

Service & Activities Fee Base Funding Request Form

KCWU - 88.1 The 'Burg

Submitted By: Tommy Skaggs, tommy.skaggs@cwu.edu on 11/27/2024 11:10:17 AM

Pending Approval

2026-2029 Service & Activities Fee Base Funding Request Form

Program/Department Name

KCWU - 88.1 The 'Burg

Program Manager

Tommy Skaggs

Do you currently receive S&A Base Funding?

Yes

How does the program support the University's Vision and Mission?

<https://www.cwu.edu/about/mission-vision/>

Like CWU's mission statement, KCWU fosters high impact practices by allowing students to directly engage in hands-on learning opportunities in a professional environment while promoting engagement with the campus community. KCWU promotes a positive environment where students experience a sense of belonging and connection to the university. These experiences can be highlighted on a student's resume or 'reel' to showcase their skills and enhance their job prospects after graduation to help further their opportunity for success in the future. KCWU aligns with the core values of Engagement, Belonging, and Stewardship in our programming and interactions with campus and the Ellensburg community.

How does your request support current CWU students?

Students actively involved with KCWU gain valuable professional development and hands-on experience in broadcasting, promotions, event management, audio technology, and teamwork within a student-led, professionally managed environment. KCWU is committed to collaborating with DEI-focused organizations to amplify diverse voices and foster inclusivity. For the broader CWU community, KCWU serves as a vital resource, providing campus news, weather, and event updates through our morning news show and daily HYPE Minute segment. We also offer event support, music curation, and promotional opportunities for clubs and organizations through on-air announcements and interviews. (Please see the attached additional document for an expanded response)

What metrics or assessment do you have (or intend to have) to measure the success of your program?

We actively track and assess activities and involvement such as:

- The number of community and campus announcements produced and aired
- The number of events supported with music services including orientations, preview days, graduation ceremonies, and special events
- The number of students actively producing shows and content
- The number of students that complete the DJ training program
- Quality and number of interviews conducted
- Contents of the Program & Features quarterly report
- The results from our yearly Listener Survey
- Maintaining FCC Compliance
- Increasing outreach and introducing new programming formats
- Increase in on campus collaborations
- Growth in social media engagement

Is this program associated with enrollment in academic course or academic credit?

No

Identify your S&A funding category?

Extra-Curricular Programs

Student Publications & Other Mass Media Initiatives

Did any organizational changes occur in your previous quadrennial in comparison to this quadrennial ask?

Yes

If yes, please explain organizational changes

The Project & Outreach Supervisor position was approved and filled to enhance connections and outreach efforts with the campus and Ellensburg community.

Current Annual Report*

Submit Base Funding Budget Form and Organizational Chart*

located: <https://www.cwu.edu/about/offices/services-activities/resources/index.php>

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Additional Documents (optional)*

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