

**Division of Student Development  
End of Year Report Form  
Spring 2015**

**How did each event contribute toward integrating, engaging, involving, validating and supporting students at the College?**

<b>Department/Unit:</b>	YCRADIO/Student Development/Student Activities	
<b>Mission Statement:</b>	YCRadio is a student driven; staff managed internet college radio station that seeks to provide a forum for news, music, dialogue and entertainment in a manner that celebrates the rich cultural diversity of the York College Community.	
<b>Goals for 2014-15</b>	Engage more students, faculty and staff in expressing their views through their involvement in the creation of radio shows that allow for an expression of diverse views and music. Promotion and advertising were critical to increasing the involvement of students in the radio station and increasing the listening audience.	<b>Each student learned different aspects of how radio broadcasting works and was nurtured on the fundamentals of program preparation, show format to final on-air broadcasting. The importance of teamwork and peer support is stressed. Students form supportive relationships which may assist in their retention and level of academic persistence.</b>
<b>Amount of Students Using Services this Past Year:</b>	This past year, 42 students, faculty and staff volunteered their time and services to YCRadio. This increased from 25 students, faculty and staff in 2014.	
<b>Types of Services Provided:</b>	The radio station provides and outlet for musical expression and dialogue (talk shows) about important academic and local external topics to be discussed in a controlled environment. The shows are aired on the internet which allows for a broad audience to listen. Journalism students use the station as a vehicle to practice the skills that relate to the creation of "news clips".	<b>Students learn teamwork, communication strategies and marketing. Although primarily extracurricular, the journalism students are graded on their creation of the brief news clips. This is an experiential learning component and is therefore also an important aspect of the Journalism Program.</b>

<p><b>Amount of Events Staged this Year and # Students Attending Each Event:</b></p>	<p>YCRadio was involved in at least 15 events for 2014/15, including: The New Student Orientation, The Helping Hands Project Runway, Disability Awareness Day, The Health Services Annual Wellness Festival, The Student Government Club Fair, Dean’s List Event, The Bengali New Year, Macon B. Allen Symposium, Project Change, The Senior Reception Diner, Christian Club Event, The National Society of Leadership and Success Induction Ceremony, The Alumni Class Reunion.</p>	<p><b>These events helped to engage students by promoting diversity, educating students about the college and its services and raising awareness about important current legal and health related topics. The radio station also supported important administrative activities that engaged students such as the Dean’s List and New Student Orientation.</b></p>
<p><b>Status of Strategic Plan Implementation:</b></p>	<p><b>Objective:</b> Student Engagement/Experiential Learning <b>Status:</b> Ongoing</p>	
<p><b>Current Challenges:</b></p>	<p>1) The staff needs an increased budget allocation to meet the demands and needs of the student population. 2) The radio station must purchase the necessary equipment to perform at the highest level possible; some of which may exceed budgetary pragmatism. 3) The station needs to be located in a larger space so that more students can be involved and more activities can be conducted simultaneously.</p>	
<p><b>Goals for 2015-16:</b></p>	<p>1) Marketing and advertising are of paramount importance in building the awareness of YCRadio and what it offers to student participants and listeners (internally and externally). 2) Begin internal discussions and implement a strategy that would include advertising of external companies. Marketing from external sources would provide additional revenue and may assist in achieving internal funding goals and meeting the fiscal need for new priorities. 3) Create short public service announcements for each department on campus and provide a better information based platform for campus issues and ideas to be debated and discussed in an academic forum using the internet.</p>	