



# KUGS PROGRAM EVALUATION

ALEX, BECCA, CAYLIE, AND MALLORY

# AGENDA

- Introduction and objectives
- Methodology and instrument
- Timeline and implementation
- Findings
- Recommendations
- Q&A

# KUGS PROGRAM EVALUATORS

- We are a group of Human Services students from Christina Van Wingerden's Program Planning and Evaluation course.
- This quarter we evaluated the student run radio station KUGS, to find out from current WWU students if their programming reflects the student interest, along with when, how, and why students are listening to KUGS.

# KUGS MISSION

“The mission of KUGS-FM is to serve the students of Western Washington University in Bellingham, Washington by providing a diverse program of music and information consistent with student interests.” –  
KUGS

Retrieved from: <http://as.wwu.edu/kugs/>

# OBJECTIVES AND OUTCOMES

## Objective:

- Our objective was to assist KUGS in distributing a survey to gain knowledge about listenership from a sample of current WWU students.

## Outcome:

- For the KUGS radio station to use this information to learn about what the audience likes about the station and to improve their programming to better meet the student interest.

# METHODOLOGY & INSTRUMENT

- We chose to create a twelve-question online survey, asking for both qualitative and quantitative feedback. The survey was distributed with the assistance of Christina Van Wingerden through email, and social media.
- We chose this method because it was a quick and effective way to reach WWU students (our target population) and collect the information/data we wanted.

# IMPLEMENTATION

- Understanding of program and how to evaluate it came from our initial meeting with client
- Further implemented of program evaluation after receiving client feedback on instrument
- Program evaluation ended with the culmination of survey data

# TIMELINE

- September 28<sup>th</sup>: Initial crafting of intake questions
- Between Sep. 28<sup>th</sup> and Oct. 12<sup>th</sup>:
  - Completed list of intake questions
  - Met with clients at KUGS
  - Drafted methodology and instrument
  - Used feedback from client to finalize methodology and instrument
- By November 9<sup>th</sup>:
  - Surveys sent out
  - Analyzed raw data from respondents

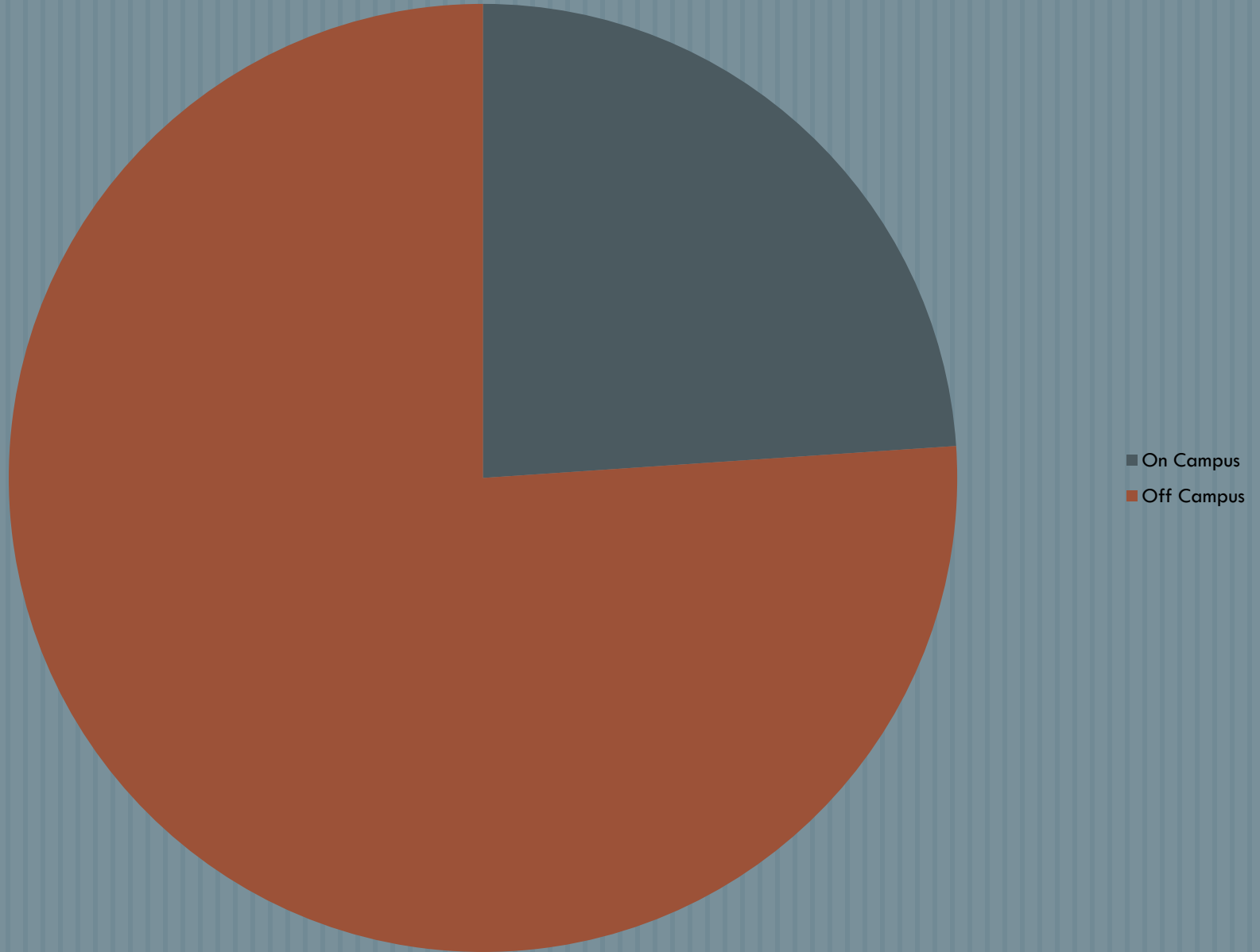
Entirety of process to approximately 1.5 months



