

S&A Annual Financial Report Questionnaire

1. Please provide an explanation of how the program plans to spend the budget in each line item of the Annual Financial Report. Items that are vague, such as "contract services" should be clearly explained. Please include an explanation of increases or decreases from the previous year's expenses.

Salary and Wage (Student)

The salary and wage line for student staff covers the wages for all play by play and color commentators, as well as board operators working in sports broadcasting. This line represents a slight increase from the previous years due to student wage increases.

Benefits (Student)

Student and staff members are compensated with applicable benefits. This line doesn't reflect a significant increase from the previous year.

Supplies

Supplies such as printed game preparation materials fall within this line.

Travel

Travel to and from CWU Athletic contests falls within this line. This may include motor pool reservations, airline tickets, or other travel related expenses. This line does not reflect a significant increase from the previous year.

2. What was your fund balance at the end of the year? If positive or negative, please provide a detail explanation.

The WSRN came in with a \$781 surplus as one student employees wage came out of the main budget line for KCWU instead of the correct WSRN budget.

3. Have alternative (non-S&A Fee) funding sources been pursued to the fullest possible extent? If yes, please elaborate. Please list all funding received for this program and the source(s) of the funding.

KCWU and has attempted to pursue alternative funding to the fullest possible extent. Historically, KCWU has been able to generate a considerable amount of funding to help support itself through the means of underwriting revenue. However, over the last two fiscal years, underwriting operations have essentially been on hold as the division of student success works to restructure the agreement used between KCWU and potential sponsors. This freeze unfortunately has resulted in the loss of anywhere between \$40,000-\$70,000.

There are specific underwriting packages for sports / WSRN content. This is why this is applicable for this funding source as well.

4. Are there any long-term obligations or contracts associated with this funding request?

N/A

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5. Does your program provide employment opportunities for students? Please explain the nature of student employment within your unit, including total FTE and number of students employed.

This program provides employment for students conducting play by play and color commentary, as well as board operators for the WSRN. There are between 15-20 students in a given year gaining experience in these areas in an employed capacity. Some of these wages from these positions are supported by the KCWU budget at the discretion of the General Manager.

6. How many students utilize the services and activities provided by your program? Describe how statistics are obtained and provide demographics as applicable.

The WSRN provides between 15-20 students in a given year the opportunity to gain experience in sports broadcasting through play by play and color commentary, as well as board operators.

7. How do you assess the effectiveness of the services and activities you provide to students? Is student input collected and used in this process?

The WSRN places a heavy emphasis on preparing students for their next steps after they graduate and leave the university. Because of this emphasis on placement, the WSRN assesses the effectiveness of its services and activities largely on the rate of placement for eligible students into professional positions or external internships. This is the largest emphasis and measure of effectiveness

Effectiveness is secondarily assessed on engagement statistics with CWU Athletics at different athletic contests and with social media reach for collaboration projects.

8. Does your program have an advisory committee? If so, in what capacity is it involved in your budgeting process?

N/A

9. What would be the impact to students if this program's funding were increased by 15-20%? What would be the impact to students if this program's funding were decreased by 15-20%?

If the program's funding were increased by 15-20%, the WSRN would be able to travel to away CWU Athletic contests more frequently to provide broadcasting opportunities, more often than currently allowable.

If the program's funding were decreased by 15-20%, the WSRN would likely look to cut commentary and broadcasting from the sports garnering the least listenership.

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10. What are your program goals or learning/operational objectives? How are you assessing the effectiveness of your program in achieving those targets?

The WSRN and KCWU are in the midst solidifying new learning outcomes and objectives for students, and also in the process of finding a better way to harness their data. Currently, the working potential outcomes are as follows;

- Strengthen management and leadership abilities (Intrapersonal Competence)
- Build integrated marketing and communication knowledge (Knowledge Acquisition / Practical Competence)
- Develop creative voices through the production of original content (Intrapersonal Development)
- Learn how to create quality audio, video, and general media work using current and evolving technologies for broadcasting and media (Knowledge Acquisition / Practical Competence)
- Be prepared to pursue careers or graduate studies in media or media related outlets (Practical Competence)
- Apply ethical reasoning in decision making. (Intrapersonal Development and Cognitive Complexity)
- Comprehend the role and importance of engagement in student success. (Interpersonal Competence)