

## Non-Instructional Annual Review KACV-FM

This document addresses the following SACSCOC requirements: CR 2.5, CS 3.3.1, and CS 3.5.1, CR 3.9.2, CR 3.13.3, and FR 4.5

### Purpose

Amarillo College non-instructional areas consistently review data and strive for improvement. The purpose of this review is to demonstrate how AC non-instructional areas support AC's mission by "...enriching the lives of our students and our community."

On an annual basis, the Program Review process will capture a holistic snapshot of strengths, weaknesses, and improvement plans based on institutional data and assessment information.

The information collected on this form will also serve to help your division complete the information required by SACSCOC for Amarillo College's continued reaffirmation efforts.

**Response Length Suggestion: Most responses should be 2-3 sentences. If available, you may also provide a link to other documentation that answers each question.**

### I: Identification

#### 1. Department Title:

KACV-FM

#### 2. Department Purpose Statement:

KACV-FM serves the public interest of the Amarillo area as an FCC-licensed radio station, while teaching and serving as a lab for student in the Mass Media Division of Amarillo College.

#### 3. Department Review Year (i.e. Most Recent Academic Year)

2013-2014

#### 4. Date of Submission:

7/25/2014

#### 5. Lead Person Responsible for this Department Review:

Name: Linda Pitner  
Title: KACV-FM General Manager  
E-mail: ldpitner@actx.edu  
Phone Number: 371-5225

#### 6. Additional Individuals (Name and Title) Responsible for Completing this Department Review:

Brian Frank, KACV-FM Program Director

## II: Existing Data (Not Survey, Focus Groups, and/or Interviews)

AC staff/administrators collect and evaluate data related to people served.

1. What significant AC, state, federal, or other reports do you complete on an annual basis and/or what significant quantitative data do you collect or review on an annual basis?  
(Please provide links to data/report information or a succinct summary of your data findings.)

KACV-FM maintains a Public Inspection File as required by the Federal Communications Commission in Washington, DC. A quarterly report is prepared by staff listing all PSAs by issue addressed.

2. Based on the past year's data (referenced in Question #1), please evaluate your data and/or department.  
(Place an 'X' in each text box that corresponds to your evaluation. You may delete or add rows.)

Data Reported/Collected (Include Most Important Data)	Needs Improvement	Meets Standards	Exceeds Standards
1. Local PSAs played per quarter	X		
2.			
3.			
4.			
5			

3. (If applicable) If any area "Needs Improvement," please explain why (i.e. Analysis).

Need to add information about announcements about educational opportunities available to KACV-FM listeners, especially those opportunities at Amarillo College.

4. (If applicable) Based on the data above, what changes do you recommend (i.e. Action Plan)?

Creation of pre-produced announcements highlighting specific opportunities available at Amarillo College, then tabulating them with the same method used to collect data about local PSAs.

### III: Existing Data (Based on Surveys, Focus Groups, and Interviews)

In this section, provide examples of ways you used survey data or qualitative research (interviews, focus groups, etc.) to make decisions.

#### PART A:

1. Over the past year, did your area collect and/or review any survey data or qualitative (focus group, interview, etc.) information?

(Place an 'X' in the text box that corresponds to your response.)

Yes (If Yes, Proceed to PART A, Question #2)	No (If No, Proceed to PART B)
	X

2. Summarize the most important information that was collected and/or reviewed and the results.

3. (If applicable) Based on the data above, what changes do you recommend (i.e. Action Plan)?

#### PART B:

Additional Comments Related to Surveys and Qualitative Research (Not Required):

#### IV: Institutional Initiatives

##### PART A –No Excuses:

Each department is expected to support student success initiatives.

1. List 1 or more ways your department most focuses on any of the No Excuses goals/initiatives.

KACV-FM provides real world experiences for students, primarily Matney Mass Media program students, through the daily operation of the radio station as a real world lab.

2. Are there any changes your department has made over this past year to remove barriers to students and further the No Excuses goals OR to move the needle toward fulfillment of the No Excuses goals?

- If so, please explain.
- If not, but you plan to make changes that aid students success, please provide a few sentences explaining how you can better support No Excuses.

KACV-FM was an integral part of the Mass Comm curriculum rewrite and equipment integration process. The outcome of the curriculum rewrite and continued integration of the Matney Mass Media program into the radio station operations provides students with a real world, state of the art lab to support their academic efforts. In addition, two paid student employees staff the music director and web master positions with KACV-FM providing extensive experience and marketable skills.

##### PART B –Institutional Outcomes:

Each department is expected to provide quality student, customer, and/or client services.

1. For this review year, what is/were your department's most important goals (i.e. broad things you would like to accomplish)?

Provide information to KACV-FM listeners about services provided by other departments at Amarillo College.

2. For this review year, what is/were your department's most important outcome/s that can be specifically measured and help you achieve your goals? Provide examples of 1-3 outcomes. (An outcome provides observable evidence that your student's or client's knowledge, skill, ability, attitude, or behavior has changed as a result of your efforts.)

KACV-FM will increase broadcast and online experiences for Amarillo College students across all disciplines within the college by 10% annually.

3. How does your department assess the above outcome/s? What were the results of your outcome assessment? What do your results tell you?

2009-2010 Data: Numbers = 35 students  
2010-2011 Data: Numbers = 70 students and Percentage = 50% increase  
2011-2012 Data: Numbers = 60 students  
2012-2013 Data: Numbers = 60 students  
The results show that in order to increase student experiences on KACV-FM, we need to expand the group that has access to KACV-FM as a lab.