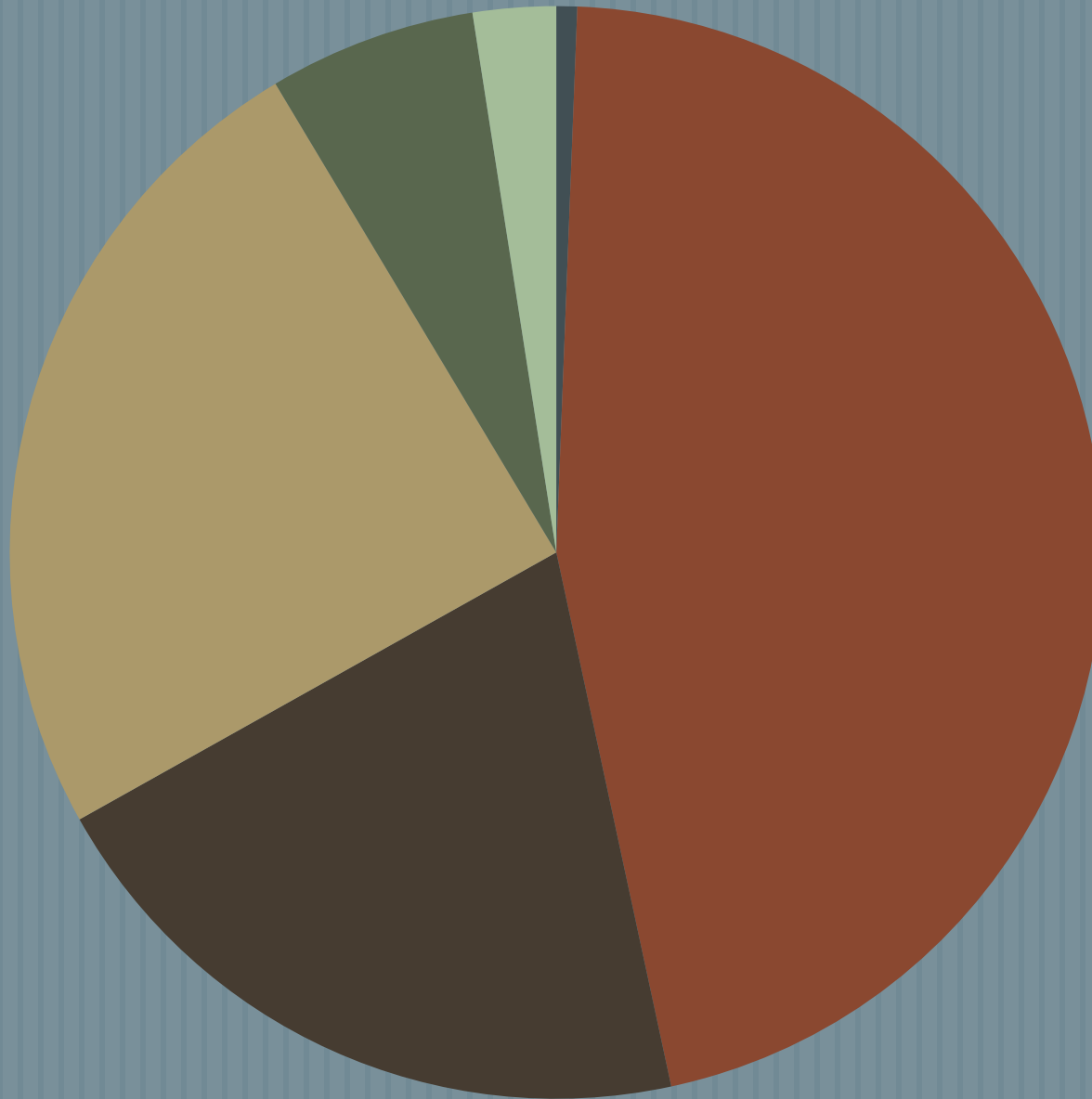
# LIMITATIONS

- ❑ Only sent to 5,000 members of student body
- ❑ Students who lived on campus last year
- ❑ Associated Students and Viking Union employees were not included in sampling pool
- ❑ Many respondents held a bias as they were closely associated with someone involved in KUGS

