



PUGET SOUND PUBLIC RADIO BOARD
 STRATEGIC PLANNING COMMITTEE MEETING
 MONDAY, MARCH 22, 2021
 3:30 PM – 5:00 PM

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJUodeqspjouH9TNLgoQ2TW7PI98FtupgNs0>

Strategic Planning Committee Purpose

Continually analyze and discuss the media landscape and industry trends to help ensure sustainability of the station, its mission, vision, values and future.

- A. Ensure the SBP and Goals advance the mission and purpose of the station
- B. Identify external changes, trends, opportunities and threats that may affect the station’s strategic direction and/or near-term operational planning
- C. Work with Finance Committee to allocate funding for SBP Initiatives
- D. Work closely with Management to monitor current year initiatives and goals (provide status updates at Board meetings)
 - Is the station on track to meet its strategic objectives?
 - Are the initiatives still relevant to identified goals in the SBP?
 - Are there any special circumstances that may impact the overall plan or stated FY initiatives?
 - What are the challenges for management?
 - Where does management believe SPC members can be of assistance?

Meeting Objectives

- Review station progress on SIF for FY22 and how it will integrate into FY22 Strategic Goals and Budget
- Review budget and SIF timeline
- Discuss strategic planning aspect of board retreat with Governance Committee leadership

Questions for Committee Members

Interested in committee’s candid feedback on:

- a. SIF and FY22 KPIs/budget alignment and
- b. The emerging plan from Governance about the retreat and the strategic discussions within

AGENDA

3:30 – 3:35 PM	1. Welcome and Call to Order		Andy McGovern
	2. Overview of Meeting		
	3. Invitation to Disclose Possible Conflict of Interests		
	4. Approval of February 1, 2020 Committee Minutes	Exhibit 1	
3:35 – 4:35 PM	5. STATION BUSINESS		
	A. Dashboard/KPI Report	Exhibit 2	Caryn Mathes
	B. FY22 Budget and KPIs under North Star framework	Exhibit 3	
4:35 – 4:50 PM	6. COMMITTEE BUSINESS		David Landau/Irwin Goverman
	➤ Update on Board Retreat Planning	Exhibit 4	
	➤ Speakers Discussion		
4:50 – 4:55 PM	7. ADDITIONAL BUSINESS		Andy McGovern
	➤ Agenda Items for SPC Next Meeting		
	➤ Public Comments		

**An Executive Session can be called at any time during the meeting based on the following criteria: To consider matters relating to individual employees, proprietary information, litigation, and other matters requiring the confidential advice of counsel, commercial or financial information obtained from a person on a privileged or confidential basis, or the purchase of property of services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.*



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4:55 – 5:00 PM 8. **Executive Session*** Andy McGovern

5:00 PM 9. **Adjourn** Andy McGovern

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APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

March 22, 2021

STRATEGIC PLANNING COMMITTEE (SPC)

3:30 PM – 5:00 PM

Upon notice duly given, the **STRATEGIC PLANNING COMMITTEE** (the “Committee”) of KUOW, Puget Sound Public Radio (PSPR) virtual meeting was held on March 22, 2021 at 3:30 PM via Zoom conference.

PRESENT: Andy McGovern (SPC Chair), Irwin Goverman (SPC Vice Chair), Claire O’Donnell, Wassef Haroun, Mark Ashida and Shauna Causey

ABSENT: Lisa Nitze, Nicholas Patrick and Robert Palmatier

ALSO ATTENDING: Caryn Mathes, Fieta Robinson, Stewart Meyer and Ryleigh Brimhall

I. **Meeting Called to Order**

Mr. McGovern called the meeting to order at 3:31 PM. He provided an overview of the objectives and purpose of the meeting.

II. **Conflict of Interests**

There was no conflict of interests.

III. **Approval of Minutes**

Mr. McGovern called for a motion to approve the February 1, 2021 minutes. Mr. Goverman motioned, and Mr. Haroun seconded; with no objections, the minutes were approved as presented.

IV. **Station Business**

Dashboard/KPI Report

Ms. Mathes presented the FY21 dashboard and KPI year-to-date report. Podcast aggregate downloads are at 103% of projection. BIPOC Sources in News Features are at 143% of goal and the source diversity in the Newsroom is running ahead of goal for both aggregate (57%) toward goal of 40%.

Total from Individuals Giving at 111% over projected goal. Major Gifts is at 157% over projected goal. Donor renewals are at 109% over projected goal. Business Support Revenue is at 95% of projected goal with Non-Broadcast Revenue at 120% of goal.

Overall, to date, the Station has 66.7% of KPIs at 91% or greater than goal. KUOW’s stable Q3 position was due to creative response by the leadership team and prudent fiscal management.

FY22 Budget and KPIs under North Star framework

Ms. Mathes presented the current timeline for FY22 Budget. FY22 Budget and alignment to Strategic Impact Framework (SIF) was on schedule. Committee confirmed a leadership SIF update for the Board Retreat. Senior Leadership Team was finalizing the outcome metrics for the strategies to the SIF outcomes.

APPROVED MEETING MINUTES

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V. **Committee Business**

Update Board Retreat Planning

Mr. Goverman presented the current agenda for the Board Retreat and facilitated a committee discussion on potential speakers.

VI. **Adjournment**

There being no further business, Mr. McGovern adjourned the Strategic Planning Committee meeting at 4:46 PM.

Respectfully Submitted by
Andy McGovern, SPC Chair
Fieta Robinson, Board Liaison