Unit Plan: Equipment Requests [Acct. Category 6000]

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: Budget, Deans
Purpose: To be read and responded to by Budget Committee.
Instructions: Please fill in the following as needed. Text boxes below will expand as you type.
Please note: this form is for equipment whose unit cost is over $200

Brief Title of Request (Project Name): Live radio remote broadcast equipment

Building/Location: 132

Request Amount (include unit cost, total cost, tax, and shipping): $3,500.00

Description of the specific equipment or materials requested:
CD Mixer, amp, speakers, connectors, cables and wires.

What educational programs or institutional purposes does this equipment support?
Train students to successfully conduct remote radio broadcasts. Better prepare students for the radio industry.

Briefly describe how your request relates specifically to the Educational Master Plan and the Goals and objectives Section of your Unit Plan (Part II, Section 2)?
When called upon by the college to provide music and entertainment to the community. Further promote the College, Program, Department and station.
Page 6 of the Educational Master Plan states, “However, the fruit of this labor will provide Chabot with revitalized
facilities like the new Broadcast Center that will house KCRH and radio practice rooms, the TV Studio, and enhanced facilities for the Music programs.

Page 31 of the Education al Master Plan states, “The industry of ‘Information’ is also expected to grow, as will some of its sub-categories such as publishing industries (except Internet), motion picture and sound recording industries, broadcasting (except Internet) and Internet publishing and broadcasting. Related Chabot programs include Digital Media, Mass Communication, with broadcasting TV and Radio stations, Journalism, and Graphic Arts. Finally, the industry of “finance and insurance” is expected to experience moderate growth. Chabot’s programs in Business, Accounting, and Real Estate prepare students to work in these types of companies.”

According the the Education al Master Plan (page 31) Alameda county industry projected growth between 2002 - 2013
Motion picture and sound recording industries 362%
Broadcasting, except Internet 78%
Internet publishing and broadcasting 140%

Page 51 of the Education al Master Plan:
Mass Communications
We help students look critically at broadcast and print media content and create and disseminate their own content through print and broadcast outlets, such as Chabot’s student newspaper and radio and television stations. We help students become media experts, skillful with state-of-the-art visual, graphics, and interactive software used by print and broadcast journalists, studio production personnel, and photographers.

The program offers an AA in Mass Communications, an AA in Journalism, and an AA in Radio and Television Broadcasting, and provides coursework to students seeking careers in mass communications or who want to fulfill general education requirements. We provide instruction in news writing and information gathering, writing for broadcasting, advertising and media management, radio and television announcing and performance, radio and television studio production, and newspaper editorial leadership and production.

Page 52 of the Education al Master Plan:
Enhance job placement and/or transfer for graduates of the mass communications program

Why is this equipment necessary?

- [✓] Immediate health, safety, or security issues
- [✓] Increases enrollment
✓ Prevents further deterioration of facilities
✓ Shows cost advantage due to rising prices
✓ Replaces deteriorated equipment or facilities
✓ Provides visibility for the Bond Program

Briefly describe how the above criteria are satisfied:

What is the consequence of not funding the equipment?
Preparing students for a career in radio would be more challenging

What alternative approaches have been considered to meet programmatic demands for this equipment?

How many students will be impacted by the purchase of this equipment? ___ 60 _____

Do students use this equipment? ___ ✓ ___ yes ___ no

Is this equipment a replacement? ___ ✓ ___ yes ___ no

Staffing requirements for new equipment (number of staff, are they available, training, etc.): 1

Will training be required? ___ ✓ ___ yes ___ no

At whose cost?

What are the estimated ongoing costs (for maintenance, etc.)?

Are there potential utility costs/savings?
Is this request CTE (Career Technical Education) Eligible?  ______yes  ______√__no