

**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-TV](#)

Primary Person Responsible for this Form: [Linda Pitner](#)

Purpose Statement (With Last Updated Date): [KACV-TV provides a gathering place for intelligent, trusted engagement to enlighten, entertain and empower the people of the Texas Panhandle and the world. September 2010.](#)

---

**Goal Statement #1:**

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

**Outcome/Objective Statement #1A**

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

AC administration and faculty, in cooperation with secondary and postsecondary partners, will build pipelines for prekindergarten through baccalaureate (P-16) degrees via career clusters (*AC Strategic Plan through 2015, Task 3.1.2 and AC Strategic Plan through 2015, Version 2.0, Task 3.1.2* ).

KACV-TV will grow content across all platforms to expand audiences as measured by a 5% increase in the number of minutes and/or elements of local content created/produced focusing on children and/or education (online, broadcasts, community) per year and will maintain 100% of 2010-11 benchmark hours per week of educational programming targeted to young children and focused on preschool literacy and preschool STEM areas.

• Results (Provide Numbers and Percentages for Quantitative Data)

○ **2011-12 Data:**

Children/Education locally produced on-air minutes = 603 minutes an increase of 371%

Children/Education locally produced on-line minutes = 822 minutes an increase of 47.9%

Children/Education locally produced on-line elements = 54 (including 533 videos, 24 newsletter and 7 lesson plans) an increase of 1.9%

Children/Education local community engagement = 25,592 (595 – in person, 24,997 - online interactions)

Children's educational programming broadcast = 67.5 hours per week an increase of 2.9%

○ **2010-2011 Data:**

Children/Education locally produced on-air minutes = 128

Children/Education locally produced on-line minutes = 428

Children/Education locally produced on-line elements = 53

Children/Education local community events attendance = 3,377 (in person)

Children's educational programming broadcast = 65.5 hours per week

- Analysis

KACV continues to grow children's and educational content across all platforms and more than met its goal for the year. Community events attendance was changed to include all community engagement contacts and interaction with the community to more accurately reflect engagement and interaction with the community across all platforms.

- Improvements

- List any Improvements Made in the **2011-2012** (Last Academic) Year:

Web Communications Specialist began to produce more online content and programming decisions to broadcast more children's programming lead to increase in hours available to children.

- Evaluate Why Improvements Were Successful/Were Not Successful:

N/A

- What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):

American Graduate grant funding received from the Corporation for Public Broadcasting (\$20,000) provided additional opportunity to create online content and a community event focused on high school dropout issue and KACV general budget contributed remaining funds to create content and provide broadcast programming.

- Recommendations/Actions for **2012-2013**

- Person Responsible (Who will complete the action?):

Linda Pitner, Jackie Smith, Beau Waldrop, Community Engagement Specialist, KACV Production Staff

- Action Plan:

Research program ideas that integrate local community research and PBS strategies into broadcasts annual production plan, online efforts, KACV kids website, PBS Learning Media, Project Share, preschool literacy and STEM initiatives and other PBS, TXPBS and CPB initiatives.

- Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):

Annual production plan is due each August with other efforts ongoing.

- What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):

KACV annual operational budget possible grant opportunities.

---

**Goal Statement #2:** Expand collaborative partnerships to foster social services necessary to support first-generation students in completing higher-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 and AC Strategic Plan through 2015, Version 2.0, Task 3.1.3 )

KACV-TV will increase the number of minutes of audio and/or video content produced specifically for Amarillo College by 50% per year.

- Results (Provide Numbers and Percentages for Quantitative Data)

- **2011-2012 Data:**

- Minutes of audio/video specifically produced for Amarillo College = 1,202 representing an 846% increase over 2010-11.

- Analysis

- Provide **2010-2011 Data:**

- Minutes of audio/video specifically produced for Amarillo College = 127

- Previous Data/Result Analysis

- (Include if benchmark was met and how results relate to outcome statement):

- KACV worked closely with the College Relations as well as the Center for Teaching and Learning to provide production services to Amarillo College in priority areas and significantly increased minutes of audio/video produced.

