Ohlone College
Program Review Report

- **Program Description and Scope:**
    - *Program Review Title:* Broadcasting - Radio
    - *Academic year:* 2015/2016
    - *Review Type:* Instructional Disciplines
    - *Program/Departments:* Broadcasting - Radio (06002)
    - *Authority Code:* 45-Dean, Arts and Social Sciences
    - *External Regulations:* Yes _X_ No_
    Describe:

        > KOHL radio is licensed by the Federal Communications Commission. Students & staff operating the facility must observe all conditions, terms & regulations of the FCC.

    - *Provide a brief narrative that describes the instructional program/discipline:*

        The Radio Broadcasting Program is a career-oriented, operations intensive curriculum. Lecture and lab situations combine to provide students with concepts and skills required to meet the requirements of the radio communications industry. The program mirrors current industry practices by exposing students to a wide range of digital and analog broadcast and production experiences.

        Program options include AA degree, certificate of achievement, university transfer courses and four specialized certificates of accomplishment.

- **College Mission:**
    - *Mission Statement:*
    Ohlone College responds to the educational needs of our diverse community and economy by offering high quality instruction supporting basic skills, career development, university transfer, and personal enrichment and by awarding associate degrees and certificates to eligible students in an innovative, multicultural environment where successful learning and achievement are highly valued, supported, and continually assessed.
    - *Program Relation to College Mission:*
        - University Transfer
        - Economic Development
        - Careeer Entry (CTE)
    - *State Your Program Mission/Purpose:*

        The Broadcasting-Radio program offers a curriculum of theory and hands-on experience that may be applied to university transfer, career entry, skills

enhancement for the working professional, basic skills and personal enrichment.

KOHL, the program's licensed FM broadcast facility, serves as an operational lab for students and provides a conduit to the community at large, promoting college opportunities and other public service & entertainment content to regional diverse and under-served populations.

- o *Briefly Describe Program Accomplishments:*

  The program continues to place students in the industry due to an excellent relationship with the broadcasting community (Exhibit 1). Faculty, students & staff have been featured in national publications including Radio Magazine & Billboard Magazine (Exhibits 2,3).

  Due to college construction, bond funds were allocated for the installation of a state-of-the-art wireless IP data link to transfer audio & data between studio & transmitter site.

  New broadcast consoles were installed in the air studio & studio 2 replacing the facility's aging 20 year old units, made possible by Perkins Grant funding.

  KOHLradio.com was enhanced with the addition of a new streaming player. Software added to out RCS operating platform allows for the disply of "now playing" data. Station revenue was used to purchase RDS equipment to encode this same information into the FM broadcast signal. When the installation is finalized, now playing and other station data will be diplayed on newer FM receivers.

  Program staffing is back to full strength with the recent filling of the Radio Technician position.

- **Achievement and Resource Data Analysis:**
  1. *Research Questions:*

     1. Headcount, enrollment, and FTES all show a decline by about one-third from 2012-13. What can we attribute this to, and what can we do to turn it around?
     2. Success rates went up by over 6% since 2012-13. Can we point to anything we are doing differently that would provoke that kind of improvement, or was it just happenstance?
- **Resource Assessment Summary:**

  1. *Academic Year:* 2014-15
  2. *Activity Center Fund 10 Budget Allocation:* $196465.00

3. *FTES:* Fall: <u>10</u> Spring: <u>13</u> Summer: <u>6</u>
4. *WSCH/FTEF:* Fall: <u>312</u> Spring: <u>331</u> Summer: <u>349</u>
5. *Course Sections Offered:* Fall: <u>10</u> Spring: <u>10</u> Summer: <u>7</u>
6. *Sections Taught FT Faculty:* Fall: <u>0</u> Spring: <u>0</u> Summer: <u>0</u>
7. *Sections Taught PT Faculty:* Fall: <u>10</u> Spring: <u>10</u> Summer: <u>7</u>

- **Human Resources:**

  1. *# of FT Faculty:* 0
  2. *# of PT Faculty:* 3
  3. *# of Classified Staff:* 1
  4. *# of Administrators:* 1
  5. *% Faculty release/reassigned time:*
  6. *Technology:*
     - Specialized Software
     - Simulation
     - Technology Enhanced Instructional Equipment
  7. *Physical Resources:*
     - General Classrooms
     - Specialized Labs
     - Smith Center

- **Program Analysis PSLOs - Student Learning:**
  (Key: I-Introduced, P-Practiced with Feedback, M-Demonstrated at the Mastery Level)