## Do you live on or off campus?

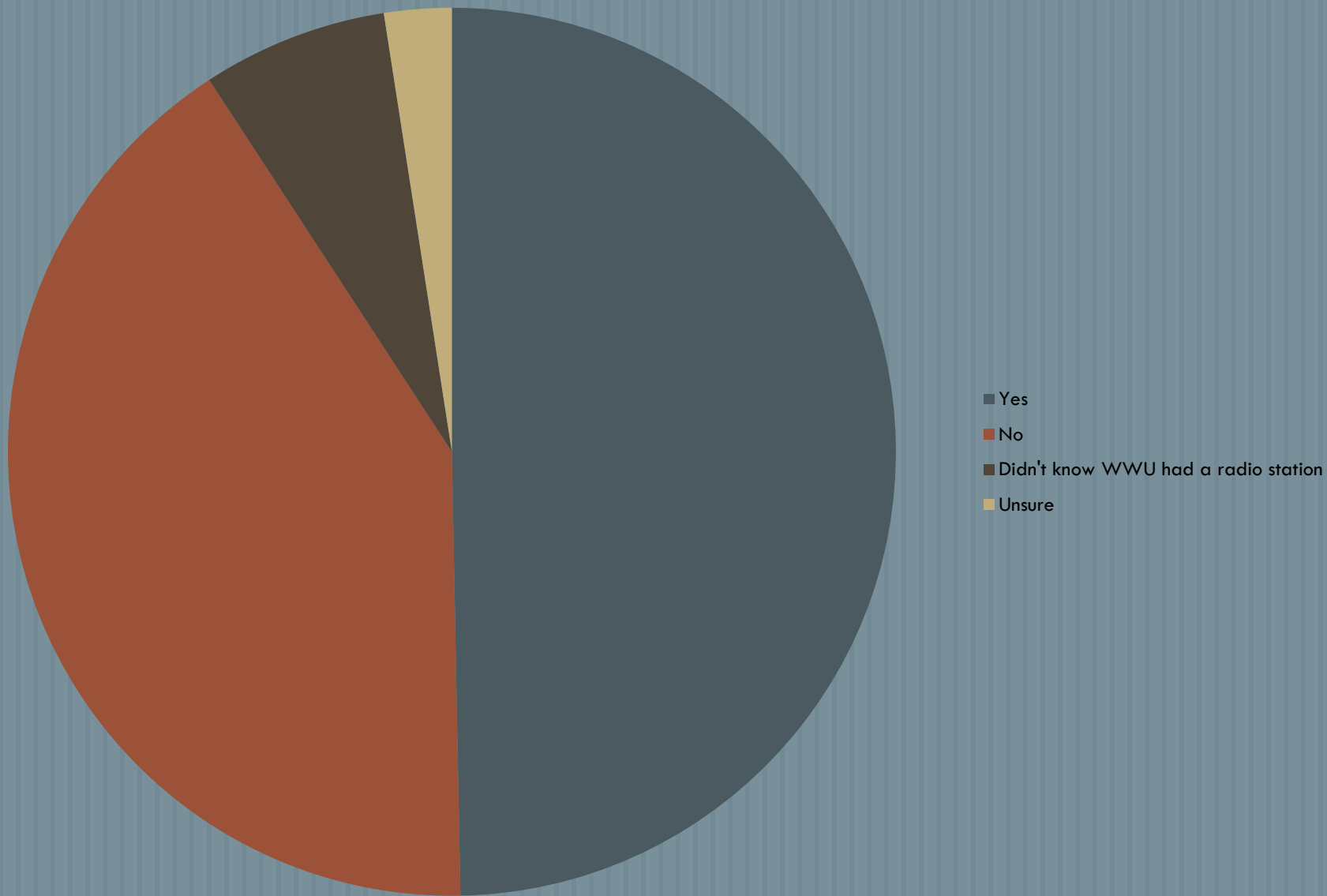


# Class Standing

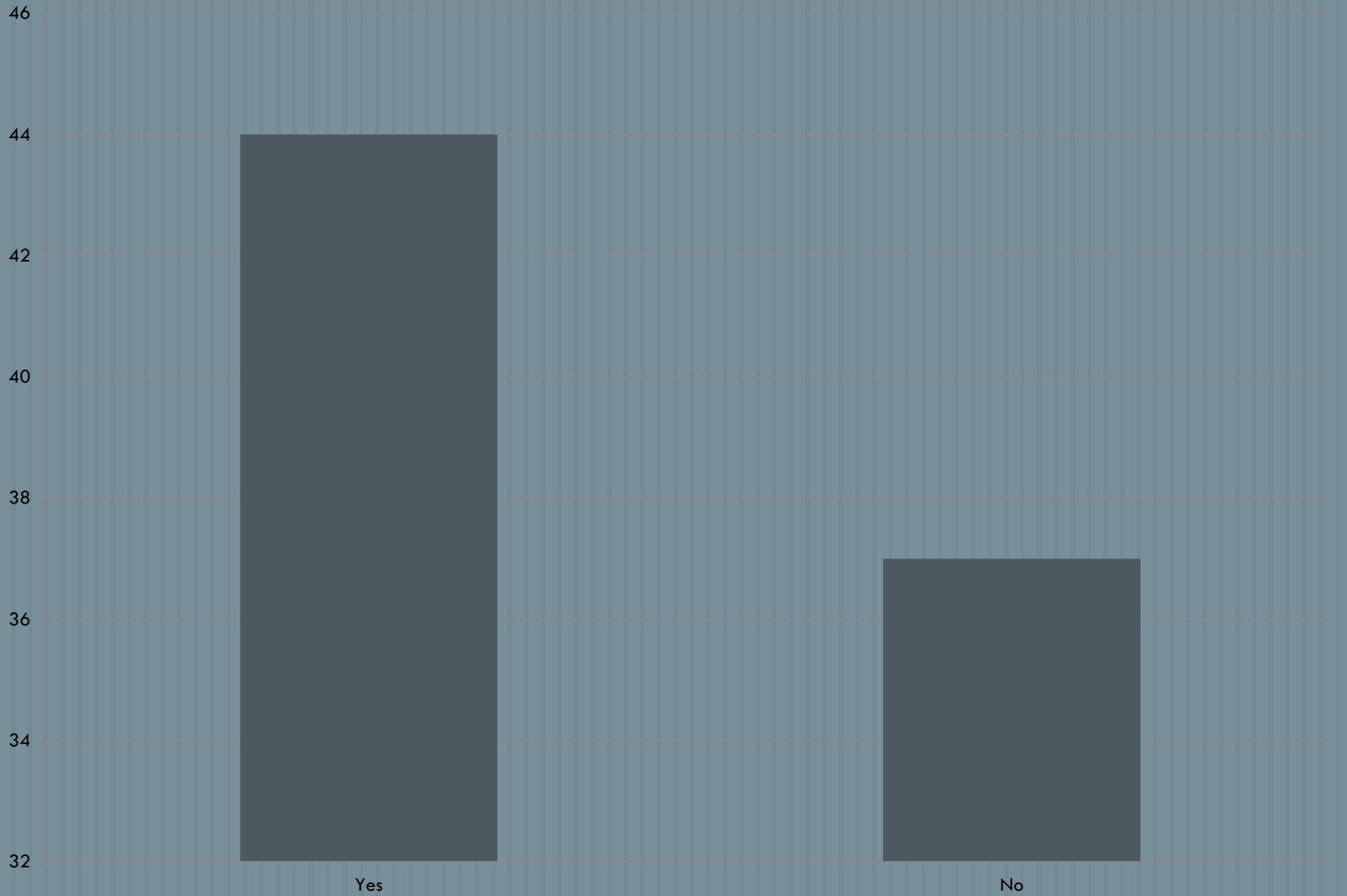


- First Year
- Second Year
- Third Year
- Fourth Year
- Fifth Year
- Other

# Have you ever listened to KUGS 89.3 FM, the WWU student run radio station?



# Do you listen to KUGS 89.3 FM now?



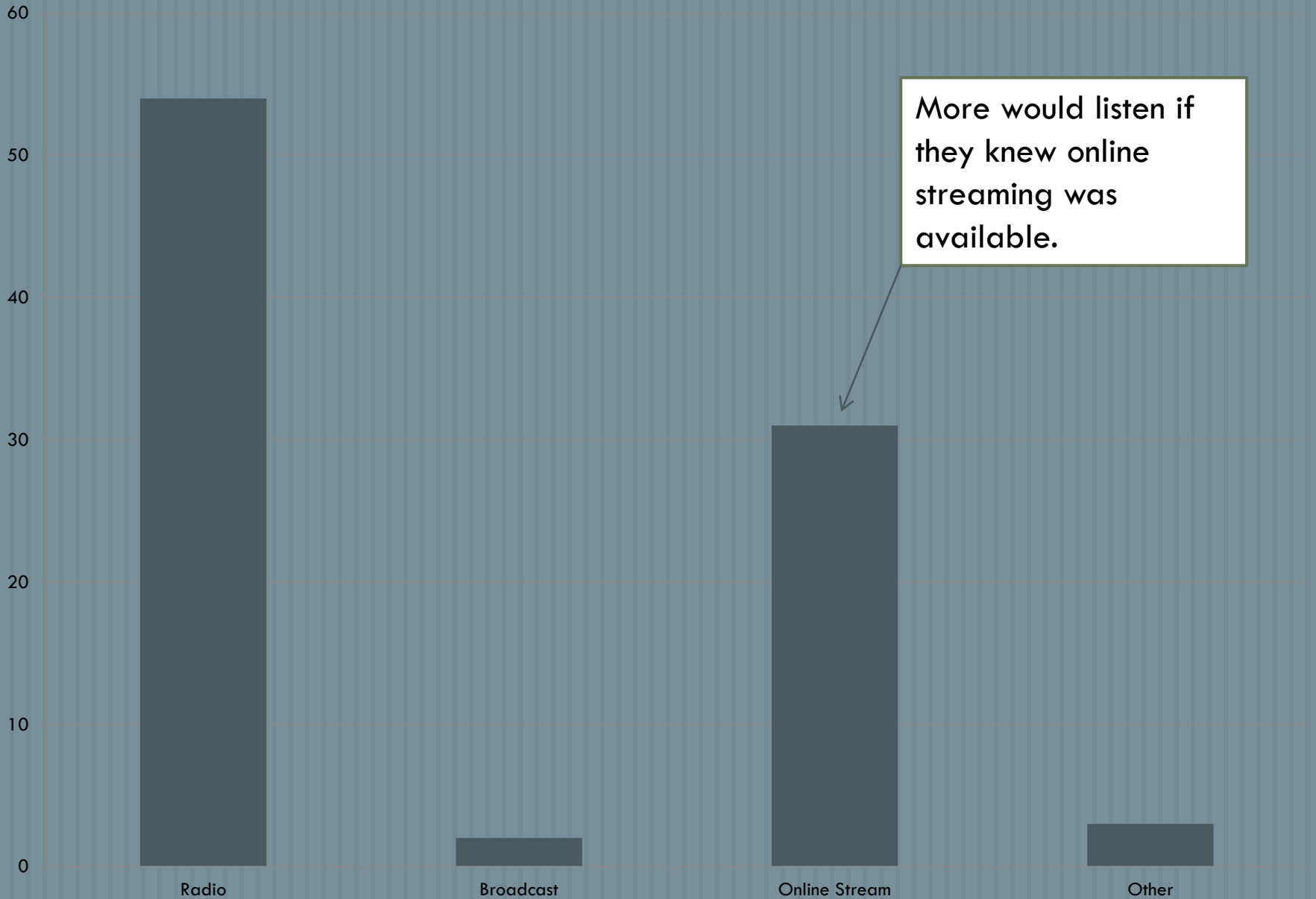
