

# 1. Assessment Plan - Four Column



## PIE - Arts - CEA: Radio Unit

### Narrative Reporting Year

**2018-19**

**Contact Person:** Jason Shiff

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**External Conditions, Trends, or Impacts:** Technological changes in broadcasting and radio in particular are enormous and impacting the medium daily. Everyday radio listeners are introduced to new ways to "listen". Podcasting is taking off and introducing radio broadcasting to the everyday, average individual. Music services such as Spotify and Apple Music are attracting new listeners daily. "At home" audio editing software such as Garage Band and Audacity are also introducing the world of radio to new perspective broadcasters. It's imperative these changes are highlighted and focused on to help attract new interested students and make sure existing students have the changing skills to compete in a competitive radio market.

**Internal Conditions, Trends, or Impacts :** Despite the relocation of the KSAK transmitter in the Spring of 2018, the campus radio station still continues to not be heard on campus. This means students on campus are unable to listen to the station in a terrestrial-fashion. Instead they are listening to the terrestrial station via streaming and iPhone/android apps. Again, no progress has been made on resolving this issue.

Campus radio stations automation software "Enco Dad" has continued to be faulty and cause several issues for on air students. Enco tech support is aware of the issues and challenges but has been unable to offer a fix after several years of reporting. The school has approved the purchase of radio industry leader RCS and its automation software "Zetta". The software will be installed over the Summer over a 3 day period by technicians from RCS. Voluntary training sessions will be scheduled to begin training returning Radio Broadcasting students.

**Critical Decisions Made by Unit:** Lead Professor Tammy Trujillo retired from Mt. Sac and is no longer a part of the radio program as of the first week of the Spring semester. Due to the timing of her departure, the radio department was in a time of transition. Adjunct Professor and Radio Lab Tech, Jason Shiff has served as the interim Program Lead. A temporary, one year full time Radio Professor for the 2019-20 school year is presently open for applications.

**Notable Achievements for Theme A: To Advance Academic Excellence and Student Achievement:**

1. Iconic Radio Programmer Dave Beasing guest lectured during the Spring Radio Programming and Producer Techniques class.
2. Darlene Rodrigo, current 103.5 KOST Morning Show Producer and Mt. Sac Radio alumnus guest lectured during the Spring Radio Programming and Producer Technique class.
3. Adjunct Professor Phil Hulett began working as a News Anchor for NBC Radio News.
4. Adjunct Professor Jeane Blunt has left the program and is now IT Communications and UC FCC Licensing Coordinator at University of California Office of the President.
5. Students were hired for positions at KPWR, KDAY, KLAA, KNX, KKGQ

**Notable Achievements for Theme B: To Support Student Access and Success:** 1. Four radio students were presenters at the 2019 Golden Mike Awards.

**Notable Achievements for Theme C: Secure Human, Technological, & Financial Resources:**

**Notable Achievements for Theme D: To Foster an Atmosphere of Cooperation and Collaboration:** 1. The campus radio stations provided entertainment and hosted a variety of events with various other clubs and entities on campus including the Disability Athletics Fair, Counselor Day, Emergency Preparation Fair, Health Fair, Join a Club, New Student Orientation, Student Service Fair, Game Fest and Mountie Fresh Day.

2. Film and Television Professor Stillman Kelly and Interim Radio Lead Professor Jason Shiff began a new joint venture in live video streaming the campus radio stations.

