Unit Plan: Full-Time Faculty/Adjunct Staffing Request(s) [Acct. Category 1000]

**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:** Faculty Prioritization Committee and Administration

**Purpose:** Providing explanation and justification for new and replacement positions for full-time faculty and adjuncts

**Instructions:** Please justify the need for your request. Be sure to include reference to Goals/Objectives from Part II, and Strategic Planning Priorities. Please cite any evidence or data to support your request, including enrollment management data (EM Summary by Term) for the most recent three years, student success data (EM Success report), and any other pertinent information. For EM data, go to [http://help/EMC/](http://help/EMC/) (from on campus—college intranet). If you have not worked with EM data previously, seek assistance from your division dean or CEMC rep.

- Although we are not requesting a new full-time MCOM Broadcasting hire, we want to highlight some reasons a Long Term Replacement (LTR) hire would be a good idea.

- The unit is staffed with one full-time broadcast faculty member who is only teaching 40% of his full-time load in the discipline. For the last four-and-a-half years, and for the next two-and-a-half years, there will be no full-time faculty member working in this unit. That faculty member has had, and will continue to have, reassigned time to work on Academic/Faculty Senate and Accreditation.

- There are two part-time faculty members. The television classes have been taught exclusively by adjunct faculty since Fall of 2002. Both the radio and TV station and the MCOM program would benefit greatly from having the focus of a full-time faculty member.
Unit Plan: Classified Staffing Request(s) [Acct. Category 2000]

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: Administrative Staff
Purpose: Providing explanation and justification for new and replacement positions for full-time and part-time regular (permanent) classified positions

Instructions: Please justify the need for your request. Be sure to include reference to Goals/Objectives from Part II, and Strategic Planning Priorities. Please cite any evidence or data to support your request. If this position is categorically funded, include and designate the funding source of new categorically-funded position where continuation is contingent upon available funding.

OPTION 1
1 replacement full time Radio Instructional Assistant.
1 replacement full time Television Instructional Assistant.

OPTION 2
If the above two positions cannot be hired, then 1 full time Radio/TV Instructional Assistant.

OPTION 3
1 part-time radio Instructional Assistant and 1 part-time TV Instructional Assistant.

RADIO OPTION 1 DETAIL
• The KCRH 89.9 FM radio station has been licensed by the Federal Communications Commission (FCC) since April 10, 1981. There was a full-time Classified Radio Technician working for the MCOM department until March 29, 2002. The position became vacant when the Radio Technician left to work in commercial radio.

• Safely operating the station and providing students with access to the radio studios and tutoring without a full-time staff member has almost debilitated the program. It has taken an enormous amount of volunteer time from the full-time and part-time faculty teaching the MCOM 32, 34 and 38 classes. This impacts their work, taking time away from other important duties these faculty have to perform. The workload distribution unfairly compels faculty to perform classified support staff duties in addition to their teaching and professional responsibilities.

• We have periodically been able to have a part-time Instructional Assistant work at the radio station. This has been funded by VTEA monies that will run out this semester.
• We have been generating revenue by selling underwriting spots and participating in a non-profit car donation program. The funds generated are being used to pay for supplies, equipment maintenance, repairs and equipment replacement needs. As the revenue stream increases, the income could be used to offset the cost of hiring an Instructional Assistant.

• It is imperative we have a reliably funded Instructional Assistant for the radio program. The work load for this job is at the level of a full-time position.

**TELEVISION OPTION 1 DETAIL**

• There were two full-time Instructional Television Technicians until those positions were eliminated in Spring 2006 and the employees moved into other positions to save an estimated $143,820.

• We have a temporary part-time Instructional Assistant at the television station. We have had to hunt and fight for the unreliable funding to pay for this “position.”

• We have been generating income by renting the television studio for productions. The funds from rentals are being used to pay for supplies and equipment maintenance and repairs. As the revenue stream increases, the income could be used to offset the cost of the Television Instructional Assistant position.

• Dolby Sound Systems, Intel and SanDisk are willing to commit to $100,000 combined annual expenditure on rental of our TV studio. Without a full-time Television Instructional Assistant we will be unable to generate this revenue.

• With a full-time TV employee, we would be able to offer more hours to our rental customers since we would have a staff member there after the MCOM classes. This TV position would more than pay for itself with increased studio rentals.

• The programming we run on our Comcast cable channel 27 must be scheduled and placed on the video server. Without a paid employee to do this, there is not much point in selling underwriting if we have no one to play the programs on the air. Channel 27 puts Chabot out in the community and in people’s homes. This is a valuable outreach mechanism that should not go dormant.

• It is imperative to instruction and to generating operating funds that we hire an Instructional Assistant for television, as a consistently funded position. The work load for this job is at the level of a full-time position.

• Safely operating the station and providing students with access to the TV studios and tutoring without a full time staff member has hurt enrollments and the program. It has taken an enormous amount of volunteer time from the full-time and part-time faculty teaching the MCOM 33A, 33B, 39 and the two new TV classes. This impacts their work, taking time away from other important duties these faculty have to perform. The workload distribution unfairly causes faculty to perform classified support staff duties on top of their teaching and professional responsibilities.
• Partial list of duties:
  o Assisting in the TV station during all MCOM classes
  o Assisting students during labs
  o Scheduling the programming we run on our Comcast cable channel 27
  o Loading shows on the video server
  o Soliciting underwriting and TV studio rental business
  o Overseeing TV studio rentals and customer relations
  o Maintaining, repairing and aligning equipment
  o Making recommendations on equipment needs and acquisitions, etc.

RADIO/TELEVISION OPTION 2 DETAIL
• The best option is to replace the vacated full-time Radio Technician with a full-time Radio Instructional Assistant and replace the two full-time Television Technicians with one full-time Television Instructional Assistant. This is an opportunity to afford our students and the instructional staff a more balanced radio and television program.

• The program has changed over the years, as the industry has, and requires separate and balanced Radio and Television staffing support.

• Another less advantageous option is to create one full-time Radio and TV Instructional Assistant position.
  o The new replacement position can provide support to both radio and television at a lower cost than two full-time positions.
  o It will be difficult though to find a qualified applicant with expertise in both the radio and television fields. Since the scope of this, newly expanded radio and TV position is greater; a higher salary step would be warranted.

PART-TIME RADIO/TELEVISION OPTION 3 DETAIL
• Rather than getting no classified position, in light of the current budget situation, we could temporarily make do with 1 part-time radio position and 1 part-time TV position, until such time as the budget would allow us to staff with full-time positions.

• There is nothing that will improve our MCOM broadcasting program more and better serve our students, than hiring Instructional Assistants for the radio and TV stations. We’re willing to do everything we can to raise more funds to subsidize these positions.

Criteria For Classified Staffing Priorities (not necessarily in Priority Order as developed by the Admin Staff)

1) Impact on enrollment and revenue;
2) Safety;
3) Mandates;
4) Workload distribution (impact on other’s work);
5) Relationship to institutional priorities.