



RESCHEDULED KUOW, R&R Committee April 1st Meeting

KUOW

Monday, April 1, 2024 at 4:00 PM PDT to Monday, April 1, 2024 at 5:30 PM PDT

Agenda

Committee Purpose

1. ensuring that all Board members have the capacity to be effective ambassadors when representing the organization and are able to work in support of KUOW staff-directed priorities, strategies and outcomes;
2. cultivating and activating relationships in the community in support of KUOW strategic initiatives and community events;
3. helping to identify member acquisition, engagement and fundraising strategies, inform best practices and methods, and evaluate performance against the critical corresponding KPIs;
4. perform such other functions as required by law or otherwise as are necessary or appropriate to further the Committee's purposes or as may from time to time be delegated to the Committee by the Board

DEI Lens Qs (Pre-Meeting Reading)

DEI Lens Questions

Encourage all Board members to consider these guiding questions as they engage in their work:

- o What would be my default decision or solution in this situation?*
- o Who benefits from this default approach?*
- o Whose perspectives are missing?*
- o What steps will I take to make a more equitable decision or design a more equitable solution?*

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| I. Welcome & Call to Order | 4:00 PM |
| A. Invitation to Disclose Possible Conflicts of Interest | |
| B. Approval of Reach & Resource Committee Meeting Minutes | |
| C. Overview of Meeting | |
| II. Committee Business | 4:05 PM |
| A. 2024 Engagement Plan | |
| 1. 2024 Engagement Form Update | |
| B. 2024 Finalize Workplan Review | |
| III. Station Business Report | 4:30 PM |
| A. KUOW Staff Leadership Retreat Update | |
| B. Updates from Reach & Resource Departments (Exhibit) | |

IV. Other Business

A. Topics for Exec & Board Meeting Agenda

V. Public Comment

4:55 PM

VI. Open Meeting Adjourn

VII. Executive Session Called

5:00 PM

Meetings of the Board of Directors and Board Committees or portions of those meetings at which matters relating to individual employees, proprietary information, or litigation, or certain 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 or services whenever the premature exposure of such purchase would compromise the operations or business interests of KUOW may be closed to the public pursuant to 47 USC sec 396(k)(4).

VIII. Executive Session Closed

Date of Next Meeting- May 23 2024 Joint with FIN (1st Budget Meeting)

Upcoming Board Events & Activities

Summer Ice Cream Social | 7/24

Staff Appreciation Breakfast | 8/21



APPROVED KUOW, Reach & Resource Committee April 1 Meeting Minutes

KUOW – Virtual & In-Person | Apr 1, 2024 at 4:00 PM PDT
In-Person Location | Rita Koontz Community Center
Virtual Location | Zoom

Attendance

Members Present: Mark Ashida, Laura Cañate, Randy Hodgins, David Iyall, Christopher Jay, Claire O'Donnell, Lucrezia Paxson, Jamie Robinson, Kevin Schofield, Caryn Mathes, Andy McGovern, Wassef Haroun

Members Absent: Roshni Naidu

Staff Present: Ryleigh Brimhall, Annette Promes, Kerry Swanson, Shawnteasha Crow

Members of the Public: n/a

I) Welcome & Call to Order

- a) Ms. O'Donnell called the meeting to order at 4:03 PM.
- b) Welcoming New Members
 - i) Ms. O'Donnell welcomed all new directors to the committee and asked them to introduce themselves.
- c) Invitation to Disclose Possible Conflicts of Interest
 - i) Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- d) Approval of Reach & Resource Committee Meeting Minutes
 - i) **Motion to Approve the Reach & Resource Committee Minutes:**
Ms. O'Donnell called for a motion to approve the August 15 R&R, October 11 SPC, and January 25 R&R Meeting minutes. Motion was moved by Kevin Schofield and motion was seconded by Jamie Robinson. With no objections, the meeting minutes were approved.
- e) Overview of Meeting
 - i) Ms. O'Donnell provided a brief overview of the meeting.

II) Committee Business

- a) 2024 Engagement Plan
 - i) The Committee reviewed the 2024 Engagement Plan. The Committee discussed the various ways that the Board can support the Station and the GM. The next step for the Committee is to finalize the language of the form and to bring it to the full Board for review and feedback.

b) 2024 Engagement Form Update

- i) Ms. O'Donnell welcomed Ms. Mathes and Ms. Promes to share information about the Bloomberg Grant and the Board's involvement based on the stipulations of the grant. The grant will support KUOW's participation in the Trust Project, support the Station in communicating and connecting with its audiences, and further transparency and trust.

c) 2024 Finalize Workplan Review

- i) Ms. O'Donnell led the Committee in reviewing the department summaries. The summaries represent the following departments: Community Engagement, Marketing, Donor Engagement, and Business Support. The Committee then asked Annette Promes questions based on the summaries provided.

III) Station Business Report

- a) Ms. O'Donnell invited Mr. Swanson and Ms. Mathes to share the results of the KUOW Leadership Team retreat with the Committee. The Committee read the Executive Summary of the retreat notes, and the three priorities for growth were audience development, partnerships, and institutional and transformational giving. The Committee discussed KUOW's communication with potential donors and partnerships within and outside of UW.

b) Updates from Reach & Resource Departments

- i) Ms. O'Donnell then had the Committee take time to read the revenue-generating department summaries. The revenue-generating departments are donor engagement (a combination of philanthropy and membership departments), marketing, and business support. Additionally, community engagement provided a summary to expand on the reach within the community. The Committee discussed the different opportunities with large-scale grants with philanthropy and the new businesses that were working with Business Support.

IV) Other Business

a) Topics for Executive & Board Meeting Agenda

- i) Ms. O'Donnell decided to bring the Board Engagement Form Update to the Executive Committee.

V) Public Comment

- a) There were no members of the public in person or virtually, and no public comment was made.

VI) Open Session Adjourn

- a) Ms. O'Donnell adjourned the public portion of the meeting at 5:08 PM.

VII) Executive Session

- a) Ms. O'Donnell called for an executive session of the committee to discuss personnel, budget, and proprietary matters. No actions or decisions were made. The executive session adjourned at 5:37 PM.