**Contributors to the Report:** Jason Shiff

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>	
<p><b>New Facility (Radio stations and production studios)</b> - To maintain the equipment in the campus radio stations, Radio Broadcasting classroom and Production Studios functioning correctly. To keep KSAK broadcasting per FCC standards.</p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2017-18, 2018-19</p> <p><b>Date Goal Entered (Optional):</b> 04/08/2018</p>	<p><b>In Progress</b> - Signage for the radio station.</p> <p><b>Describe Plans &amp; Activities Supported (Justification of Need):</b> A sign on the outside of Bldg 13 facing the parking lot. A sign similar to what we are suggesting is currently displayed at the Mountie Cafe, but with the radio station logo on it.</p> <p><b>Lead:</b> Jason Shiff</p> <p><b>What would success look like and how would you measure it?:</b> The sign will be created and installed. Drive enrollment .</p> <p><b>Type of Request:</b> NON INSTRUCTIONAL EQUIPMENT: Tangible property with useful life of more than one year, other than land or buildings improvements, equal and over \$500 per individual item. Used for administrative or non-instructional purposes.</p> <p><b>Planning Unit Priority:</b> Medium</p> <p><b>One-Time Funding Requested (if applicable):</b> 3000</p>	<p><b>Reporting Year:</b> 2018-19</p> <p><b>% Completed:</b> 0</p> <p>No Progress (05/13/2019)</p>	
		<p><b>Reporting Year:</b> 2017-18</p> <p><b>% Completed:</b> 0</p> <p>No progress has been made on getting this signage funded, created and installed. The Radio Advisory Committee continues to recommend this as a method of recruitment for the program. (03/28/2018)</p>	
		<p><b>Reporting Year:</b> 2016-17</p> <p><b>% Completed:</b> 0</p> <p>No progress has been made on this matter. (07/31/2017)</p>	<p>: No work has been done on this. Results will be included when complete (08/01/2017)</p>
	<p><b>Request - Full Funding Requested -</b> On-call or broadcast engineer on retainer - suggested Matt Anderson who was contracted on a one-time basis in early 2018 to resolve</p>	<p><b>Reporting Year:</b> 2018-19</p> <p><b>% Completed:</b> 0</p> <p>No progress. This is even more important now with the retirement of station engineer Thom Babich. (05/13/2019)</p>	

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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numerous issues the campus radio stations, in the Radio Broadcasting classroom and the Radio Production Studios.

**Describe Plans & Activities Supported (Justification of Need):**

Perform an annual tune-up of the equipment, respond to any equipment problems, install new equipment as needed.

**Lead:** Jason Shiff

**What would success look like and how would you measure it?:** Radio station and studio equipment would continue to perform at optimum level, both for the benefit of the students and to comply with FCC licensing. New equipment would be properly installed and repairs would be made quickly and efficiently. There would be no or limited downtime at the station or in the studios for students to deal with. The campus radio stations would operate per FCC standards.

**Type of Request:** STAFFING: Requests for permanent employee positions or temporary/hourly employees.

**Planning Unit Priority:** High

**On-Going Funding Requested (if applicable):** 5000

**Request - No Funding Requested - A** method by which the Burli Newsdesk can be restarted by faculty and classified staff members

**Reporting Year:** 2018-19  
**% Completed:** 0  
No Progress (05/13/2019)

**Describe Plans & Activities Supported (Justification of Need):**

Burli will not reboot by itself following campus power outages, leaving the radio stations without an

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updating news source. Restarting Burli can only be done by IT, but connecting with them requires students to make staff or faculty aware of the problem first and then it can take hours or even days to connect with either of them. During that time, the Associated Press wire service is not available in the station or studios. This is also an issue for any classes that use Burli. The problem needs to be resolved with the best case scenario being a way for Jason Shiff to do restarts when needed.

**Lead:** Jason Shiff  
**What would success look like and how would you measure it?:** Burli Newsdesk (and with it Associated Press) could be immediately re-started by faculty or classified staff as soon as the problem is discovered following a campus power outage.  
**Type of Request:** IT SUPPORT: Requests for projects related to the implementation, integration, application, delivery, and support of information and instructional technologies.  
**Planning Unit Priority:** High