# Please tell us why you do not listen to KUGS.

- Didn't know that WWU had a radio station (8)
- Don't think about it (47)
- Varied responses (12)
  - Do not have access to radio
  - Didn't know the station number
  - Prefer music that is not included on KUGS
    - Noise, speed core, black metal, enka
    - Prefer stations that continuously play genres that they like

# Please tell us why you DO listen to KUGS.

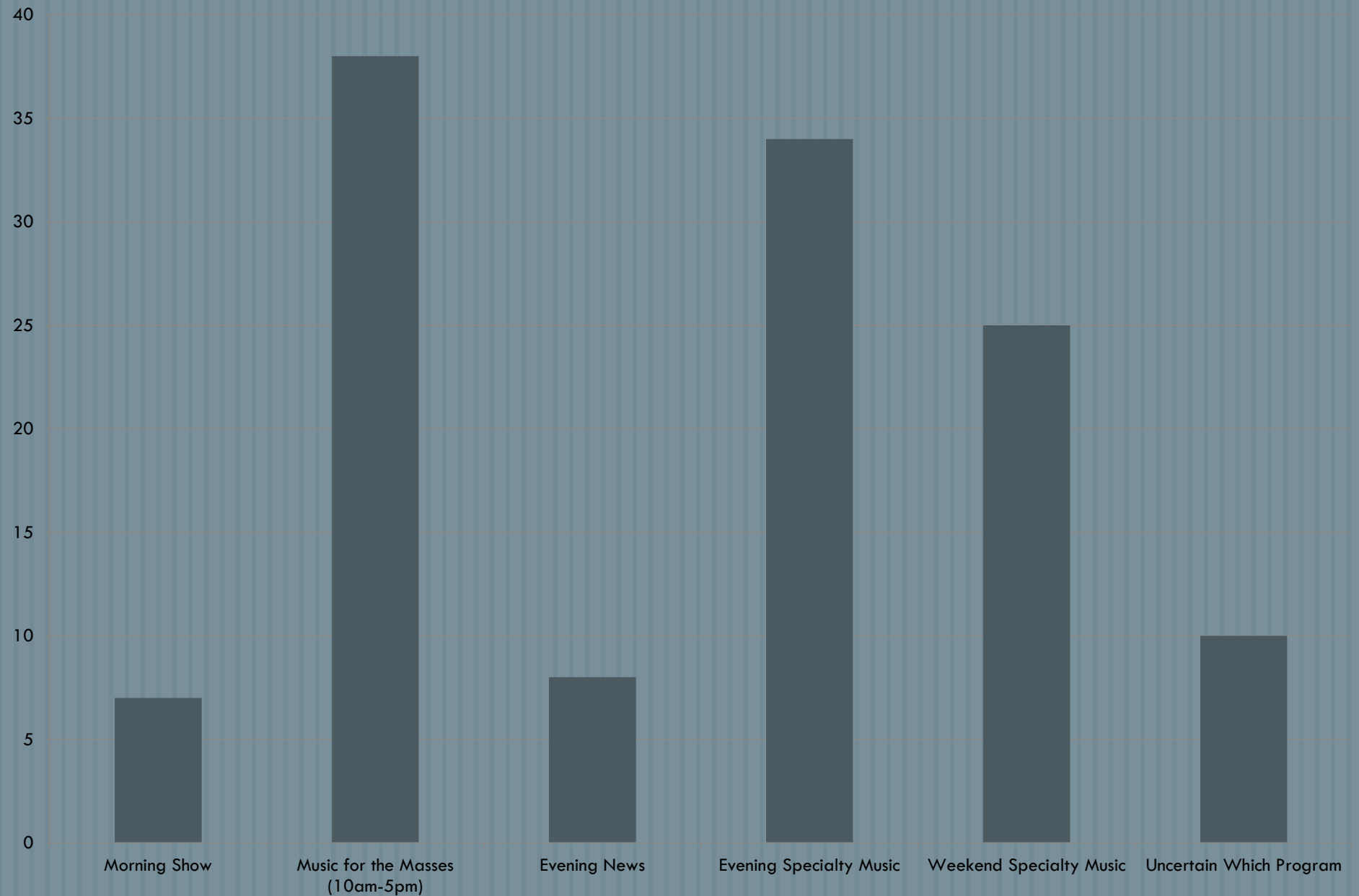
- Variety of KUGS
- Enjoy supporting student radio and friends who are DJs
- Listen when they drive
- Informative news
- Unique programming
- Lack of commercials
- Better signal

