### Unit Plan – PROPOSAL FOR NEW INITIATIVES

**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:** Deans/Unit Administrators, IPBC, Foundation, Grants, Budget,  
**Purpose:** A “New Initiative” is a new project or expansion of a current project that supports college goals. The project will require the support of additional and/or outside funding. The information you provide will facilitate and focus the research and development process for finding outside funding.  
**Instructions:** Please fill in the following information.

**Priority Objective** or **Strategic Plan Objective** Addressed:

- Reach out to the various high schools and community events from San Leandro, Castro Valley, Hayward, Union City and Fremont area.

**Project Description:**

Promote the Chabot College, programs, courses and the station to students in high schools and people in the community.

**Expected Outcome:**

Increase enrollment at Chabot College.

### Activity Plan to Accomplish the Objective:

<table>
<thead>
<tr>
<th>ACTIVITY NO.</th>
<th>ACTIVITY (simple description)</th>
<th>PERSON(S) RESPONSIBLE</th>
<th>TIMELINE (OR TARGET COMPLETION DATE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Go to the high schools and get the students aware about the courses offered at Chabot College. Provide entertainment and music.</td>
<td>1</td>
<td>End of Spring 2009</td>
</tr>
<tr>
<td>2</td>
<td>Help out the Chabot College at community events such as street fairs</td>
<td>1</td>
<td>End of Spring 2009</td>
</tr>
</tbody>
</table>
Resource Requirements:

<table>
<thead>
<tr>
<th>ACTIVITY NO.</th>
<th>BUDGET CATEGORY AND ACCOUNT NUMBER</th>
<th>DESCRIPTION</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Personnel (staffing and benefits for professional experts, reassigned time, classified personnel).*</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Supplies</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Proposed personnel workload may be covered by:

- [ ] New Hires: Faculty # of positions ____________
- [ ] Classified staff # of positions ________

Reassigning existing employee(s) to the project; employee(s)’ current workload will be:

- [ ] Covered by overload or part-time employee(s)
- [ ] Covered by hiring temporary replacement(s)
- [ ] Other, explain ________________________________________________________________________

At the end of the project period, the proposed project will:

- [ ] Be completed (onetime only effort)
- [ ] Require additional funding to continue and/or institutionalize the project (obtained by/from):
  ________________________________________________________________

Will the proposed project involve facility modifications, additional space, or program relocation?

- [ ] No
- [ ] Yes, explain: _________________________________________________________________________

Will the proposed project involve subcontractors, collaborative partners, or cooperative agreements?

- [ ] No
- [ ] Yes, explain: _________________________________________________________________________
Do you know of any grant funding sources that would meet the needs of the proposed project?

☐ No    ☐ Yes, list potential funding sources:

[Blank space]