<p><b>Preparation -</b> Create opportunities on and in connection with the campus radio stations for students to practice and perfect their skills in both on-air and behind-the-scenes areas.  <b>Status:</b> Active  <b>Goal Year(s):</b> 2017-18, 2018-19  <b>Date Goal Entered (Optional):</b> 05/08/2018</p>	<p><b>Report directly on Goal</b></p>	<p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 75  School has approved the purchase and installation of RCS Zetta (Radio Automation Software) and RCS G Selector (Radio scheduling Software). This will eliminate the ongoing issues with ENCO software which has plagued the stations since its opening in the new Radio Broadcasting Center. Installation is scheduled to take place over Summer 2019. (05/13/2019)</p>
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<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
	<p><b>Report directly on Goal</b></p>	<p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 75            Although an outside engineer has been brought in to fix issues with the radio station equipment and it's installation, the Enco system continues to malfunction. This is an issue that must be resolved by Enco. Jason Shiff is working on this with the help of contract engineer Matt Anderson. (03/28/2018)</p>
	<p><b>Request - Full Funding Requested -</b>            Hiring of a Lab Tech  <b>Describe Plans &amp; Activities Supported (Justification of Need):</b>            An additional classified Radio Station Lab Tech would provide additional support and added supervision for students working at the campus radio stations. This additional staff member would also allow the campus radio station to be open additional hours each week allowing added access for students.  <b>Lead:</b> Jason Shiff  <b>What would success look like and how would you measure it?:</b> An additional lab tech is hired providing more supervision for students and allowing the radio station to be open additional hours.  <b>Type of Request:</b> STAFFING: Requests for permanent employee positions or temporary/hourly employees.  <b>Planning Unit Priority:</b> High  <b>On-Going Funding Requested (if applicable):</b> 29000</p>	<p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 75            School has approved the hiring of one other 19 hour Radio Lab Tech. Two hiring committees were unsuccessful in hiring of this Lab Tech. Will continue search for such position. (05/13/2019)</p> <hr/> <p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 0            No additional lab tech has been hired for the campus radio station. (05/03/2018)</p>
<p><b>Radio Station, Classroom Studios and Production Studios -</b> Run the campus station as a fully functional and FCC-compliant terrestrial radio station that mirrors a professional,</p>	<p><b>In Progress -</b> Re-location of transmitter equipment  <b>Describe Plans &amp; Activities Supported (Justification of Need):</b>            Create a way for the radio station to</p>	<p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 0            No progress (05/13/2019)</p> <hr/> <p><b>Reporting Year:</b> 2017-18</p>

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>	
<p>commercial radio station. To maintain the equipment in the campus radio stations, Radio Broadcasting classroom and Production Studios functioning correctly. To keep KSAK broadcasting per FCC standards. (Active)</p> <p><b>Status:</b> Active  <b>Goal Year(s):</b> 2017-18, 2018-19  <b>Date Goal Entered (Optional):</b> 07/30/2017</p>	<p>be heard on campus. Currently it cannot be heard on campus.  <b>Lead:</b> Jason Shiff  <b>What would success look like and how would you measure it?:</b> The station will be able to be heard clearly on campus.  <b>Type of Request:</b> INSTRUCTIONAL SUPPORT PROGRAM FUNDING (INSTRUCTIONAL EQUIPMENT): Equipment, library material, or technology for classroom instruction, student instruction or demonstration, or in preparation of learning materials in an instructional program, equal or over \$500.  <b>Planning Unit Priority:</b> High  <b>On-Going Funding Requested (if applicable):</b> 10000  <b>Request - No Funding Requested - Update Campus Radio Station Websites (each semester)</b>  <b>Describe Plans &amp; Activities Supported (Justification of Need):</b> Update the Campus Radio Station websites each semester to reflect student broadcasters involved for that term and their on-air schedules.  <b>Lead:</b> Jason Shiff  <b>What would success look like and how would you measure it?:</b> The websites will have pictures and bios of students involved for each particular semester and an updated schedule of shows for each radio station.  <b>Type of Request:</b> OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/</p>	<p><b>% Completed:</b> 0  There has been no progress on this issue. The radio station still cannot be heard effectively on the campus. (03/28/2018)</p> <hr/> <p><b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0  no progress has been made on this at this point (07/31/2017)</p>	<p>: There are no results to report. This issue is ongoing. Data will be entered when available. (08/01/2017)</p>
		<p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 100  The radio station websites have been fully updated and launched thanks to Studio 13 staff. (03/28/2018)</p>	

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maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.

