

# 1. Assessment Plan - Three Column



## PIE - Arts - CEA: Radio Unit

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</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, 2019-20, 2020-21</p> <p><b>Date Goal Entered (Optional):</b> 04/08/2018</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 numerous issues the campus radio stations, in the Radio Broadcasting classroom and the Radio Production Studios.</p> <p><b>*Describe Plans &amp; Activities Supported (Justification of Need):</b> Perform an annual tune-up of the equipment, respond to any equipment problems, install new equipment as needed.</p> <p><b>*Lead:</b> Jason Shiff</p> <p><b>What would success look like and how would you measure it?:</b> 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.</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>

*Unit Goals*

*Resources Needed*

*1. Where We Make an Impact: Closing the Loop on Goals and Resources*

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

**Planning Unit Priority:** High

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

**Total Funding Requested:** 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 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:

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</i>
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Requests for projects related to the implementation, integration, application, delivery, and support of information and instructional technologies.  
**Planning Unit Priority:** High

**Preparation** - 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.  
**Status:** Active  
**Goal Year(s):** 2017-18, 2018-19, 2019-20, 2020-21  
**Date Goal Entered (Optional):** 05/08/2018

**Report directly on Goal**

**Reporting Year:** 2018-19  
**% Completed:** 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)

**Reporting Year:** 2017-18  
**% Completed:** 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)

**Request - Full Funding Requested -**  
 Hiring of full time Lab Tech  
**\*Describe Plans & Activities Supported (Justification of Need):**  
 With part time Lab Tech Jason Shiff assuming role of Full time Professor, a 2nd Lab tech position was funded and combined into one full time lab tech. The position though approved has yet to be hired. This position would provide support for students working at the campus radio stations. This staff member would also allow the campus radio station to be open additional hours each week allowing added access for

**Reporting Year:** 2018-19  
**% Completed:** 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)

**Reporting Year:** 2017-18  
**% Completed:** 0  
 No additional lab tech has been hired for the campus radio station. (05/03/2018)

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</i>
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students.  
**\*Lead:** Jason Shiff  
**What would success look like and how would you measure it?:** An additional lab tech is hired providing more supervision for students and allowing the radio station to be open additional hours.  
**Type of Request:** STAFFING: Requests for permanent employee positions or temporary/hourly employees.  
**Planning Unit Priority:** High  
**On-Going Funding Requested (if applicable):** 60000  
**Total Funding Requested:** 60000

<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, 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, 2019-20, 2020-21  <b>Date Goal Entered (Optional):</b> 07/30/2017</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 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> 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>On-Going Funding Requested (if applicable):</b> 10000  <b>Total Funding Requested:</b> 10000</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          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>

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<p><b>Technology and Equipment</b> - Provide students with the latest technology and equipment being used in professional broadcasting facilities in order to prepare them to enter the work force</p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2017-18, 2018-19, 2019-20, 2020-21</p> <p><b>Date Goal Entered (Optional):</b> 07/31/2017</p>	<p><b>Request - Full Funding Requested</b> - Fund faculty attendance at industry-related seminars and conventions</p> <p><b>*Lead:</b> Jason Shiff</p> <p><b>What would success look like and how would you measure it?:</b> Faculty will be funded to attend various conferences</p> <p><b>Type of Request:</b> PROFESSIONAL &amp; ORGANIZATION DEVELOPMENT (POD): Requests that provide professional learning opportunities for Mt. SAC employees.</p> <p><b>Planning Unit Priority:</b> High</p> <p><b>On-Going Funding Requested (if applicable):</b> 1800</p> <hr/> <p><b>Request - Full Funding Requested</b> - 30 HP Elite 800 G5 Desktop Mini PC with 30 HP Z23 Displays</p> <p><b>*Describe Plans &amp; Activities Supported (Justification of Need):</b> The computers in classroom 13-2430 are over 5 years old. The current systems are IMac's and dual boot which is no longer needed. IT expressed frustration when needing to update all systems to the new Adobe suite. Computers are slow and need updating to run current software demands.</p> <p><b>*Lead:</b> Jason Shiff</p> <p><b>What would success look like and how would you measure it?:</b> Current software will be able to be installed and updated with ease. Students will have access to current versions. Work will be completed in a much timelier fashion.</p> <p><b>Type of Request:</b> INSTRUCTIONAL</p>	<p><b>Reporting Year:</b> 2017-18</p> <p><b>% Completed:</b> 100</p> <p>Prof. Tammy Trujillo attended the National Association of Broadcasters/Broadcast Education Association Convention in April 2018 (05/03/2018)</p> <hr/> <p><b>Reporting Year:</b> 2016-17</p> <p><b>% Completed:</b> 0</p> <p>ongoing for upcoming conferences (07/31/2017)</p>
		<p>: 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)</p>

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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  
**One-Time Funding Requested (if applicable):** 27660  
**Total Funding Requested:** 27,660

**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  
**Goal Year(s):** 2017-18, 2018-19, 2019-20  
**Date Goal Entered (Optional):** 07/31/2017

<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, 2019-20  <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: Requests for services in the areas of graphic design, news, and</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)

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</i>
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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, 2019-20, 2020-21  <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</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>
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: This project has not started. Data will be entered when available (08/01/2017)

<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, 2020-21  <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 Broadcasting Professor. Currently, the Radio Broadcasting program has one full-time instructor and four</p>	<p><b>Request - Full Funding Requested</b> - Hire a second full-time Radio Broadcasting Professor. Currently, the Radio Broadcasting program has one full-time instructor and four</p>	<p><b>Reporting Year:</b> 2016-17  <b>% Completed:</b> 0          This hire has not been made. There is no data to report at this time (08/01/2017)</p>

: This hire has not been made. There are no results to report. (08/01/2017)

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</i>
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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.

