



**PUGET SOUND PUBLIC RADIO BOARD
STRATEGIC PLANNING COMMITTEE MEETING
TUESDAY, DECEMBER 1, 2020
3:30 PM – 5:00 PM**

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJ0tfuioirjgtE92eOOlbHSiLlmyNkkpSyoPz>

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

- Obtain an update on the station’s progress against the FY21 Fiscal KPIs for stated goals
- Discuss the timeline for strategic impact framework (SIF) outcomes & strategies
- Reach consensus on the approach, schedule, timeline and deliverables
- Ratify the 2021 Work Plan

Questions for Committee Members

1. How do you see the SIF synchronizing with 2021 KPI’s for this year?
2. What presentation would you like to see from management at the next meeting?

AGENDA

3:30 – 3:40 PM	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Welcome committee members to 2021 season 3. Thank Past Co-Chairs for their service in 2020 4. Overview of Meeting 5. Invitation to Disclose Possible Conflict of Interests 6. Approval of October 1, 2020 Committee Minutes 	Exhibit 1	Andy McGovern
3:55 – 4:20 PM	<ol style="list-style-type: none"> 7. STATION BUSINESS <ol style="list-style-type: none"> A. Progress Update with The Strategic Framework B. Dashboard/KPI Report C. November Tonnage Report 	Exhibit 2 Exhibit 3 Exhibit 4	Caryn Mathes
4:20 – 4:40 PM	<ol style="list-style-type: none"> 8. COMMITTEE BUSINESS <ol style="list-style-type: none"> A. Reflect & Discuss 2021 SPC Goals B. Discuss & Ratify SPC 2021 Workplan 	Exhibit 5	Andy McGovern

**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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4:40 – 4:50 PM	C. <u>ADDITIONAL BUSINESS</u> <ul style="list-style-type: none">➤ Agenda Items for SPC Next Meeting➤ Public Comments	Andy McGovern
4:50 – 5:00 PM	D. Executive Session*	Andy McGovern
5:00 PM	E. Adjourn	Andy McGovern

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APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

December 1, 2020

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 December 1, 2020 at 3:30 PM via Zoom conference.

PRESENT: Andy McGovern (SPC Chair), Irwin Goverman (SPC Vice Chair), Claire O’Donnell, Shauna Causey, Lisa Nitze, Heidi de Laubenfels and Mark Ashida

ABSENT: Nicholas Patrick, Wassef Haroun and Robert Palmatier

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

I. **Meeting Called to Order**

Mr. McGovern welcomed new and old Committee members and called the meeting to order at 3:32 PM. He provided an overview of the objectives and purpose of the meeting. He thanked the past Co Chairs for their service to the Committee

II. **Conflict of Interests**

There were no conflict of interests.

III. **Approval of Minutes**

Mr. McGovern called for a motion to approve the October 1, 2020 minutes. Mr. Ashida motioned, and Mr. Goverman seconded; with no objections, the minutes were approved as presented.

IV. **Station Business**

Progress Update with The Strategic Framework

Ms. Mathes provided a progress update with the Strategic Framework. There were six outcomes and the North Star currently defined with the help of Ms. Lisa Nitze and The Committee. The Strategic Framework was with the KUOW Leadership to link strategies and KPIs to each outcome. The Leadership Team had also brought forward questions and further clarification of the outcomes.

Dashboard/KPI Report

Ms. Mathes presented the FY21 dashboard and KPI year-to-date report. Podcast aggregate downloads are at 120% of projection. Reporter engagements in the community are at 136% of goal and the source diversity in the Newsroom is running ahead of goal for both aggregate (55%) toward goal of 40%.

Total from Individuals Giving at 115% over projected goal. Major Gifts is at 165% over projected goal. Donor renewals are at 108% over projected goal. Business Support Revenue is at 94.9% of projected goal with Non-Broadcast Revenue at 110% of goal.

Overall, to date, the Station has 60% of KPIs at 91% or greater than goal. KUOW’s stable Q2 position was due to rapid and creative response by the leadership team and prudent fiscal management.

DRAFT MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

December 1, 2020

STRATEGIC PLANNING COMMITTEE (SPC)

3:30 PM – 5:00 PM

KUOW November Tonnage Report

Ms. Mathes presented the October Tonnage Report. Overall from October 2019 to October 2020, there was a percentage increase in Digital Listening, Social Media, Active Donors/Members and Total Network Audience. There was decrease in Linear (Broadcast) Radio and KUOW.org.

V. Committee Business

Reflect & Discuss 2021 SPC Goals

Mr. McGovern facilitated a discussion of SPC 2021 Goals. He would synthesize the common goals and themes for the future meeting.

Discuss & Ratify SPC 2021 Workplan

Mr. McGovern presented the current SPC 2021 Workplan. The Committee brought forward clarifying questions and discussion especially what changes were made due to COVID19 Pandemic and how to adjust for the future strategic planning.

VI. Adjournment

There being no further business, Mr. McGovern adjourned the Strategic Planning Committee meeting at 4:45 PM.

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