



KUOW, Strategic Planning Committee: January 31, 2022 Meeting - KUOW

Jan 31, 2022 at 3:30 PM PST to Jan 31, 2022 at 5:00 PM PST
Remotely Via Zoom

Agenda

I. Welcome and Call to Order

3:30 PM

Presenter: Andy McGovern

A. Invitation to Disclose Possible Conflicts of Interest

Presenter: Andy McGovern

B. Overview of Meeting Purpose

Presenter: Andy McGovern

C. Invitation for Additional Topics

Presenter: Andy McGovern

D. Approval of October 13, 2021, SPC Meeting Minutes

Presenter: Andy McGovern

E. Welcome Reach & Resource Committee Members

Presenter: Andy McGovern

F. What's new with KUOW

Presenter: Caryn Mathes

II. Station Business

Presenter: Andy McGovern

A. Digital roadmap review with Senior Director of Digital Product Rami Al-Kabra 3:45 PM

Presenter: Rami Al-Kabra

1. Provide Feedback and Questions

III. Committee Business

4:40 PM

Presenter: Andy McGovern

A. Review 2022 Workplan

IV. Additional Topics

4:50 PM

Presenter: Andy McGovern

A. Items for Executive Committee Agenda/Full BOD Meeting

B. Next SPC Meeting- March 21 2021

V. Public Comment/ Executive Session

Presenter: Andy McGovern

4:55 PM

VI. Adjournment

Presenter: Andy McGovern



KUOW, Strategic Planning Committee: January 31, 2022 Meeting APPROVED Minutes

KUOW

Jan 31, 2022 at 3:30 PM PST

@ ZOOM

Attendance

Members Present (Remote):

Michelle Merriweather , Virginia Anderson, Ryleigh Brimhall, Caryn Mathes, Andy McGovern, Filiz Efe McKinney, Roshni Naidu, Lisa Nitze, Claire O'Donnell, Fieta Robinson, Kerry Swanson

Members Absent:

Wassef Haroun, David Iyall, Christopher Jay

Guests Present:

Rami Al-Kabra, Matt Albertson

I. Welcome and Call to Order

Mr. McGovern called the meeting to order at 3:35 PM

A. Invitation to Disclose Possible Conflicts of Interest

There was no conflict of interests.

B. Overview of Meeting Purpose

He provided an overview of the objectives and purpose of the meeting.

C. Approval of October 13, 2021, SPC Meeting Minutes

Motion:

Mr. McGovern called for the approval of the minutes of October 13, 2021, Strategic Planning Committee Meeting.

Motion moved by Lisa Nitze and motion seconded by Virginia Anderson. With no objections, the minutes were approved as presented.

D. What's new with KUOW

Ms. Mathes introduced a new staff member, Kerry Swanson. Ms. Mathes updated on the December 2021 Gallup Poll Survey, and the grand mean was approximately up by 20% from June 2021's Gallup results. She also highlighted current DEI efforts and how they could effectively communicate them to staff and the board. She provided an update on employee hiring efforts and announced the upcoming audience research and piloting from the staff.

II. Station Business

A. Digital roadmap review with Senior Director of Digital Product Rami Al-Kabra

Mr. McGovern facilitated a review and discussion of Rami Al-Kabra's Digital Division Vision. The committee highlighted the planned customer research, the Digital Division staff structure, analytics & strategies of the digital products (KUOW .org, KUOW App, Syndication), future real-time adjustments with content, and, the vision's connection to the Strategic Impact Framework (SIF).

B. Review 2022 Workplan

The review of the SPC 2022 draft workplan was moved to future meeting to allow more time for discussion of Digital Division Vision.

III. Adjournment

There being no further business, Mr. McGovern adjourned the Strategic Planning Committee meeting at 5:02 PM.