# How do you listen?

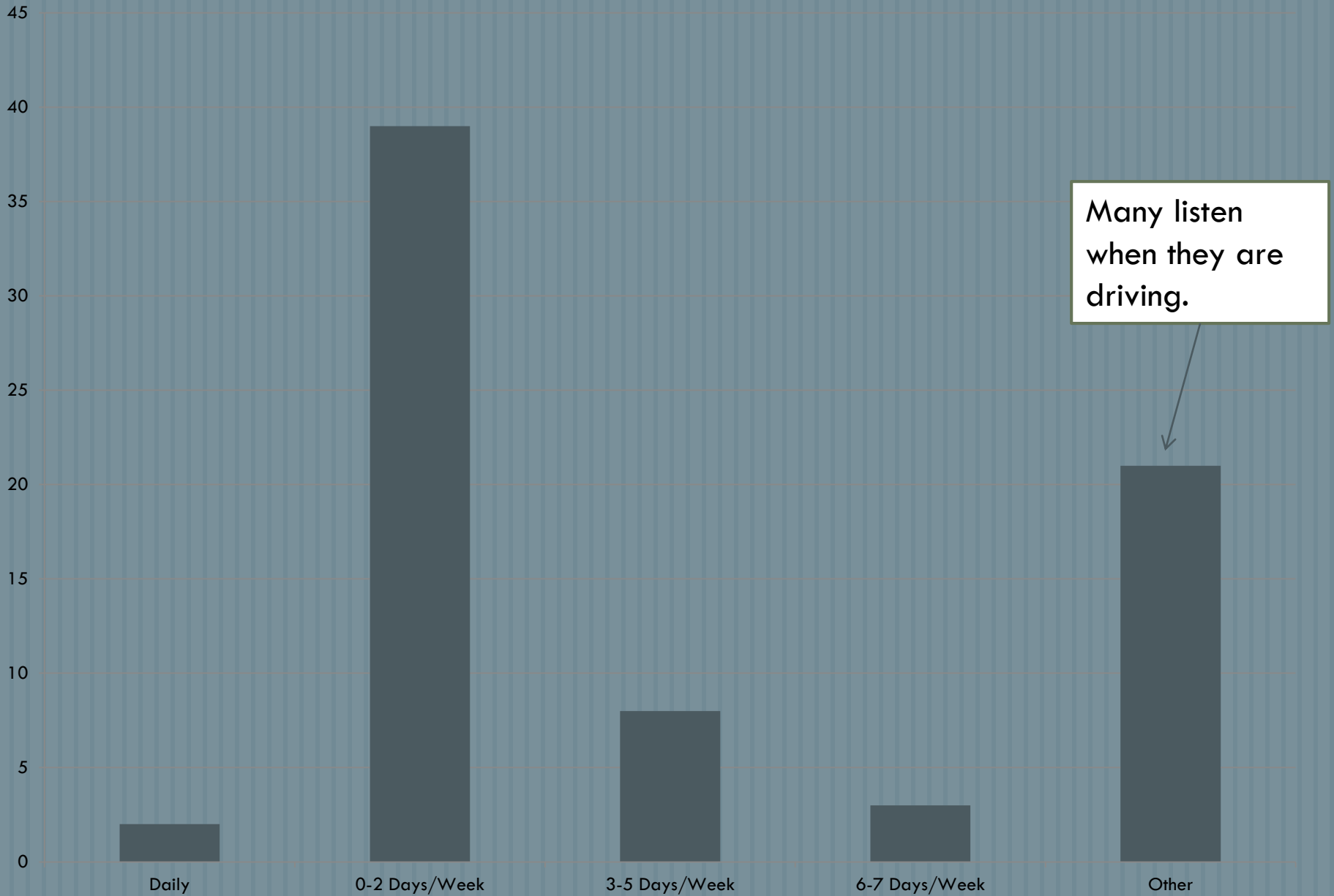