- Improvements

- List any Improvements Made in the **2011-2012** (Last Academic) Year:

- KACV continues to work closely with College Relations, Center for Teaching and Learning and various College programs and initiatives to provide production type work

- Evaluate Why Improvements Were Successful/Were Not Successful:

- N/A

- What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):

- KACV production work for the College is provided at generally no cost to the College therefore saving the College budget the expense for such work.

- Recommendations/Actions for 2012-2013

- Person Responsible (Who will complete the action?):

- Linda Pitner, Jackie Smith, KACV Production Staff, Ellen Robertson Green

- Action Plan:

- Create audio and video content as requested and prioritized by College Relations.

- Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):  
Ongoing throughout 2012-13 fiscal year.
  - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):  
KACV operational budget provides the production services and AC Communications/Marketing budget as well as other College departments are saved money for production services.
-

**Goal Statement #3: Connect planning and budgeting (AC Strategic Plan through 2015 Strategy 4.1).**

**Outcome/Objective Statement**

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

KACV-TV will publish a Tactical Plan based on this strategic plan consistent with SACSCOC accreditation requirements (AC Strategic Plan through 2015 Task 4.1.1.1.6)

- Results (Provide Numbers and Percentages for Quantitative Data)
    - **2011-2012 Data:**  
The KACV 2010-2014 Strategic Plan was monitored and reviewed in order to refine it as well as develop an annual 2012-13 work plan for KACV in accordance with the 201-2014 KACV Strategic Plan.
  - Analysis
    - Provide Previous Data/Result Analysis  
(Include if benchmark was met and how results relate to outcome statement):  
N/A
    - **2010-2011 Data:** Numbers = \_\_\_\_ out of \_\_\_\_ and Percentage =s \_\_\_\_%  
KACV-TV plan was completed August 31, 2011.
  - Improvements
    - List any Improvements Made in the **2011-2012** (Last Academic) Year:  
N/A
    - Evaluate Why Improvements Were Successful/Were Not Successful:  
N/A
    - What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):  
KACV Operational Budget
  - Recommendations/Actions for **2011-2012**
    - Person Responsible (Who will complete the action?):  
Linda Pitner, KACV Staff
    - Action Plan:  
Implement Goals, strategies and tasks in KACV 2010-2014 Strategic Plan and subsequent annual work plan.
    - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):  
Ongoing through August 2014
    - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):  
KACV Operational Budget
-

## Goal Statement #4: Persistence from Term to Term and Year to Year - (No Excuses Goal 4.)

### Outcome/Objective Statement

(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method): Enrollment KACV-TV will increase the number of broadcast and online minutes of GED preparation and training (Texas Graduate Initiative) available to citizens of the Texas Panhandle by 100% in 2012-13.

- Results (Provide Numbers and Percentages for Quantitative Data)
    - **2011-2012 Data:**  
N/A - NEW GOAL/OUTCOME  
Minutes of GED preparation/training broadcast = 0  
Minutes of GED preparation/training online = 0
  - Analysis  
New goal for 2012-13 and no data is available for 2011-12.
  - Improvements
    - List any Improvements Made in the **2011-2012** (Last Academic) Year:  
N/A
    - Evaluate Why Improvements Were Successful/Were Not Successful:  
N/A
    - What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):  
N/A
  - Recommendations/Actions for **2012-2013**
    - Person Responsible (Who will complete the action?):  
Linda Pitner, Jackie Smith, Community Engagement Specialist
    - Action Plan:  
KACV will begin broadcast and online GED preparation and training as a push for GED completion during calendar year 2013. KACV has access to and will use GED training and related courses from Kentucky Educational Television. KACV will work with Amarillo College and its Dean of Academic Success as well as community partners regarding the program.
    - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):  
September 2012 – December 2013
    - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):  
KACV operational budget and possible grant opportunities
-