

Services & Activities Fee Annual Program Review

Program Name: Wildcat Sports Radio Network (WSRN)
Program Manager: Tommy Skaggs
Fiscal Year: FY2024

1. In what way(s) does your program support CWU students? Please be specific and concise.

Students directly involved with WSRN engage in live real-world sports broadcasting opportunities. The program highlights CWU student athletes and provides coverage of their athletic competitions.

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

The specific goal is to provide coverage of CWU sports games, agreed and approved by CWU Athletics through our partnership. We assess our success through metrics such as the number of games covered and player interviews. We provided play-by-play coverage of all home football games and plan to provide coverage of all men's and women's basketball games this academic year.

3. What is the overall purpose of your program and what service(s) does your program provide?
 - a. Are there overlaps or intersections with other university programs that have similar purposes or services?

WSRN supports CWU Athletics and student athletes by providing coverage and outcomes of games and offer hands-on experience in sports broadcasting. WSRN is directly engaged with KCWU to broadcast content. Regarding potential overlap, CWU Athletics has their own coverage via SWX (an external entity) for Football and other professional staff within their department.

4. How does your program align with the purpose of S&A funding? *“Supporting cocurricular and extracurricular activities and programs participated in by students in the furtherance of their education.”*

Directly – the budget pays for students to be directly involved in sports broadcasting, both paid staff and volunteers who are aspiring to go into the world of sports media.

5. Please provide specifics on how your program supports and aligns with CWU's strategic plan (<https://www.cwu.edu/about/mission-vision/documents/cwu-vision-mission-values-strat-plan-bot-approved.pdf>)?

Connecting to the unifying value of student success, WSRN provides an out-of-classroom, hands on experience and involvement with sports broadcasting. CWU graduates involved in WSRN have gone onto careers in sports broadcasting and this program is where they got their start. WSRN also provides a service to highlight the achievements of CWU athletes and serves the CWU and Ellensburg community.

6. Please provide detailed information regarding who utilizes your program? (*Students, faculty, staff, community? Specific demographic information? Class standing, gender, ethnicity, transfer, campus location, etc.*)

Students from any major can generate the content which is listened to by CWU students, staff, faculty, and the Ellensburg community. Due to the nature of FM broadcasting, we are not able to accurately track the listenership, but the content is intended to be inclusive and accessible to all listeners, regardless of their demographic characteristics.

7. How many unique CWU students utilize your program or services?
- How do you gather these metrics?
 - If you do not, what is preventing you from getting that data and how are you determining usage by CWU students?

Two student staff members are directly engaged with generating content and coverage, and they coordinate with volunteers to provide coverage and recaps. Similar to the previous question, it is hard to accurately track the listenership of FM content. A KCWU listener survey (the main method of content delivery for WSRN) conducted in Spring 2023 showed that most listeners were current students.

8. Are there any current vacant positions in your program?

Volunteer positions are available.

9. Given the budget reductions taking place, and continuing for the remainder of the funding cycle, please tell us what specific impacts those reductions have had on your program compared to what was originally planned and included in your initial base funding request.

WSRN's budget covers two student salaries. With the budget reductions happening at the same time as large increases to minimum wage, WSRN is limiting some larger scale activities that could happen outside of play-by-play coverage.

10. Are there any circumstances or challenges that are currently impacting your ability to use your base funding allocation this year?

A data issue caused the WSRN students to be funded by the main KCWU budget. Once this issue is resolved and reconciled, there should not be an issue using these funds.

11. What other funding does your program receive? What percentage of your program's total funding is coming from S&A Fees?

100% S&A funded.

12. What growth or expense increases do you anticipate seeing in the future?

- Provide coverage and highlights for club and recreation sports.
- Grow the CWU and local sports update segment for News Central, a program on KCWU.
- Provide CWU sports updates to external partners.