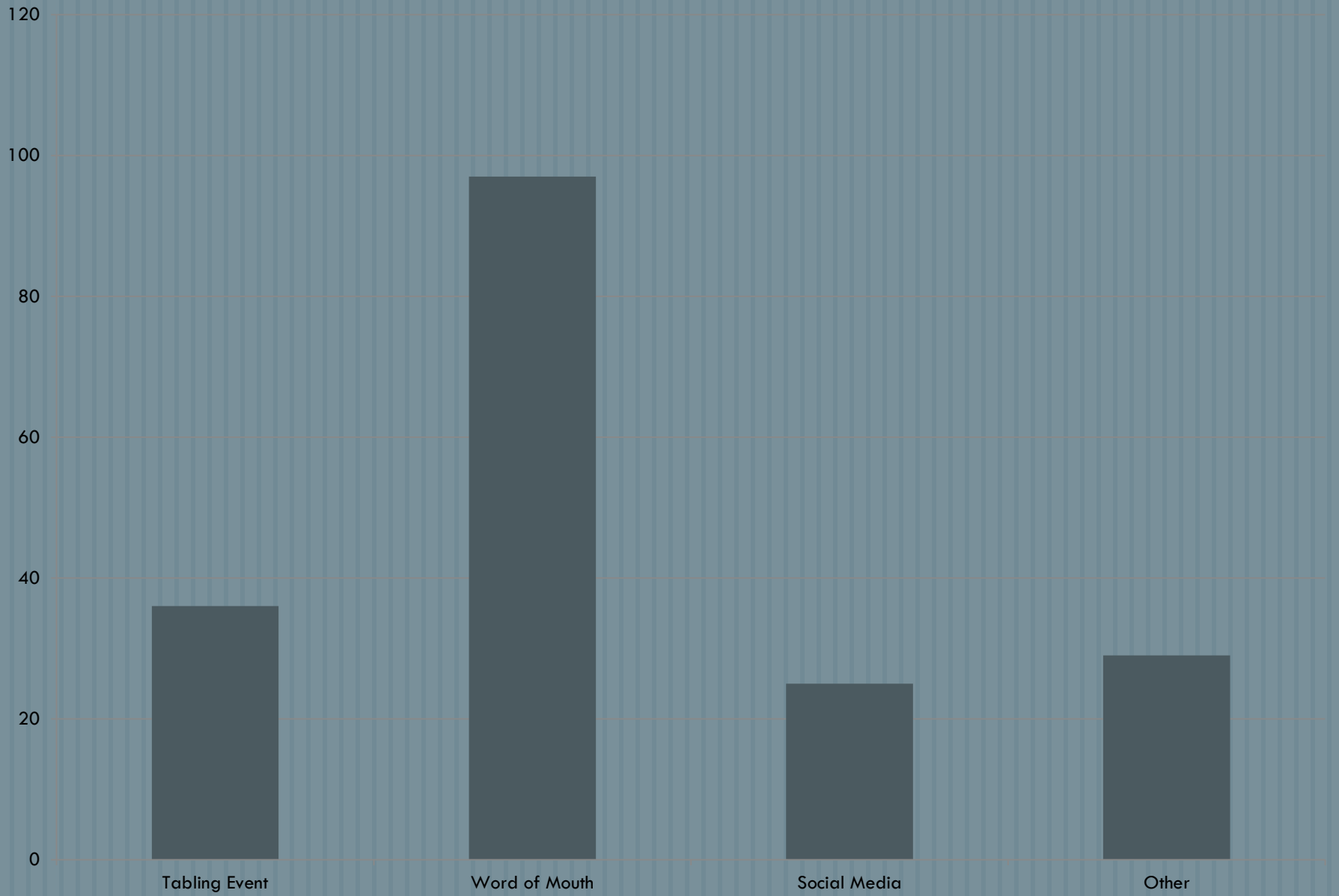
## When do you listen/what time?



