

2010 Associated Students

AS Review

AS Structure and Program Advisory Committee

**Triennial Assessment Program
Evaluation Report**



Introduction

The AS Review presented to the AS Structure and Program Advisory Committee on January 28th, 2010. The currently approved statement of purpose is:

The AS Review is a weekly arts & entertainment publication that provides a mixture of event coverage, political commentary and hard news. The AS Review is intended to disseminate information concerning AS events, activities and government to students.

The AS Review provides a forum in which the Associated Students is able to publicize events and news relevant to the campus community.

Program/Services Provided

In the TAP report provided by The AS Review, it described their program as:

The AS Review publishes most Mondays of the school year. We produce 33 issues annually, the majority of which are 12 pages long and contain seven to 10 articles. We print and distribute 2,000 copies each week. This pattern of publication has been consistent for the past three years, in addition they strive to-

- Provide the offices of the AS with an avenue to publicize their offices and their events*
- Provide students and staff of Western with a weekly publication that includes news, information about events, and articles about student life.*
- Provide meaningful student employment*

The operating principles of the AS Review as identified by the AS Review:

- is published by the Associated Students of Western Washington University.*
- Provides students a forum in which to be heard.*
- Tries to eliminate bias where possible, recognizing when it is not possible.*
- is as transparent as possible to its readers.*
- is provided free of charge for the Associated Students and is funded entirely by the Associated Students.*
- is published weekly.*

Areas for Improvements/Recommendations'

The following are the Structure and Program Advisory Committee's recommendations for strategic goals over the next three years:

1. Adopt the new revised mission statement (with edits)

We recommend that the following mission statement be adopted for the AS Review :

Through weekly publication, the AS Review seeks to enhance the student experience by reporting on AS activities, AS governmental actions, and other issues and events of student interest. It also provides a forum for students to engage in and contribute to dialogue that promotes understanding.

2. Create & implement an editorial board for the AS Review

The AS Review proposed a model of the editorial board in their TAP report. The only concern the committee had was with the membership. It is important to include other members outside of AS employees. It was suggested that perhaps a Student Senator be appointed to the editorial board to include different perspectives. We recommend that any final charter be reviewed by the AS Board of Directors and Personnel Director to ensure that salaried staff has enough hours to be required to serve on this additional committee.

3. Develop program outcomes

We recommend that the AS Review develop these outcomes to assist in future evaluations of the program for both students and employees. These should be presented to the AS Board of Directors by the end of fall quarter 2010.

4. Develop and implement a data collection method for demographic information.

Currently the AS Review collects little data regarding which students they currently serve. Developing and implementing a method for gathering this information will assist in determining which populations on campus we can further advertise to and how many unique users are utilizing the service. In addition, we would recommend that data be collected detailing how many papers are picked up or returned each time a new Review is published.

Other Recommendations :

1. Addition of designer/productions manager

This was an idea presented by the AS Review that we believe should be considered at a future date after more programs are evaluated through the Structure and Program Advisory Committee.