**Planning Unit Priority:** High

**Request - Full Funding Requested -**

Design and creation of a sign for the campus radio station.

**Describe Plans & Activities**

**Supported (Justification of Need):** A sign to be placed on the outside of Bldg. 13 facing the parking lot with the campus radio station logo on it. Suggesting it be similar to the one currently displayed on the Mountie Cafe.

**Lead:** Tammy Trujillo

**What would success look like and how would you measure it?:** The sign would be created and installed.

**Planning Unit Priority:** High

**One-Time Funding Requested (if applicable):** 3000

**Request - Full Funding Requested -**

Outside Broadcast Engineer: On-call or on retainer

**Describe Plans & Activities**

**Supported (Justification of Need):** Suggesting Matt Anderson, who was contracted on a one-time bases in early 2018 to resolve numerous issues with the campus radio stations as well in the Radio Broadcasting classroom and the production studios. This person would be available for trouble-shooting equipment problems and also for new equipment installation. Also recommended a bi-annual or annual tune-up of the station

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equipment to maintain it in proper working condition.

**Lead:** Tammy Trujillo, Mark Lowentrout

**What would success look like and how would you measure it?:** Radio station and studio equipment would continue to perform at optimum levels, both for the benefit of the students and to comply with FCC licensing. New equipment would be properly and promptly installed and repairs would be made quickly and efficiently. There would be no or limited downtime at the station or in the studios for students to deal with. The campus radio stations would continue to operate per FCC standards.

**Planning Unit Priority:** High  
**Request - Full Funding Requested -**  
A method by which the Burli Newsdesk can be restarted by faculty and classified staff members.

**Describe Plans & Activities Supported (Justification of Need):**  
Burli will not automatically reboot following campus power outages which leaves the radio stations without an updating news source. Restarting Burli can only be done - at this time - by Eric Carpenter or Robert Jackson. This requires a student to tell Tammy Trujillo or Jason Shiff and then they must put in a help ticket with IT. Getting the problem resolved can take hours or even days if Eric or Robert is not available. During this time, Burli (and the Associated Press) is not



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available in the station or studios. This is also an issue for any classes that use Burli. The problem needs to be resolved with the best case scenario being some way that allows Tammy Trujillo and Jason Shiff to do the restart when needed.  
**Lead:** Tammy Trujillo  
**What would success look like and how would you measure it?:** Faculty or staff could immediately restart Burli Newsdesk as soon as the problem is discovered following a power outage.  
**Planning Unit Priority:** High

**Technology and Equipment** - Provide students with the latest technology and equipment being used in professional broadcasting facilities in order to prepare them to enter the work force  
**Status:** Active  
**Goal Year(s):** 2017-18, 2018-19  
**Date Goal Entered (Optional):** 07/31/2017

**Request - Full Funding Requested** - Fund faculty attendance at industry-related seminars and conventions  
**Lead:** Jason Shiff  
**What would success look like and how would you measure it?:** Faculty will be funded to attend various conferences  
**Type of Request:** PROFESSIONAL & ORGANIZATION DEVELOPMENT (POD): Requests that provide professional learning opportunities for Mt. SAC employees.  
**Planning Unit Priority:** High  
**On-Going Funding Requested (if applicable):** 1800

**Reporting Year:** 2017-18  
**% Completed:** 100  
 Prof. Tammy Trujillo attended the National Association of Broadcasters/Broadcast Education Association Convention in April 2018 (05/03/2018)

**Reporting Year:** 2016-17  
**% Completed:** 0  
 ongoing for upcoming conferences (07/31/2017)

: Faculty attended several conventions and spent time with industry experts learning several new softwares and hardwares. This information is now being integrated into a variety of classes and at the campus radio stations. Plans include to purchase one new system introduced at the convention. (08/01/2017)