## How often do you tune into KUGS 89.3 FM?



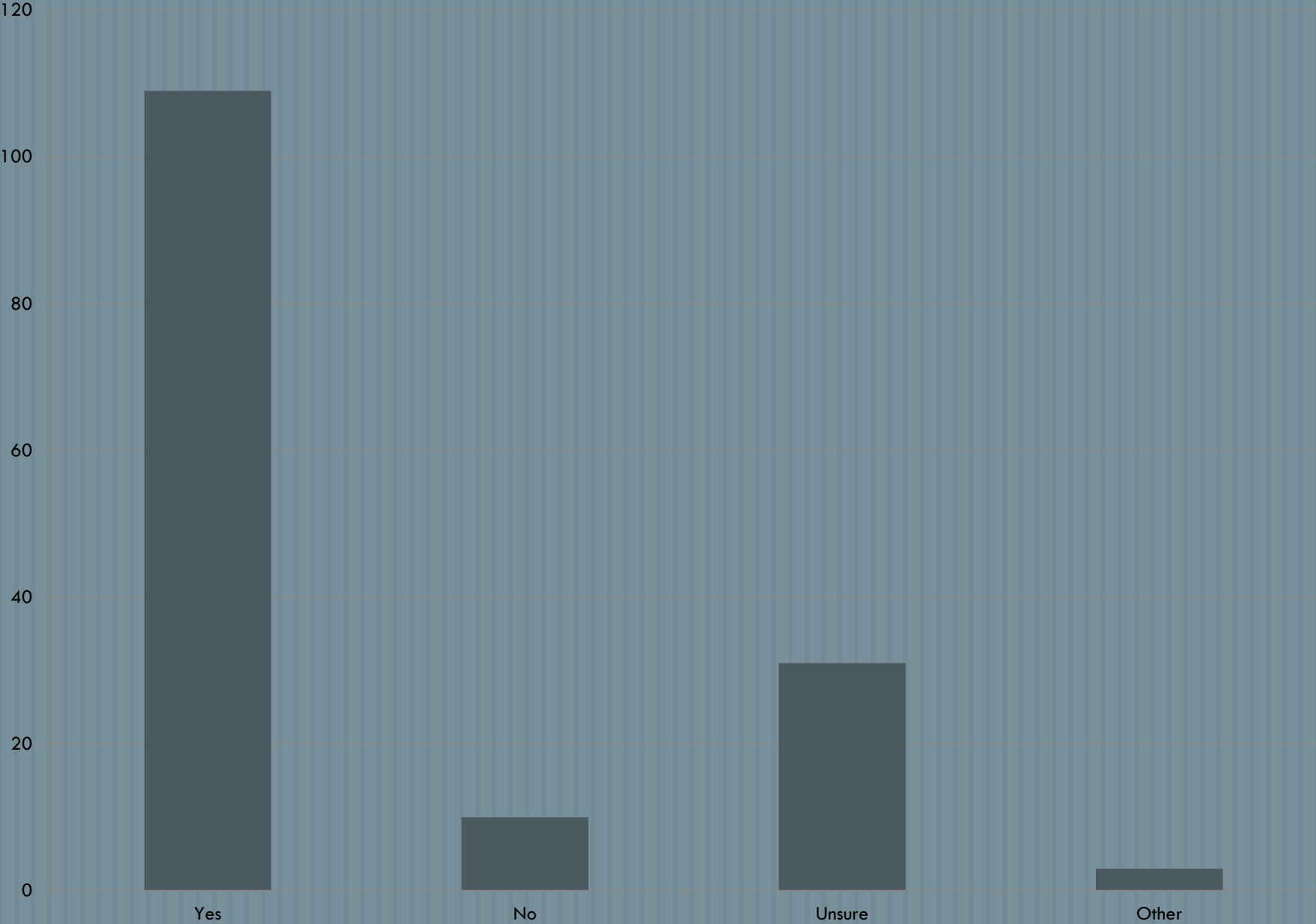
# How did you hear about KUGS?



# How did you hear about KUGS?

- Surveys
- Info fair
- Campus tours
- Browsing the radio
- Posters and stickers on campus
- Family
- Journalism professors
- Friends who are DJs

# Do you value WWU having a college student run radio station?



# Suggestions for KUGS

- ❑ More local and student music
- ❑ Advertising beyond flyers and posters
- ❑ Encourage RAs to play the station at dorm events
- ❑ Live shows
- ❑ More events
- ❑ Party music after 10:00 PM on weekends
- ❑ Chill step for students who are working on homework
- ❑ More advertisement of the specific shows within KUGS
- ❑ Upgrade streaming quality
- ❑ Communicate with other college radio stations
- ❑ Poster and record sales
- ❑ New and old releases
- ❑ Stream from an app
- ❑ Throwbacks, hip hop (not top 40), reggae, experimental music, techno, rock, jazz, blues, metal

# SUMMARY

- Our team of program evaluators found helpful and effective ways to reach Western students via survey to learn about student listenership of the student run radio station KUGS.
- We received responses from students to learn if they are listening to KUGS and how that can help KUGS cater to the student's desires as a listener.
- KUGS can use these results to improve their mission of serving a diverse student population, and have knowledge that their programs are being accessed and appreciated by the Western community.

# CONCLUSION

- Our team learned valuable evaluation skills that we will use in the Human Services profession to identify needed services within an existing organization.
- Not only did we learn the technical skills of performing a program plan and evaluation, but also how to collaborate effectively as a team to find the best possible solution for our client needs.

Q&A



**THANK YOU!**