



## Planning and Evaluation Tracking

College Year: 2010-2011

Division of: KACV-TV/FM  
 Department of: KACV-FM

Person Responsible: Linda Pitner  
 Person Responsible: Brian Frank

**Purpose Statement:** To serve the public interests of the Amarillo area as an FCC licensed radio station, while teaching students in the Mass Communications department of Amarillo College.

<b>Goal Statements</b>	<b>Objectives/Outcomes</b> (including assessment tools and standards)	<b>Results</b>	<b>Use of Results</b> (including improvements and revisions)
1. Expand academic and civic on-air opportunities and participation.	1. After working with the vice president of academic affairs, the radio station will launch multi-disciplinary initiatives intended to double station usage within all constituency groups-- faculty, staff, students and the general public. Thirty-five constituents utilized the station for on-air opportunities during the 2009-2010 school year.	1. Data will be collected throughout the 2010-2011 school year and be compared to the previous year.	1. Increasing the number of constituent groups and individuals who utilize KACV-FM through vehicles like the Heroes Initiative and various class or student-organization projects will help AC broaden its response to areas in the CCSSE Report in which AC was deemed lacking--particularly group projects and public presentations.

2. Increase opportunities for mass communication students in a fully functioning radio station during the 2009-2010 school year.

2. After offering on-air announcing opportunities in a laboratory setting, more AC students will use KACV-FM to enhance their educational experiences in electronic communication.

2. Thirty-five students participated in KACV-FM broadcasting opportunities in 2009-2010, an increase of about 15 percent from the previous school year.

2. KACV-FM closed out this objective at the conclusion of the 2009-2010 school year and will focus on a multidisciplinary and multi-constituant approach to on-air opportunities in the future.

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revised 8/1/05