**Campus Resource** - To make the campus radio station an integral part of campus life and an information resource through partnerships with the various clubs and sports teams on campus  
**Status:** Active

**Request - Full Funding Requested** - One tent/canopy and two table skirts branded with the campus radio station logos  
**Describe Plans & Activities Supported (Justification of Need):**  
 The tents and table skirts will be

**Reporting Year:** 2018-19  
**% Completed:** 0  
 no progress (05/13/2019)

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<p><b>Goal Year(s):</b> 2017-18, 2018-19  <b>Date Goal Entered (Optional):</b> 07/31/2017</p>	<p>used by the campus radio stations and the Radio Broadcasting Club at a variety of events on campus for different clubs, organizations and departments. This will give students in the broadcasting program more experience doing personal appearances but also help to market the radio program and campus radio stations to the student population.  <b>Lead:</b> Jason Shiff  <b>What would success look like and how would you measure it?:</b> The campus radio station would have an improved presence on campus at events.  <b>Type of Request:</b> MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.  <b>Planning Unit Priority:</b> High  <b>One-Time Funding Requested (if applicable):</b> 1180</p>	
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<p><b>Promotion</b> - Develop ways to better promote the Broadcasting program on and off campus as well as within the Industry.  <b>Status:</b> Active  <b>Goal Year(s):</b> 2017-18, 2018-19  <b>Date Goal Entered (Optional):</b> 07/31/2017</p>	<p><b>Request - Full Funding Requested -</b> Funding for Program Marketing Brochures  <b>Describe Plans &amp; Activities Supported (Justification of Need):</b> Graphic Design and production of brochures detailing the Radio Broadcasting classes, degrees and certificates to be used on and off campus as promotion.  <b>Lead:</b> Jason Shiff  <b>What would success look like and how would you measure it?:</b> We will have the brochure completed .  <b>Type of Request:</b> MARKETING:</p>	<p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 0            Perkins Funding Request denied for 2019-20 (05/13/2019)</p> <hr/> <p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 0            nothing has been done on this. (05/03/2018)</p> <hr/> <p><b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0            Work has not started on this (07/31/2017)</p>
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: Work on this project has not started yet. Results will be entered when available. (08/01/2017)

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Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.  
**Planning Unit Priority:** Medium  
**On-Going Funding Requested (if applicable):** 2000

<p><b>Underwriting</b> - Create and implement an underwriting program for the campus radio stations that will generate revenue to be used by the stations and for the Radio Broadcasting program as well as provide students with the hands-on experience of advertising sales.  <b>Status:</b> Active  <b>Goal Year(s):</b> 2017-18, 2018-19  <b>Date Goal Entered (Optional):</b> 07/31/2017</p>	<p><b>Request - No Funding Requested</b> - Create and operate an underwriting program for the campus radio stations.  <b>Describe Plans &amp; Activities Supported (Justification of Need):</b> Promotional materials and a contract for use with underwriters.  <b>Lead:</b> Jason Shiff  <b>What would success look like and how would you measure it?:</b> 50% of the station's available spots will be sold.  <b>Type of Request:</b> OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/ maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.  <b>Planning Unit Priority:</b> High  <b>Documentation Attached?:</b> No</p>	<p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 0            Program Not created yet (05/13/2019)</p> <hr/> <p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 0            The program has not been created yet. (05/03/2018)</p> <hr/> <p><b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0            This project has not started yet. Data will be entered when available. (08/01/2017)</p>
		<p>: This project has not started. Data will be entered when available (08/01/2017)</p>

<p><b>Full-time Faculty</b> - Additional Full-time Radio Broadcasting Professor  <b>Status:</b> Active  <b>Goal Year(s):</b> 2017-18, 2018-19, 2019-20  <b>Date Goal Entered (Optional):</b> 07/31/2017</p>	<p><b>Report directly on Goal</b></p>	<p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 0            No Progress (05/13/2019)</p> <hr/> <p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 0            No additional faculty has been hired. (05/03/2018)</p>
	<p><b>Request - Full Funding Requested</b> - Hire a second full-time Radio</p>	<p><b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0</p>
		<p>: This hire has not been made.</p>

