

PET FORM
Planning and Evaluation Tracking
(2012-2013 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.](#)

Goal Statement #1: [Expand collaborative partnerships to foster social services necessary to support first-generation students in completing high-education credentials \(AC Strategic Plan through 2015: Strategy 3.1; No Excuses – Attainment of credentials\).](#)

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%](#)
 - **2011-2012 Data:** [Numbers = 55 out of 110 announcements per week and Percentage =50%](#)
- Analysis
 - [Provide Previous Data/Result Analysis](#)
(Include if benchmark was met and how results relate to outcome statement):
[A 40% increase in on-air announcements was made.](#)
- Improvements
 - [List any Improvements Made in the 2011-2012 \(Last Academic\) Year Based on the 2010-2011 PET Results:](#)
[An increase of 40% in announcements was made regarding the value of degrees and certificates.](#)
 - [Evaluate Why Improvements Were Successful/Were Not Successful:](#) [College Relations provided additional information to create announcements.](#)
 - [Provide the Budget Information Needed to Make Past Improvements \(Cost/Details\):](#)
[None](#)

- Recommendations/Actions for 2012-2013
 - Person Responsible (Who will complete the action?):
[Brian Frank](#)
 - Action Plan:
[Work with College Relations and include input from Amarillo Independent School District, Canyon Independent School District and Region 16 to create announcements regarding the value of associate degrees, certificates and industry certificates in addition to the importance of preparing for postsecondary education.](#)
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
[2012-13 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):

KACV-FM will increase broadcast and online experiences for Amarillo College students across all disciplines within the college by 20% annually.

- Results (Provide Numbers and Percentages for Quantitative Data)
 - **2009-2010 Data:** Numbers = 35 students
 - **2010-2011 Data:** Numbers = 70 students and Percentage = 50% increase
 - **2011-2012 Data:** Numbers = 60 students

- Analysis
 - Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
Sixty students participated in broadcasting opportunities during the 2011-12 year representing a decrease of 14% from the previous year.

- Improvements
 - List any Improvements Made in the **2011-2012** (Last Academic) Year Based on the **2010-2011** PET Results: KACV-FM continued to focus 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 the academic and developmental benefits to students of joining the Honors Program.
 - Evaluate Why Improvements Were Successful/Were Not Successful: Enrollment of Radio/TV Production students was down. Recruiting efforts should be increased to attract Mass Communications and General Studies students to KACV-FM.
 - Provide the Budget Information Needed to Make Past Improvements (Cost/Details):
No additional budget funds were required.

- Recommendations/Actions for **2012-2013**
 - Person Responsible (Who will complete the action?):
Brian Frank
 - Action Plan: Air student-created announcements of academic and extra-curricular opportunities available to Amarillo College. This should increase student awareness of KACV-FM.
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
2012-13 year
 - Budget Information Needed for Future Action (Cost/Details): KACV-FM Operating Budget