  1. *PSLO Matrix:*

Course	PSLO-1	PSLO-2	PSLO-3
BRDC 120	I	I	I
BRDC 123A	I	P	P
BRDC 123B	I	P	P
BRDC 124	P	P	P
BRDC 127A	P	P	P
BRDC 127B	P	P	P
BRDC 127C	P	P	M
BRDC 127D	P	P	M
BRDC 128	I	P	P
BRDC 129	P	M	M
BRDC 130	I	P	P

  2. *Please Indicate the PSLO(s) which you are reporting on:*
     - The student will create and organize a professional-quality radio portfolio consisting of a broadcast aircheck, production samples, resume and

related materials
- The student will develop an understanding of the radio broadcasting industry from a strategic, analytical, organizational, cultural and historic perspective.
- The student will demonstrate the ability to operate a radio broadcast facility from a technical legal, content & strategic standpoint.

3. *Analyze and summarize your assessment findings â?? What in the data jumped out?*

   There is no better indicator of the program's effectiveness in meeting the PSLOs than the success of students obtaining industry employment (Exhibit 1). This data illustrates that students garner not only the skillset needed to secure entry-level positions but also the deeper comprehension necessary to continue to be upwardly mobile long-term in a highly competitive industry.

   Issuance of Certificates of Accomplishment are up 100%, realizing an important PIO goal from the 2012-13 Program Review. This is due in part to the streamlining of processes in A&R but also to an uptick in student success, allowing students to move more efficiently towards completion of these industry-relevent certificates.

   The increase in course success numbers could also be attributed to smaller class sizes due to lower current enrollment. While an enrollment decrease is a concern to be dealt with (and will be with additional promotion & targeted outreach), the smaller instructor-student ratio inevitably allows for greater individual attention in both classroom & lab situations.

   Data has also indicated an increase in students slightly older (20-24) than the college avarage. This may be due to an increase in individuals currently employed in the industry returning to obtain specialized certificates. Also noted are students from other college programs seeking a more commercially-relevant skillset by completing select Ohlone radio classes.

   The program recently resumed "running on all cylinders" with the hiring of a permanent, qualified Radio Technician (effective 10/21/15). Impacts discussed below.

4. *Give examples of assessments used for your PSLO analysis:*

   Ongoing tracking of student industry success (Exhibit 1) is an important assessment. Ongoing communication with the advisory committee and feedback

from industry partners is also critical.

All course SLO's have been confirmed to support the overall PSLO's. Course assessments have been completed for BRDC 120, 123A, 124, 129 & 130. Following assessment, the recently revised BRDC 120, Intoduction to Electronic Media, was modified from 2 to 3 units to align with C.I.D. and enhance transferrability.

All PSLO's are dependent upon a properly operating technical facility and infrastructure. Impediments to meeting course SLO's & PSLO's during this assessment period were corrected:

We were able to implement several PIO's from the last Program Review by using a combination of bond funding, Perkins Grant dollars & KOHL station revenue. This includes upgrading our current comprehensive station software/hardware platform to the current version of RCS Master Control, keeping the facility relevant to industry standards.

The station's 20 year old broadcast consoles were also replaced in early 2015. These failing units were negatively impacting the instructional process in all applied lab courses.

The 2013-14 program review pointed out the negative impact to instruction due to to the reduction of the Radio Technician position to 75%. The reduction & subsequent instability of the position slowed the program in areas including instruction, clerical, innovation, outreach & recruitment. Fortunately this PIO was realized with the return of the position to 100%. The program is once again fully functional. Qualified Radio Technician began full-time employment on 10/21/15

5. *Describe input from Program Advisory Committee (if applicable):*

The electronic mediascape continues to evolve and the impact on terrestrial radio broadcasting is a subject of much debate. Online developments should not be viewed as the demise of broadcast radio (see Exhibit 4, Pew Research) or simply a simulcast mechanism. Rather, they should be considered a "second screen" model for presentation of complimentary content. On-air talent should contribute individually while being mindful of station brand, focus and target demographic.

Also noted is the fact that mastery of a professional broadcasting skillset easily lends itself to the creation of podcasts and other online audio content.

6. *Comments:*
- **Program Improvement Objectives**

    1. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*

        Increase enrollment.

        Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

        Program PIO will address the following:

        - Increase Program Enrollments
        - Increase Degrees/Certifications

        How will you assess the effectiveness of your PIO:

        Enrollments will increase in BRDC 120, 123A/B, 124, 124B, 127A-D, 128, 129, 130.

        PIO Action Plan:
        How will you accomplish this?