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>	
	<p>Broadcasting Professor. Currently, the Radio Broadcasting program has one full-time instructor and four adjuncts. It is one of the very few programs on campus with just one full-time faculty member. In other departments, the workload that is generally split between several faculty members (ie VTEA, PIE, Curriculum Development, etc) but in this program is all being done by one person. With the continuing increase in reports and reviews being required by the college, this is becoming unmanageable. This also essentially limits the creativity of the program to that one person's vision. Highly supported by the Radio Broadcasting Advisory Committee.</p> <p><b>Describe Plans &amp; Activities Supported (Justification of Need):</b> Creation of the position and funding</p> <p><b>Lead:</b> Jason Shiff</p> <p><b>What would success look like and how would you measure it?:</b> The program will have a second full-time professor</p> <p><b>Type of Request:</b> STAFFING: Requests for permanent employee positions or temporary/hourly employees.</p> <p><b>Planning Unit Priority:</b> High</p> <p><b>On-Going Funding Requested (if applicable):</b> 120000</p>	<p>This hire has not been made. There is no data to report at this time (08/01/2017)</p>	<p>There are no results to report. (08/01/2017)</p>
<p><b>Institutional Memberships -</b> Memberships in a variety of industry-related organizations. These memberships not only add prestige to the program and validate it, it also allows students to enter a variety of</p>	<p><b>Request - Full Funding Requested -</b> Membership in the Broadcast Education Association (BEA). This is an organization that the Radio Broadcasting program and it's stations have belonged to for more</p>	<p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 100  Membership has been continued. (05/03/2018)</p> <hr/> <p><b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0  This is a continuing membership. (08/01/2017)</p>	<p>: This is an ongoing opportunity for students to expand their industry knowledge.</p>

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>	
<p>competitions each year.  <b>Status:</b> Active  <b>Goal Year(s):</b> 2017-18, 2018-19</p>	<p>than ten years.  <b>Describe Plans &amp; Activities Supported (Justification of Need):</b>  Yearly membership is \$140  <b>Lead:</b> Jason Shiff  <b>What would success look like and how would you measure it?:</b> Our membership will be continued  <b>Type of Request:</b> PROFESSIONAL &amp; ORGANIZATION DEVELOPMENT (POD): Requests that provide professional learning opportunities for Mt. SAC employees.  <b>Planning Unit Priority:</b> High  <b>On-Going Funding Requested (if applicable):</b> 140</p>	<p>(08/01/2017)</p> <hr/> <p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 100  continued (05/13/2019)</p> <hr/> <p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 100  Membership has been continued. (05/03/2018)</p> <hr/> <p><b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0  This is an ongoing opportunity for students to expand their industry knowledge (08/01/2017)</p>	<p>: This is an ongoing opportunity for students to expand their industry knowledge (08/01/2017)</p>
<p><b>In Progress -</b> Membership in College Broadcasters Inc. (CBI) This is an organization the Radio Broadcasting program and stations have been a member of for over ten years.  <b>Describe Plans &amp; Activities Supported (Justification of Need):</b>  Yearly membership is \$125 and is paid out of the President's office.  <b>Lead:</b> Tammy Trujillo  <b>What would success look like and how would you measure it?:</b> Our membership will be continued.  <b>Planning Unit Priority:</b> High  <b>On-Going Funding Requested (if applicable):</b> 125</p>	<p><b>Request - Full Funding Requested -</b> Membership in the Intercollegiate Broadcasting System (IBS) for the campus radio stations. The stations have been member stations of IBS for over ten years.  <b>Describe Plans &amp; Activities Supported (Justification of Need):</b></p>	<hr/> <p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 100  Membership has been continued. (05/03/2018)</p> <hr/> <p><b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0  This is an ongoing opportunity for students to expand their industry knowledge (08/01/2017)</p>	<p>: This is an ongoing opportunity for students to expand their industry knowledge. Students and faculty have gained much from</p>

