

KCCK Strategic Goals FY2007

Category: Stakeholder Service

Strategic Goal: Provide appropriate return to Kirkwood's continuing investment in KCCK.

Success Indicators:

- Kirkwood receives a dollar for dollar return on its \$210,000 (in FY 2006) cash investment in KCCK.
- Continue to use KCC faculty for expert commentary where appropriate in news and other programs.
- Track and report KCC coverage in KCCK news.
- Debra Umbdenstock serves on Special Events and Freedom Festival committees.
- Roll out Kirkwood Focus Program or Kirkwood News Service (depending on interest/involvement of KCC Marketing)