        Increase participation in high school job fairs, appeal to alums for referrals and request mentions of the program in their professional bios, distribute program flyers at remote broadcasts, increase on-air promotion, increase outreach in trade magazines, mainstream social media & KOHLradio.com

        What is your timeline?

        Begin increased promotion November 2015.

        Who is going to do this?

        Bob Dochterman, adjunct faculty, Radio Technician

PIO Status:

- New

Closing the loop - Describe the results of your PIO implementation or completion:

Conclusion: Complete if PIO has been completed

Fiscal Resources Status:

- No fiscal resources needed.

PIO Resources:

- Resource: People Time
  Description: Staff and faculty outreach efforts

2. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*

   Develop KOHL mobile app to increase program & college visibility and enrollment through increased listenership.

   Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

   Program PIO will address the following:

   - Career Technical Education (CTE) Related
   - Student Learning & Achievement
   - Increase Program Enrollments
   - Access to high quality courses - community needs

   How will you assess the effectiveness of your PIO:

   Increased listenership for KOHL, higher awareness of Ohlone College increased

enrollments.

PIO Action Plan:
How will you accomplish this?

Director of Radio Operations & Radio Technician will work with app developer to create KOHL app.

What is your timeline?

Complete by June 30, 2016

Who is going to do this?

Bob Dochterman, Jeremy Mull

PIO Status:

- New

Closing the loop - Describe the results of your PIO implementation or completion:

Conclusion: Complete if PIO has been completed

Fiscal Resources Status:

- $2500. Source TBD

PIO Resources:

- Resource: Instructional Software
  Description: Develop mobile app for KOHL
  Est. Cost: $2,500.00

3. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do*

it?

Construct KOHL transmitter booster at Pleasanton Fairgrounds facility. This would increase KOHL's coverage substantially & expose the radio program & Ohlone College to an attractive new audience.

Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

Program PIO will address the following:

- Career Technical Education (CTE) Related
- Awareness of, and sensitivity to, diverse cultures and perspectives.
- Institutional Effectiveness
- Increase Program Enrollments
- Increase Degrees/Certifications
- Service Impacts

How will you assess the effectiveness of your PIO:

Establish station coverage in the Amador Valley. New outlet promoting Ohlone programs should result in increased college awareness and enrollments. Station listenership will increase.

PIO Action Plan:
How will you accomplish this?

Formalize verbal agreement with Alameda County Fair management. Develop study & submit to FCC for approval. Purchase & install equipment. Begin broadcast service.

What is your timeline?

Complete by June 30, 2017

Who is going to do this?

Director of Radio Operations

PIO Status:

- New

Closing the loop - Describe the results of your PIO implementation or completion:

Conclusion: Complete if PIO has been completed

Fiscal Resources Status:

- $30,000. Source TBD

PIO Resources:

- Resource: Non-Instructional Equipment
  Description: Transmitter booster at County Fairground
  Est. Cost: $30,000.00

4. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*

Replace KOHL main broadcast transmitter. The current 23 year old unit has exhibited a high rate of failure and is currently offline. The station is operating on a backup unit (also aging). KOHL must stay on the air for the program to achieve PSLO's and meet FCC requirements.

Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

Program PIO will address the following:

- Awareness of, and sensitivity to, diverse cultures and perspectives.
- Institutional Effectiveness
- Student Learning & Achievement
- Course Retention
- Course Completion
- Increase Program Enrollments
- Increase Degrees/Certifications

- Service Impacts
- Use human, fiscal, technological, and physical resources responsibly,
- Career Technical Education (CTE) Related

How will you assess the effectiveness of your PIO:

KOHL continues to broadcast, allowing labs and community outreach to continue.

PIO Action Plan:
How will you accomplish this?

Allocate funds from station revenue account (79). Order custom-built unit. Install when delivered.

What is your timeline?

In progress - complete by 01/01/2016.

Who is going to do this?

Director of Radio Operations, Radio Technician.

PIO Status:

- In-Progress

Closing the loop - Describe the results of your PIO implementation or completion:

Conclusion: Complete if PIO has been completed

Fiscal Resources Status:

- $5028. Funds have already been drawn from 79-0-63-83040-0000-54000 to complete the project.

PIO Resources:

- Resource: Instructional Equipment
  Description: Transfer replacement (already funded)
  Est. Cost: $5,028.00

Attached Files:

- [Exhibit 1 - KOHL Alumni - Nov 2015.xlsx](#)
- [Exhibit 2 - Radio Magazine_TB.docx](#)
- [Exhibit 3 - Billboard Magazine Article.docx](#)
- [Exhibit 4 - Pew Research-Audio Listening.docx](#)