

**1) What is the area's current method for tracking client data (e.g. who is using the services)? If this is not currently being tracked what is your proposed plan for doing so (e.g. how and when)?**

As far as the training and educational components of KAOS, we keep the information on whether our trainees are TESC students or members of the community-at-large as stated on their volunteer applications. We will begin to compile that information and keep annual totals on file beginning with the training sessions scheduled to begin in September 2009.

**2) What is the area's current method for tracking client satisfaction and/or needs? If this is not currently being tracked what is your proposed plan for doing so (e.g. how and when)?**

The tracking of client/trainee satisfaction and needs has been tracked for approximately the past year by KAOS Training & Operations Manager Ruth Brownstein by means of a post-training survey. That practice will continue.

KAOS management also continues to serve as Field Supervisors for appropriate individual learning contracts. The evaluation process at the end of the contract encourages feedback on the expectations and conduct of the supervisor, but that information has only been submitted and kept by the Faculty sponsor. A post-contract survey will be developed and used on future individual learning contracts.

Our efforts to assess the success of meeting of the needs of our listeners include gathering telephone comments from new or renewing members on what they enjoy or dislike about the station during our biannual membership drives. In the recent past, we also published a survey in our quarterly Program Guide that was mailed to approximately 500 listener/members. Information tabulated from returned surveys served as the basis for programming adjustments and placement. We continue to solicit information from our on-line "Listener feedback" survey posted on the KAOS website [www.kaosradio.org](http://www.kaosradio.org) at <http://kaos.evergreen.edu/feedback.html>, giving those comments consideration within the realm of the efforts of our Development Department.

A current assessment vehicle we are striving to meet is the Corporation for Public Broadcasting (CPB) Audience Service Criteria. This program requests that the station meet significant and measurable listening or community financial support relative to our coverage area population. Efforts to meet and exceed the standards continue through programming changes and increased fundraising efforts.

We also consider the biennial review and approval of the KAOS budget as a major assessment of our fulfillment of student needs. Student Activities has also recently subscribed to *Survey Monkey*, and look forward to advancing our research into the satisfaction and needs of our clients.

**3) What is the area's current method for utilizing and integrating data that is currently being collected? If this is not currently being done what is your proposed plan for doing so (e.g. how and when)?**

KAOS management members meet and discuss the post-training surveys, along with additional comments and shared perceptions on each completed training session. Adjustments and improvements to each area of instruction, as well as to the broadcast certification exam, are implemented after those staff assessments.

The General Manager remains vigilant to cull information from various publications and regional Chamber of Commerce articles and releases concerning population trends. Programming

decisions continue to be made referencing the most recent census information on the makeup of the population within our broadcast area as to whether we offer programming for the smallest portions of that population.

The station needs to prepare and present a survey to non-listeners that will find out what sort of programming would attract them as listeners and ultimately as financial supporters.

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