Unit Goals	Resources Needed	Where We Make an Impact: Closing the Loop on Goals and Plans	
	<p>Yearly membership for the two stations is \$250 (total)  <b>Lead:</b> Jason Shiff  <b>What would success look like and how would you measure it?:</b> Our memberships will be continued  <b>Type of Request:</b> PROFESSIONAL &amp; ORGANIZATION DEVELOPMENT (POD): Requests that provide professional learning opportunities for Mt. SAC employees.  <b>Planning Unit Priority:</b> Medium  <b>On-Going Funding Requested (if applicable):</b> 250</p> <p><b>Request - Full Funding Requested -</b> Membership in the National Association of Broadcasters (NAB). The program has been a member of this organization for over 10 years.  <b>Describe Plans &amp; Activities Supported (Justification of Need):</b> Yearly membership is \$360  <b>Lead:</b> Jason Shiff  <b>What would success look like and how would you measure it?:</b> Our membership will be continued.  <b>Type of Request:</b> PROFESSIONAL &amp; ORGANIZATION DEVELOPMENT (POD): Requests that provide professional learning opportunities for Mt. SAC employees.  <b>Planning Unit Priority:</b> High  <b>On-Going Funding Requested (if applicable):</b> 360</p>	<p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 100  continued (05/13/2019)</p> <hr/> <p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 100  Membership has been continued. (05/03/2018)</p> <hr/> <p><b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0  This is an ongoing opportunity for students to expand their industry knowledge (08/01/2017)</p>	<p>this in past years and this activity will continue. (08/01/2017)</p> <hr/> <p>: This is an ongoing opportunity for students to expand their industry knowledge. Students and faculty have gained much from this in past years and this activity will continue. (08/01/2017)</p>
<p><b>Subscription Services</b> - Continuing subscriptions to various programs used in the radio station's news, sports and weather effort and classroom instruction in news, sports</p>	<p><b>Request - Full Funding Requested -</b> Subscription service for Associated Press (AP) NewsPower and Prime Cuts.  <b>Describe Plans &amp; Activities</b></p>	<p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 100  continued...over 90% competent in use (05/13/2019)</p> <hr/> <p><b>Reporting Year:</b> 2017-18</p>	

Unit Goals	Resources Needed	Where We Make an Impact: Closing the Loop on Goals and Plans	
<p>and weather.  <b>Status:</b> Active  <b>Goal Year(s):</b> 2017-18, 2018-19  <b>Date Goal Entered (Optional):</b> 08/01/2017</p>	<p><b>Supported (Justification of Need):</b>  AP is used at both the campus radio stations and in various RTV classes. It is the wire service used by radio and television stations around the world. Students gain a valuable and marketable skill by learning how to use AP. It has a yearly subscription fee.  <b>Lead:</b> Jason Shiff  <b>What would success look like and how would you measure it?:</b> 80% of students will be competent to use the AP services.  <b>Type of Request:</b> INSTRUCTIONAL SUPPORT PROGRAM FUNDING (INSTRUCTIONAL EQUIPMENT): Equipment, library material, or technology for classroom instruction, student instruction or demonstration, or in preparation of learning materials in an instructional program, equal or over \$500.  <b>Planning Unit Priority:</b> High  <b>On-Going Funding Requested (if applicable):</b> 9489.67</p>	<p><b>% Completed:</b> 100  Subscription has been continued. 95% of students are competent using AP services. (05/03/2018)  <hr/> <b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0  This is a continuing subscription that provides a professional-level skill for students in classes and at the station. (08/01/2017)  <hr/> <b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 100  continued...over 90% students competent in software use. (05/13/2019)</p>	<p>: Students have met the criteria for successfully being able to use AP products. The use of AP at the campus radio stations and in a variety of RTV courses will continue. (08/01/2017)</p>
	<p><b>Request - Full Funding Requested -</b> Burli Newsroom System  <b>Describe Plans &amp; Activities</b>  <b>Supported (Justification of Need):</b>  This is the software used to coordinate the Associated Press wire service and audio files. This is used at the radio stations and in various RTV classes. It is one of the news curation software platforms most used in the industry. Students learning Burli have a marketable skill as they enter the workforce.  <b>Lead:</b> Jason Shiff</p>	<p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 100  Subscription has been continued. 95% of students are competent using the Burli system (05/03/2018)  <hr/> <b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0  This is a continuing yearly service subscription (08/01/2017)</p>	<p>: Students have met the criteria for successfully being able to use the Burli System. The use of Burli System at the campus radio stations and in a variety of RTV</p>