4. What change/s has your department made in the past year or do you plan to make based on your assessment of any outcome?

We plan to allow students outside of Mass Media to participate on KACV-FM with advisor approval.

### PART C –Strategic Planning:

Each department is expected to support AC's Strategic Planning initiatives.

1. Identify at least one strategy or task from the Strategic Plan your area currently addresses/evaluates.

Goal Statement #1: Expand collaborative partnerships to foster social services necessary to support first-generation students in completing high-education credentials.

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

2. (If applicable) What additional item/s should AC's Strategic Plan address?

### PART D – Core Objectives (CR 2.10):

SACSOC guidelines require non-instructional areas to provide student support programs, services, and activities that are consistent with its mission and that promote student learning and enhance the development of its students.

At Amarillo College, a component of student learning is found present in the existence of AC's General Education Competencies. Due to recent mandate changes set forth by the Texas Higher Education Coordinating Board (THECB), AC has adopted the following General Education Competencies: Communication Skills, Critical Thinking Skills, Empirical and Quantitative Skills, Teamwork, Social Responsibility, and Personal Responsibility.

Although these competencies obviously relate to academia, many non-instructional areas also support some or all of these objectives.

#### Some Examples of Ways Non-Instructional Areas Can Support Student Learning:

Personal Responsibility: Any service that provides materials/information related to financial literacy, life planning, etc. to students could relate to personal responsibility. Also any measure of student personal responsibility (e.g. percent of students not dropped for non-pay, percent of students who pay their rent to AC housing on time, etc.) relates to this topic.

Social Responsibility: If students are able to serve or learn about ways to serve their community or world, this could relate to social responsibility.

Communication, Critical Thinking, and Empirical and Quantitative Skills: If a department teaches a skill/topic within the classroom or through a published document geared toward students, this skill/topic could relate to communication, critical thinking, or any of the other objectives—depending on the skill/topic being taught.

Teamwork: Any student organization/framework where students must work successfully within a group could equate to teamwork.

- Does your area work (in-person, through publications, or through some other means) with students to learn/accomplish any of the following objectives?

Objective	Yes (If Yes to Any Area, Respond and Proceed to Part D, Question #2)	No (If No to All Areas, Proceed to Part D, Question #3)
Communication Skills	X	
Critical Thinking Skills		X
Empirical & Quantitative Skills		X
Teamwork		X
Personal Responsibility		X
Social Responsibility	X	

- For each objective that received a “Yes” response, provide a bulleted list identifying how your department addresses each particular objective with AC students, any assessments related to your objective (if applicable), and any results related to your assessment (if applicable).

➤ Assessments can be indirect (e.g. surveys, focus groups, etc.) or [direct](#).

1) Announcements read on KACV-FM  
 2) Content produced for air on KACV-FM (Honors Week, Water Week, AC Report)  
 3) Live remote broadcasts on KACV-FM  
 All of the above require improvement in Communication Skills and information provided contributes to announcer and listener being more informed about Social Responsibility. Assessments should be conducted through student surveys for students (“Have your communication skills improved during your time at KACV-FM? In what ways?”) and listeners (“How did you find out about this event?”).

- Please indicate (place an X in the corresponding box/es) the mode of delivery by which you offer any support programs, services, and activities, to students.

In Person	Web	Phone	E-mail	Live Chat
X	X			

- Do you have plans to expand your learning objectives and/or modes of delivery? If so, how do you plan to expand these objectives/delivery modes? If not, why not?

KACV-FM has plans to interact with and provide content to listeners regularly through social media, since the traditional media audience has moved to that platform as an enhancement to traditional forms of communication.

## ***V: Policies and Procedures***

Amarillo College's non-instructional areas consistently have procedures in place that promote student confidentiality, staff efficiency, student success, and accountability.

Each non-instructional area will respond to the Core 5 (first 5) "Policies and Procedures" questions if they are pertinent to their area. If a department has additional questions they would like to include for accountability or some other purpose, they will also include those questions on this section of the form.

1. Please explain how your area supports the security, confidentiality, and integrity of student records and maintains special security measures to protect and back up data (CR 3.9.2)

I always keep student information secure in regards to ID numbers on federal forms provided for financial aid.

2. How do you ensure that all of your employees are aware of student complaint procedures and that the procedures are handled in a way that is in accordance with the institutional policy of complaint procedures being reasonable, fairly administered, and well-publicized (CR 3.13.3)?

N/A

3. Has your area made any departmental changes based on student complaints? If so, what changes did you make (FR 4.5)?

No

4. Have you addressed any local, state, audit, or federal compliance issues that have caused you to make an adjustment to your department and/or a policy change? If so, please explain.

No

5. Have you made any changes to your department's policy or procedures over the past year that are otherwise not addressed in this review? If so, please explain.

No

## VI: Conclusions

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**1. What is the biggest issue/obstacle that your department currently faces?**

**Please explain the issue, point to evidence supporting why your issue is important (addressed in this document or elsewhere), explain how you would like to fix the issue, and explain any budgetary constraints.**

Lack of knowledge about KACV-FM for use as a powerful promotional tool for all aspects of Amarillo College, as evidenced by the low percentage of participation from other departments to provide material to create announcements. I would like to create announcements for a couple other departments and share them with the college through email and links to stream KACV-FM so potential users could hear examples of how to use KACV-FM to promote what they do for Amarillo College. I see no real budgetary constraints to begin this task.

**2. Additional Comments Pertinent to this Annual Review Evaluation (Not Required):**