

**Division of Student Development
End of Year Report Form
Spring 2016**

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

Department/Unit:	YCRADIO/Student Development/Student Activities	
Mission Statement:	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.	The college uses the radio station as an attraction for prospective student tours. Over 460 students have come to the station on school tours since March 22nd.
Goals for 2015-16	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.	Participated in over 25 events. Recruited students for board member positions. Reached out to different departments and had even more departments contact us for publi9c service announcements and advertising. Developing a plan to sell advertising space similar to Pandora's Box.
Amount of Students Using Services this Past Year:	This past year, 42 members of the college community (students, faculty and staff were involved with various aspects of YCRadio). This was an increase from the 25 students, faculty and staff that were involved in 2014-2015.	We have over 30 students and faculty currently hosting programs at the radio station, 8 who regularly volunteer at non radio host positions, several students who have been guests on programs as well as students who regularly come in for Journalism classwork for 2015-16.
Types of Services Provided:	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 "radio news clips".	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.

<p>Amount of Events Staged this Year and # Students Attending Each Event:</p>	<p>We've covered over 25 events around the school since January of 2016. Highlights include The Dean's List Event, CUNY College Fair, Club Fair, The Alumni Class Reunion, Graduation Luncheon, CUNY Leadership BBQ, College, Career and Trade Fair 2016, Veterans Affairs Poetry Slam, M.B.A. Black Bar Association-Political Science Free Legal Help, National Society of Leadership & Success-Meet The Board session.</p>	<p>It has become increasingly difficult to meet the demands of the student body without full time staff in the radio station. There were only two events staged by the radio station, but the station was involved with numerous other campus events.</p>
<p>Status of Strategic Plan Implementation:</p>	<p>Objective: Student Engagement/Experiential Learning Status: Ongoing</p>	
<p>Current Challenges:</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>1) More hours for operators. A great increase in the number of events covered around the school has placed a strain on day to day operations to the station. More hours for our operators would ease this strain and allow for the expected increase in future event coverage. More hours/staff funding is necessary for the growth of the station. 2) Establishing a baseline amount of funding for the purchase of new equipment as well as the ongoing maintenance of current equipment.</p>
<p>Goals for 2015-16:</p>	<p>1) Marketing and advertising are of paramount importance in building the awareness of YCRadio and what it offers to the internal and external community. 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>	<p>All goals for 15-16 are set to be hit by the end of the fiscal year. Moving forward we have these goals in mind:</p> <ul style="list-style-type: none"> 1) Establishing outside income streams. 2) Boosting our social media post engagement as well as impressions. 3) Put together a student based announcing team to begin covering home college sporting events. 4) Increase marketing for individual shows to broaden the campus listenership.

