

Services & Activities Fee Annual Program Review

Program Name: Wildcat Sports Radio Network (WSRN)
Program Manager: Tommy Skaggs
Fiscal Year: FY2023

1. In what ways does your program support CWU students? Please be specific, yet 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. Football was not covered in FY2022 due to SWX (an external entity) taking the spot in the broadcast booth. Alternate coverage plans were in place prior to the season, but the plans were cancelled by the Athletics department days prior to the season start. This year, WSRN was able to restart coverage of Football games and will cover other sports throughout the 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 who have a similar purpose or service?

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. Additionally, CWU Athletics has their own coverage via SWX (an external entity) 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. How does your program support CWU’s mission and goals? (<https://www.cwu.edu/mission/>)

Like CWU's new mission statement, WSRN 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. Providing coverage and highlights of CWU athletes also promotes access to knowledge and places a spotlight on achievements of our students. 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.

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 generate the content which is to by the 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, but like 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 2022 showed that most listeners were current students. Prior metrics were provided as an aggregate of channels such as our internet stream and viewer counts of videos that contained content generated by WSRN.

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

Not at this time – A new student has been hired to start in January to fill the prior vacancy.

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 including in your initial base funding request.

WSRN's budget only covers two student salaries. With the budget reductions happening at the same time as a large increase to minimum wage, WSRN accommodated by shifting to provide

drop-in coverage for sporting events, which broadcasted updates during sporting contests. This shift saved preparation time while still providing coverage of sports.

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

Two issues of note: 1) A WSRN student was hired to work in the Athletics department. This only left one student in WSRN for Fall quarter. 2) Nicholson Pavilion is currently under construction and may impact our ability to cover Men's and Women's basketball.

11. What growth or increases would you like to see in your program in the future?

Provide coverage and highlights for club and recreation sports.
Establish improved communication channels with the new staff in the Athletics department to grow our partnership.
Create a CWU and local sports update segment for News Central, a program on KCWU. (Starting Winter 2023)