. One-Time Fund Requests. The college is implementing a process for prioritizing and allocating funds for one-time needs/requests tied to Program Review and Planning. Prioritization will take place through participatory governance in planning councils and the Budget Committee. Then, a recommendation will be made to Exec for funding of request utilizing various funding sources.

   For more information about funding sources available, see IELM BLOCK GRANT, LOTTERY, PERKINS AND STRONG WORKFORCE GUIDELINES (on the left menu of the web page).

   Consider submitting one-time requests only if you have verified that you cannot fund the request using your general discretionary funds or other funds.

2. Technology and Facilities Review. From now on, ALL requests for technology will go through an institutional process. If you request technology here, you will see a description of the process below.

PART 3: TECHNOLOGY

Will you be requesting any technology (hardware/software) this upcoming year?
No

Note about technology requests:

All technology requests will now go through a review process before prioritization.

- *Your director will send you a Technology Request Checklist (aka Technology Proposal Analysis Checklist).*
  - *You must complete this checklist and return it to your director no later than 10/30/2020.*
  - *Once the director approves the form and the request, the director will send the document to the Technology Review Committee to determine IS resources needed, any integration issues, and/or potential overlap with existing technology.*
  - *The results of the review will be sent to the director with feedback.*
  - *The director will determine whether or not the request moves forward for prioritization and/or implementation.*
    - *Requests for one-time funding will move forward for prioritization.*
    - *Requests that use funding from your department budget may move forward for purchase.*

PART 3: FACILITIES NEEDS

Do you have resource needs that require physical space or modification to physical space?
No

PART 4: ONE TIME NEEDS

For more information about funding sources available, see IELM BLOCK GRANT, LOTTERY, PERKINS AND STRONG WORKFORCE GUIDELINES (on the left menu of the web page under "Instructional Funding Sources").

Do you have one-time requests for other items (e.g., Non-Technology Equipment, Supplies, Operating Expenses, Travel) that your budget or other funding sources will NOT cover?
No

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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 Reviewed**

FEEDBACK

Strengths and successes of the program/unit as evidenced by the data, analysis, and assessments:

Areas of Concern, if any:

Recommendations for improvement:

Enter your email address to receive a copy of the PRP to keep for your records.
jodom@palomar.edu

I confirm that the Program Review is complete and ready to be submitted.
Yes

Vice President Review

Strengths and successes of of the discipline as evidenced by the data and analysis:
flexibility to remain on-air despite COVID;

Areas of concern, if any:
ongoing budget required especially for large repairs
outcomes to be more defined
how do we continue to serve our student needs as radio technology continues to evolve? are we keeping up?

Recommendations for improvement:
1. provide measurable outcomes for evaluating success of SAOs and goals as well.

VP Name: **Signature Date:**
Shayla Sivert   12/30/2020