Chabot College Institutional Core Values and Framework

A. Vision

Chabot College is a learning-centered institution with a culture of thoughtfulness and academic excellence, committed to creating a vibrant community of lifelong learners.

B. Mission Statement

Chabot College is a public, comprehensive community college that prepares students to succeed in their education, progress in the workplace, and engage in the civic and cultural life of the global community. The college furthers student learning and responds to the educational needs of our local population and economy. The college serves as an educational leader, contributing its resources to the intellectual, cultural, physical, and economic vitality of the region. Recognizing that learning is a lifelong journey, the college provides opportunities for intellectual enrichment and physical well-being of all community members who can benefit.

C. Values

LEARNING AND TEACHING
• Supporting a variety of teaching philosophies and learning modalities.
• Providing an environment conducive to intellectual curiosity and innovation.
• Encouraging collaboration that fosters learning.
• Engaging in ongoing reflection on learning by students and by staff.
• Cultivating critical thinking in various contexts.
• Supporting the development of the whole person.

COMMUNITY AND DIVERSITY
• Building a safe and supportive campus community.
• Treating one another with respect, dignity, and integrity.
• Practicing our work in an ethical and reflective manner.
• Honoring and respecting cultural diversity.
• Encouraging diversity in our curriculum and community of learners.

INDIVIDUAL AND COLLECTIVE RESPONSIBILITY
• Taking individual responsibility for our own learning.
• Cultivating a sense of social and individual responsibility.
• Developing reflective, responsible, and compassionate citizens.
• Playing a leadership role in the larger community.
• Embracing thoughtful change and innovation.
Unit Plan: Description of the Unit

Unit: Mass Communications Radio and Television Broadcasting
Division: Arts and Humanities
Author(s) of this Unit Plan: Chad Mark Glen
Date: March 14, 2008

Audience: To be read and responded to primarily by Marketing and Outreach
Purpose: Used for public relations, used in catalog and/or brochures, grant applications, Marketing & recruiting materials
Instructions: Write about one paragraph which should include the unit’s mission statement. You may include an image or picture, if you wish. You may use last year’s description with updates or revisions as needed.

The Chabot College Radio & Television Broadcasting Program offers “hands on” training using modern equipment in both audio & video production. This will prepare you to work in the competitive world of broadcast communications.

KCRH 89.9 FM is our award winning broadcast radio station. Our staff is made up entirely of students who take what they have learned in the classroom and apply it on the air. You also have the opportunity to develop radio skills in departments such as: Music, Production, Promotions, News, Sports, Underwriting, Web Site, and Public Service.

KCC-TV Channel 27 is our award winning television station. Video production will help you develop job-related skills and techniques. As an advanced student you will be part of a production team responsible for producing news, sports, and entertainment programs.

Careers include: Advertising, Camera Operator, Director, Disc Jockey (DJ), Editor, Graphic Design, Lighting Technician, Marketing, Media Relations, News, Producer, Programming, Promoter, Public Relations (PR), Reporter, Sales, Show Host, Talent Agent, and Writer.

Mission: To provide the Chabot College Mass Communications Radio and Television Broadcasting student with the opportunity to develop and enhance their skills in all aspects of broadcasting. This includes, but is not limited to, on-air personality, production, programming, promotions, news, sports, music, copywriting and advertising sales.

To provide a broad range of radio and television broadcasting experiences to our student-staff.

To demand the highest standard of excellence from each student-staff member.

To provide effective management for the purpose of realizing significant educational experiences that are rewarding to the student-staff, the college, and the community.
To provide the Chabot College student community with college news and information.

To serve the communities our broadcast signal reaches with local news and information.
To help students look critically at broadcast media content and create and disseminate their own content through broadcast outlets, such as radio, television, and cable stations.

To help students become media experts, skillful with state-of-the-art audio and visual, graphics, and interactive software used by broadcast journalists, studio production personnel, and videographers.