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Program Effectiveness Report

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**Program/
Unit:** Radio and Television

Location: Troy

Date: April 11, 2006

Division: Division of Administration

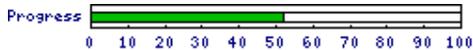
Person Completing Report: [James Clower](#)

Title: Director

**Mission and Relation to University
Mission:**

The purpose of the Radio and Television program is: to provide public services consisting of educational, cultural and informational public radio and cable access television to the university, its community and the citizens of Alabama; to support the university's students, faculty and administrators with audio and video services; and to support the university's distant education programs including the interactive network with technical facilities, planning and faculty assistance. The program supports the following portions of the Troy University mission statement: 1. Provide support to the international scope of university programs and services. 2. Support a variety of undergraduate and graduation programs that utilize electronic delivery. 3. Provide services that promote the individual welfare of students. 4. Promote discovery and exploration of knowledge dedicated to life-long learning process. 5. Ensure effective teaching. 6. Ensure the development of creative partnerships, scholarship and research. 7. Ensure efficient and effective operations and provide resources as needed to implement institutional mission, goals and objectives.

Achieved:



Edit	Worklog	(1) Expected Outcomes/Student Learning Outcomes with Assessment Measures	(2) Actual Assessment of Expected Outcomes/ Student Learning Outcomes with Improvements Noted	(3) Outcome Achieved Yes/No	(4) If No, Plans for Improvement (PFI) Objectives (If outcomes were not met)	(5) Projected Cost to Implement PFI
Edit		Troy University Public Radio will achieve an Average Quarter Hour rating of 17 or better (Corporation of Public Broadcast				
Delete	Worklog	requirement) for the combined stations of WTSU, WRWA and WTJB. Data is	Troy University Public Radio achieved an Average Quarter rating of 21 using CPB guidelines.	Yes	<u>Move to Plan for Improvement</u>	\$0.00
History		measured by the Radio Research Consortium service using Arbitron information.				
Edit		A: Of the public radio listeners responding to the annual survey, eighty per cent or more of radio programs are rated better than average.				
Delete	Worklog	B: Ninety per cent or better rate the quality of their signal reception as excellent or good.	94% indicated that the programs they consistently listened to was better than average. 84% of responses indicated that the quality of their signal reception as excellent or good.	No	<u>Plan for Improvement</u>	\$135,000
History		Annual survey to listeners who donate to Troy University Public Radio and submitted online surveys provide the measurement data.				

Edit	Worklog	Achieve a 10% increase in funds generated through underwriting and listener support (using average of 2003, 2004, 2005 \$114,000 as comparison) by September 30, 2006. Anticipated goal is \$125,000. Ongoing gift data will provide information for this assesment.	Funds collected during 2005-2006 ending September 30, 2006 totaled 139,601.	Yes	Move to Plan for Improvement	\$0.00
Delete						
History						
Edit	Worklog	Television student survey will indicate that 85% of those participating in TrojanVision activities believe that: A: The facility and equipment is up-to-date with broadcast standards. B: The amount of equipment is adequate to meet their needs.	In answer to the question: "Evaluate the following statement: The equipment and technical facilities at TrojanVision are up-to-date." 71% agreed 13% disagreed 16% did not know With regard to whether the amount of equipment is sufficient: 44% agreed 19% disagreed 13% strongly disagreed 26% did not know	No	Plan for Improvement	\$121,000
Delete						
History						
Edit	Worklog	Survey of graduating journalism broadcast majors will indicate that 80% of those receiving diplomas actively participated in TrojanVision news at least one semester.	Among senior broadcast journalism students surveyed, 16 of 18 or 89% reported that they are or have been involved with TrojanVision.	Yes	Move to Plan for Improvement	\$0.00
Delete						
History						

Edit		Results of university survey will indicate a 90% satisfaction of:	96% of those responding to the survey indicated satisfaction of television services.			
Delete	Worklog	A: Television services.	66% of those responding to the survey indicated satisfaction of videoconferencing services.	No	Plan for Improvement	\$300,000
History		B: Interactive videoconferencing services.				

Information (800)551-9716