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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**What would success look like and how would you measure it?:** 80% of students will be competent in using the Burli system.  
**Type of Request:** INSTRUCTIONAL SUPPORT PROGRAM FUNDING (INSTRUCTIONAL EQUIPMENT): Equipment, library material, or technology for classroom instruction, student instruction or demonstration, or in preparation of learning materials in an instructional program, equal or over \$500.  
**Planning Unit Priority:** High  
**On-Going Funding Requested (if applicable):** 360

courses will continue.  
(08/01/2017)

<p><b>Personnel -</b> Campus Radio Station Staffing  <b>Status:</b> Active  <b>Goal Year(s):</b> 2017-18, 2018-19  <b>Date Goal Entered (Optional):</b> 07/31/2017</p>	<p><b>Report directly on Goal</b></p>	<p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 75            Approval has been granted to hire an additional 19 hour per week/12 month Lab Tech.2 rounds of interviews have occurred with no qualified candidate hired. (05/13/2019)</p> <hr/> <p><b>Reporting Year:</b> 2017-18  <b>% Completed:</b> 25            The Radio Lab Tech position has been increased to a 12-month, 19 hour job. However, either an additional 19-hour a week position is still needed or the position needs to become a full-time 40-hour a week job. . (05/03/2018)</p>
	<p><b>Request - Full Funding Requested -</b> Student workers  <b>Describe Plans &amp; Activities Supported (Justification of Need):</b> Hire several student workers each semester to aid students working in the radio program's production studios and in the campus radio stations.  <b>Lead:</b> Jason Shiff  <b>Type of Request:</b> STAFFING: Requests</p>	<p><b>Reporting Year:</b> 2018-19  <b>% Completed:</b> 100            continuing (05/13/2019)</p>



<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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for permanent employee positions or temporary/hourly employees.

**Planning Unit Priority:** High  
**On-Going Funding Requested (if applicable):** 18000

**Professional Development - Fund** full-time and adjunct faculty attendance at a variety of industry-related seminars and conventions in order to get the latest information on teaching techniques, technology and equipment.

**Status:** Archive

**Goal Year(s):** 2017-18, 2018-19

**Date Goal Entered (Optional):** 08/01/2017

**Contest Entry fees -** Entry fees for a variety of student competitions

**Status:** Active

**Goal Year(s):** 2018-19

**Date Goal Entered (Optional):** 06/07/2018

**Request - Full Funding Requested -** Entry fees

**Describe Plans & Activities**

**Supported (Justification of Need):**

Funding for entry fees for a variety of student competitions. These may include Broadcast Education Association, Intercollegiate Broadcast Systems, Collegiate Broadcasters Inc, or others that have not currently been identified. These awards are a symbol of student success, help to promote the program and campus radio stations and are beneficial to students as they attempt to enter the workforce.

**Lead:** Jason Shiff

**What would success look like and how would you measure it?:** Fees for student entries would be covered.

**Type of Request:** PROFESSIONAL & ORGANIZATION DEVELOPMENT

*Unit Goals*

*Resources Needed*

*Where We Make an Impact: Closing the Loop on Goals and Plans*

(POD): Requests that provide professional learning opportunities for Mt. SAC employees.

**Planning Unit Priority:** High

**On-Going Funding Requested (if applicable):** 1000