**\*Describe Plans & Activities Supported (Justification of Need):** Creation of the position and funding

**\*Lead:** Jason Shiff

**What would success look like and how would you measure it?:** The program will have a second full-time professor

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

**Planning Unit Priority:** High

**On-Going Funding Requested (if applicable):** 120000

<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 competitions each year.</p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2017-18, 2018-19,</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 than ten years.</p> <p><b>*Describe Plans &amp; Activities Supported (Justification of Need):</b></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. (08/01/2017)</p>
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<i>Unit Goals</i>	<i>Resources Needed</i>	<i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</i>
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2019-20, 2020-21	<p>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  <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> 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> 125  <b>Total Funding Requested:</b> 125</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><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</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                      ; This is an ongoing opportunity</p>

Unit Goals	Resources Needed	1. Where We Make an Impact: Closing the Loop on Goals and Resources	
	<p>for over ten years.</p> <p><b>*Describe Plans &amp; Activities Supported (Justification of Need):</b> Yearly membership for the two stations is \$250 (total)</p> <p><b>*Lead:</b> Jason Shiff</p> <p><b>What would success look like and how would you measure it?:</b> Our memberships will be continued</p> <p><b>Type of Request:</b> PROFESSIONAL &amp; ORGANIZATION DEVELOPMENT (POD): Requests that provide professional learning opportunities for Mt. SAC employees.</p> <p><b>Planning Unit Priority:</b> Medium</p> <p><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.</p> <p><b>*Describe Plans &amp; Activities Supported (Justification of Need):</b> Yearly membership is \$360</p> <p><b>*Lead:</b> Jason Shiff</p> <p><b>What would success look like and how would you measure it?:</b> Our membership will be continued.</p> <p><b>Type of Request:</b> PROFESSIONAL &amp; ORGANIZATION DEVELOPMENT (POD): Requests that provide professional learning opportunities for Mt. SAC employees.</p> <p><b>Planning Unit Priority:</b> High</p> <p><b>On-Going Funding Requested (if applicable):</b> 360</p>	<p><b>% Completed:</b> 0</p> <p>This is an ongoing opportunity for students to expand their industry knowledge (08/01/2017)</p> <hr/> <p><b>Reporting Year:</b> 2018-19</p> <p><b>% Completed:</b> 100 continued (05/13/2019)</p>	<p>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>Reporting Year:</b> 2017-18</p> <p><b>% Completed:</b> 100</p> <p>Membership has been continued. (05/03/2018)</p>	<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</p>	<p><b>Request - Full Funding Requested -</b> Burli Newsroom System</p>	<p><b>Reporting Year:</b> 2018-19</p> <p><b>% Completed:</b> 100</p>	

Unit Goals	Resources Needed	1. Where We Make an Impact: Closing the Loop on Goals and Resources	
<p>used in the radio station's news, sports and weather effort and classroom instruction in news, sports and weather.</p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2017-18, 2018-19, 2019-20, 2020-21</p> <p><b>Date Goal Entered (Optional):</b> 08/01/2017</p>	<p><b>*Describe Plans &amp; Activities 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.</p> <p><b>*Lead:</b> Jason Shiff</p> <p><b>What would success look like and how would you measure it?:</b> 80% of students will be competent in using the Burli system.</p> <p><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.</p> <p><b>Planning Unit Priority:</b> High</p> <p><b>On-Going Funding Requested (if applicable):</b> 360</p>	<p>continued...over 90% students competent in software use. (05/13/2019)</p> <hr/> <p><b>Reporting Year:</b> 2017-18</p> <p><b>% Completed:</b> 100</p> <p>Subscription has been continued. 95% of students are competent using the Burli system (05/03/2018)</p>	
		<p><b>Reporting Year:</b> 2016-17</p> <p><b>% Completed:</b> 0</p> <p>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 courses will continue. (08/01/2017)</p>
<p><b>Personnel - Campus Radio Station Staffing</b></p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2017-18, 2018-19, 2019-20, 2020-21</p> <p><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</p> <p><b>% Completed:</b> 75</p> <p>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>	
		<p><b>Reporting Year:</b> 2017-18</p> <p><b>% Completed:</b> 25</p> <p>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>	

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</i>
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**Request - Full Funding Requested -** Student workers  
**\*Describe Plans & Activities Supported (Justification of Need):** Hire several student workers each semester to aid students working in the radio program's production studios and in the campus radio stations.  
**\*Lead:** Jason Shiff  
**Type of Request:** STAFFING: Requests for permanent employee positions or temporary/hourly employees.  
**Planning Unit Priority:** High  
**On-Going Funding Requested (if applicable):** 18000

**Reporting Year:** 2018-19  
**% Completed:** 100 continuing (05/13/2019)

**Contest Entry fees -** Entry fees for a variety of student competitions  
**Status:** Active  
**Goal Year(s):** 2018-19, 2019-20, 2020-21  
**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:** OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</i>
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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.

**Planning Unit Priority:** High  
**On-Going Funding Requested (if applicable):** 1000  
**Total Funding Requested:** 1000