

2014 Associated Students

**KVIK**

AS Structure and Program Advisory Committee

### *Areas for Improvements/ Recommendations:*

The following are the Structure and Program Advisory committee's recommendations for strategic goals over the next four years:

1. Addition of Assistant Coordinator Position **\*This has already been passed by the board**

Currently there is only one paid student employee, this creates an issue due to:

- Large volunteer base. Ranging from 50 to 100 active volunteers.
- Coordinator is in charge of marketing, event planning, organizing volunteers, attending weekly show meetings and meeting with executive producers.
- Not enough time to give specialized time to each show. Not enough individualized marketing.
- Miscommunication and confusion of responsibilities and expectations for volunteers

The KVIK coordinator's role has drastically changed from when it was originally created. The coordinator should be involved in maintaining the program and ensuring volunteers have the support necessary to film, while ensuring that their position is not being overworked. KVIK's programming has grown in the last few years, adding shows and volunteers, there is an opportunity to expand our programming to include film festivals and to increase our offices' student at large impact. The addition of an Assistant Coordinator could spread the planning of shows, increase marketing and web presence for KVIK. The proposed position would be 15 hours/week, to maintain office hours as well as attend some of the weekly volunteer meetings. If a second position is added the current coordinator position would be changed from 19 hours/ week to 15 hours/week.

2. Replace outdated and broken equipment

The current equipment is not on par with standards.

- Video and film technology is constantly changing.
- There is only room in the current budget to make minor repairs.
- ATUS equipment has limited access, which can push back the completion of productions

In order to better support KVIK more technological resources should be provided to the office to replace old equipment. Since many volunteers and students benefit from this program it would be beneficial and allow the volunteers to have access to better equipment. KVIK does have connections with ATUS, but that equipment often becomes unavailable, since classes and the art department have priority delaying filming for multiple projects. Up to date equipment would allow KVIK to operate autonomously. Since our number of volunteers and the number of views on our YouTube page have both increased, updating the equipment to keep up with the current level of programming makes more sense than cutting programming or student volunteers.

*SPAC Recommends:* We believe this recommendation is pertinent because KVIK needs certain equipment to be replaced, and a lack of equipment accessibility can adversely affect their office. Although, we recommend that KVIK moves forward with a more frugal budget. The purposed new equipment in the report was the top of the line and in greater quantity than the committee saw there was a need for.

3. Create system to document usage and to assess a need of equipment every two years

Currently equipment only gets replaced during TAP or SPAC or when it becomes hazardous to students.

- Video and film technology is constantly changing.
- There is only room in the current budget to make repairs.

By creating a system that tracked the usage of KVIK equipment and replaces it when it becomes obsolete, KVIK would not fall as far behind as it has been in the technology side of film and video production. This could be a system that puts extra money for equipment in the KVIK budget every two years so repairs and replacements can be made gradually. This system would prevent or limit the large equipment requests, like the ones we have made in the past since KVIK will be able to take care of issues as they arise rather than waiting for a hazardous situation or SPAC.

4. Develop and maintain a system for quarterly evaluations of volunteer experience

There is no evaluation system in place, due to this,

- There is no record of volunteer participation
- We don't know about the volunteer experience
- We cannot effectively outreach to a broader group of people

By creating a system for quarterly evaluations of the volunteer experience at KVIK we could solve this problem. In addition to the volunteers, also have quarterly self-evaluations for the Executive Producers. This would ensure that the KVIK Coordinator has the ability to access each Executive Producer's experience and receive feedback.

5. Develop and maintain an assessment and evaluation system to keep track of KVIK's impact on the student body

This would include but not limited to: keeping track of attendance at events, web analytics and user experience. This system will look at both subjective and objective data, and we suggest an examination of how the ROP and AS Production offices keep track of their student impact before creating system. This information will be useful for office evaluation, planning of programming and future budget concerns as well as allow for further examination of KVIK's outreach efforts to the campus.