

PET FORM
Planning and Evaluation Tracking
(2011-2012 Assessment Period)

Division of: Communications and Marketing

Person Responsible for this Division: Ellen Robertson Green

Department of: KACV-FM

Person Responsible for this Form: Linda Pitner/Brian Frank

Purpose Statement (With Last Updated Date): KACV-FM serves the public interest of the Amarillo area as an FCC licensed radio station, while teaching students in the Mass Communications Department of Amarillo College (Last Reviewed Fall 2011).

Goal Statement #1: *Expand collaborative partnerships to foster social services necessary to support first-generation students in completing high-education credentials (AC Strategic Plan through 2015: Strategy 3.1).*

Outcome/Objective Statement

(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):

Enrollment Management and College Relations will create a campaign to educate the general public within the service area regarding the value of associate degrees, certificates and industry certificates (AC Strategic Plan through 2015: Task 3.1.3).

KACV-FM will increase the number of on-air announcements promoting educational and extracurricular activities of all Amarillo College campuses by 10% annually.

- Results (Provide Numbers and Percentages for Quantitative Data)
 - **2009-2010 Data:** Not available
 - **2010-2011 Data:** Numbers = 6 out of 60 announcements per week and Percentage =10%
- Analysis
 - Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
2010-11 data will set the benchmark for the 2011-12 year.
- Improvements
 - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results:
N/A – New goal/outcome
 - Evaluate Why Improvements Were Successful/Were Not Successful:
N/A – New goal/outcome
 - Provide the Budget Information Needed to Make Past Improvements (Cost/Details):
N/A – New goal/outcome
- Recommendations/Actions for 2011-2012
 - Person Responsible (Who will complete the action?):
Brian Frank
 - Action Plan:
The number of constituent groups and individuals who utilize KACV-FM through various class or student

organization projects will help AC broaden its reach in providing information to the general public as well as its response to areas in the CCSSEE Report regarding group projects and public presentations.

- Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
2011-12 year
 - Budget Information Needed for Future Action (Cost/Details): KACV-FM Operations Budget
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Goal Statement #2: Increase hands-on, relevant electronic communication education opportunities for Amarillo College students.

Outcome/Objective Statement

(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):

As a result of KACV-FM's efforts to increase broadcast and online experiences for Amarillo College students across all disciplines, 20% more students annually will utilize electronic communication education opportunities.

- Results (Provide Numbers and Percentages for Quantitative Data)
 - **2009-2010 Data:** Numbers =7 out of 35 and Percentage =s 20%
 - **2010-2011 Data:** Numbers = 14 out of 70 students and Percentage =s 20%
 - Analysis
 - Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
Seventy students participated in broadcasting opportunities during the 2010-11 year representing an increase of 50% from the previous year.
 - Improvements
 - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results:
KACV-FM focused on a multidisciplinary and multi-constituent approach to on-air opportunities opening up KACV-FM beyond the Mass Communications department. As an example, the Honors Program used KACV FM to highlight academic opportunities for all qualified Amarillo College Students.
 - Evaluate Why Improvements Were Successful/Were Not Successful:
 - Provide the Budget Information Needed to Make Past Improvements (Cost/Details):
No additional budget funds were required.
 - Recommendations/Actions for **2011-2012**
 - Person Responsible (Who will complete the action?):
Brian Frank
 - Action Plan:
Schedule times for members of student groups to promote academic and extracurricular activities at Amarillo College through on-air interviews and pre-recorded announcements to air on KACV-FM.
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
2011-12 year
 - Budget Information Needed for Future Action (Cost/Details): KACV-FM Operating Budget
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