

PASADENA UNIFIED SCHOOL DISTRICT

DEPARTMENT ANNUAL PLAN FORM

Fill in boxes below:

DEPARTMENT NAME:	<i>Office of Telecommunications/KLRN</i>
DEPARTMENT STATEMENT OF PURPOSE (A):	*
LIST OF SERVICES	<ul style="list-style-type: none">● KLRN Channel 95 & Channel 99 on Charter and AT&T U-verse Station Management and programming● FCC licensed WND632● Excess capacity lease with Sprint, which generates almost \$2M annually in unrestricted funds and wireless technology for PUSD with 3% increase annually.● Video production and post-production services and support● Live coverage of School Board Meetings● Live special events production and coverage● Website management, design, training, and technical support● ROP TV Production Class● Multi-Media Production Internship● Photography● Member/Partner of Pasadena Community Access Corporation
(OPTIONAL) DEPARTMENT THEORY OF ACTION:	

The following is a template for Department staff to think about linking together who they serve, desired outcomes, services/strategies/actions they take, and how they know if desired outcomes are being achieved.

2. Department Actions for 2016-17(E) <i>What will we do in 16-17 to achieve our goals and meet our targets?</i>	<i>Will this take additional resources to do in 16-17?</i> <i>Yes/No</i>
<ol style="list-style-type: none"> 1) As we are expanding our services and collaborating on a larger scale, we will be guided by industry best practices and the Strategic Plan in order to create more efficient operating procedures. 2) We will increase staffing to provide support for additional services. 3) We will work with the Personnel Commission to develop a district-wide webmaster position (FTE). We will develop and implement a training plan for teachers and staff. 4) We will foster deeper collaboration with schools to improve use of website communication tools districtwide. 5) Using the currently allocated CTE/Measure TT funds, we will upgrade and right-align the multi-media, content creation and distribution technology at KLRN's facility. 6) We will collaborate with Muir and CTE to plan technology upgrades for the new DSA approved Media center for the AEM pathway. Using new technology platforms, we will develop more efficient methods for managing and sharing content, and for archiving digital media. 	<ol style="list-style-type: none"> 1) No. 2) Yes. (<i>KLRN is pretty much maxed out in terms of the services we can provide with current staffing.</i>) 3) Yes - funding will come from the 3% EBS annual increase. 4) No. 5) No. 6) Yes.